Childhood obesity is a main problem of public health. Probably the failure of many prevention programs can be attributed to their late start (during primary or secondary schools), when lifestyle and dietary habits are firmly developed and their modification is difficult.

‘3P-Project’ is a pilot preventive program, addressed to preschoolers attending two Salerno’s kindergartens, which has the following objectives: 1) promoting a healthy nutrition, based on Mediterranean Diet, 2) overcome foods neophobia (i.e. an innate repulsive behavior to new foods, especially fruits and vegetables), 3) decrease sedentary by promoting physical activity. We present preliminary results of the baseline investigation.

115 preschoolers (60M, 55F, age 2-6 years) were characterized. Weight classes were calculated according to WHO gender- and age-adjusted BMI-centiles. Parents completed KIDMED (Mediterranean Diet Quality Index for children) and, based on its value, adherence to Mediterranean Diet was so assessed: 0-3 low, 4-7 medium and 8-12 high.

The prevalence of overweight/obesity was 18.3%; 9.6% overweight and 8.7% obese. The mean KIDMED was 6.1 in normal weight vs. 5.2 in overweight/obese group. The KIDMED distribution in two groups was: 11.7% low, 63.8% medium and 24.5% high, vs. 23.8% low, 61.9% medium and 14.3% high, respectively.

Overweight/obesity prevalence in Salerno’s preschoolers reflects national and international trends, and it justify an early intervention. The high percentage of low adherence to Mediterranean diet warrants efforts to improve eating habits through *ad hoc* -interventions such as those planned in the ‘3P-project’.