



Housewives opinions' toward deterrent barriers and facilitator factors on fish consumption (the case of Zanjan city)

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The people's nutritional status is used as a very important indicator by nutritional science experts' for community health assessment. Due to having easy digestibility protein, vitamins, minerals and Omega-3 fats, fish plays an important role in human health. So the fish has called the health food by nutrition science professionals and they have recommended taking at least two times a week to prevent the incidence of cardiovascular diseases. However, the amount of fish consumption is very limited in the food cart family and its' reasons should be explored by scientific methods. There for this descriptive - survey research was conducted to achieve housewives opinions' toward deterrent barriers and facilitating factors on fish consumption in Zanjan city. The data collection instrument was a questionnaire. Its' validity was verified by referring to a group of academic experts. In order to measure the reliability of the questionnaire, Cronbach's Alpha coefficient was calculated for the main scales of the questionnaire (deterrent barriers = 0.85 and facilitator factors = 0.91). This research statistical sample consists of 120 people who were selected randomly. The results revealed that the most important preventive factors for fish consumption in Zanjan city were categorized in three factors namely access and quality problems, economic problems and issues related to fish cook, and also facilitator factors were categorized in double case, promotion of fish Cook and fish consumption and support, training and processing services.

Key words: ◉ Advisory service, fish, aquatics, Housewives, Zanjan