

Table 1: Themes and Subthemes

Themes	Subthemes	Average Counts
Theme 1 Change in diet between generations	Economic growth, globalization, and urbanization post Vietnam war Change from large families and food scarcity to smaller families and food abundance Change from traditional rural diet to urbanized processed foods and fast food diet	44
Theme 2 Preference for “rounder” children	Parents define “skinny” as “unhealthy” Parents believe boys need more food and should be “taller” and “larger” Using endearing terms to describe overweight/obese children Associating “rounder” appearance with higher socioeconomic status and ability to support their family	36
Theme 3 Unhealthy feeding practices	Increased frequency and overfeeding during meals and snacks Promotion of sugar-sweetened milk as healthy Increased access to sugar-sweetened snacks & beverages and fast food	100
Theme 4 Reduced physical activity	Parents perceive urban environment and traffic to be unsafe for children to walk to school or play outdoors Children spend free time studying instead of playing due to increased academic pressure Increased sedentary behavior in children due to use of electronics/new technologies	49
Theme 5 Increasing awareness of child obesity	Parental action to limit sweets and overfeeding to prevent overweight/obesity Increased parental concern about accessibility of sugar-sweetened foods and beverages at school Parental hopes for increased government action to prevent overweight/obesity	43