This research was conducted to uncover health behaviors during women’s prenatal periods, using a transcultural approach. The qualitative ethnonursing method was used. The research was conducted at the family health center in Izmir/Bornova. Data were collected between November 2007 and August 2008 using the purposive sampling method. Eighteen pregnant women were included in the study. The interviews were conducted face-to-face using an in-depth interviews technique. A semi-structured interview was recorded on an audio recording device. A thematic analysis revealed four main themes: family, social learning-tradition transfer, perception, and behavioral changes.