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Outcome, Measures and Analysis: In this survey, respondents reported the number of times per week they ate out at fast food or traditional restaurants or how often they ate at home. They also provided a 24-hour dietary recall and reported the amount of time per week they spent doing various recreational activities.

Results: Calorie source did not significantly affect BMI. But, evidence shows that thirty minutes a day of vigorous recreational activity, or simply walking or riding a bicycle, is associated with a 0.37-point ($p < 0.05$) or 0.11-point ($p < 0.01$) decrease in BMI. In contrast, spending those thirty minutes in front of the television is associated with a 1.07-point ($p < 0.01$) increase in BMI.

Conclusions and Implications: Evidence from this study shows that the source of calories in a diet is not strongly correlated with BMI, but the type of physical activity is. Whether people obtain their calories from fast food restaurants or from home should be less of a concern relative to how they spend their recreational time.

Funding: None.

P103 Withdrawn

P104 The Syracuse Plate: Reducing BMI by Introducing Smaller Plates in Households

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Objective: When households receive a new set of small or large dishes, will they use them, and will their weight and body mass index (BMI) be affected?

Theory, Prior Research, Rationale: This study builds on prior research that documents the effect of dish size on BMI.

Study Design, Setting, Participants, and Intervention: In a sample of 217 households, 307 total participants (some households had two participants), located in Syracuse, New York, half of the households were randomly chosen to receive a set of dishes (small salad plates, large dinner plates, bowls, glasses, and coffee cups) that were large in size and the other half received a set of dishes that was small in size.

Outcome, Measures and Analysis: In 8 interviews (every two weeks) over a 4 month span, field researchers collected data on participant weight, and how often they used their new dishes.

Results: Participants reported using their plates between 5.5 (large set) and 6.5 (small set) days per week. Difference in weights recorded in the first and final interviews show that participants who received the small plates lost an average of 2.7 pounds ($p < 0.05$) relative to those in the large dish treatment. These participants also reduced their BMI by 0.5 points ($p < 0.02$), compared to those in the large dish treatment.

Conclusions and Implications: For household nutrition gatekeepers, this study demonstrates how this simple, relatively effortless change can improve the health of

household members. To health professionals, this finding introduces a cost effective method clients can employ to “mindlessly” improve health outcomes.

Funding: NIH.

P105 Fifteen Pounds to Happiness: The Personal Obesity Crisis and Weight Loss Ideals of American Women

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Objective: Nearly two-thirds of the population is considered overweight by clinical standards, but how overweight are these individuals by their personal standards?

Theory, Prior Research, Rationale: This research uses reference point theory and the fact that the largest dieting demographic in America is female. It investigates how much weight American women would need to lose in order to be happy with their weight.

Study Design, Setting, Participants, and Intervention: In 3 different surveys, a total of 1,291 American women were asked how much weight they would need to lose to be happy with their figure. Following this and related questions they were asked their height and weight (in 2 studies) or these measures were taken in person (1 study).

Outcome, Measures and Analysis: The relation between how many pounds they wish to lose to be happy and their current weight and BMI.

Results: Over 86% of women in these broad samples said they would be happy if they lost an average of less than 15 pounds. This was greater for those who were single, without children, white, and college-educated. Most weight loss aspirations translated into a BMI reduction of about 2.3, leading most obese women to be reclassified as overweight, and most overweight women to be classified as average.

Conclusions and Implications: While the obesity problem is a grave concern for many, it may be less of a concern for the majority that we might have thought. Small changes in diet and eating behavior that result in a 1 pound per month weight loss would erase much of the problem in these women's minds within a year.

Funding: None.

P106 Antecedents and Antidotes for Ingredient Food Fears

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Objective: What factors drive an unmerited concern with food ingredients?

Theory, Prior Research, Rationale: This study builds on the research on food neophobia. A variety of food ingredients have been the focus of consumer concern, including

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sugar, fat, sodium, and carbohydrates. Many of these have cycled in and out of concern over the past years. If ingredient food fears were better understood, it might be possible to help consumers balance their views toward food and nutrition.

Study Design, Setting, Participants, and Intervention: A phone survey of 1,008 U.S. mothers asked about food concerns and presented them with various levels of information to determine how information moderated those concerns.

Outcome, Measures and Analysis: Scaled ratings of concern were taken for a number of food ingredients, and these ratings were probit regressed upon where people got their nutrition information and what foods these ingredients were most associated with. In those cases when different levels of ingredient background information were provided, mean ratings of concern were taken and compared using ANOVA.

Results: First, women who had ingredient food fears received more information from internet sources than from television or print media ($p = .02$). Second, ingredient food fears tend to be exacerbated if these ingredients are largely associated with less nutritious foods ($p = .01$). Third, effectively communicating the background, purpose, and history of an ingredient may moderate extreme views ($p = .04$).

Conclusions and Implications: These findings suggest new theories for predicting what foods and ingredients are most at risk of generating ingredient food fears and which people will be most prone to these fears.

Funding: Corn Refiners Association.

P107 Part Carts: Assortment Allocation Cues that Increase Fruit and Vegetable Purchases

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Objective: How do you encourage shoppers to buy more fruit and vegetables?

Theory, Prior Research, Rationale: Building on the notion of implied social norms, we propose that partitioning a shopping cart – dividing it in half with either a physical barrier or even a coat or purse – and specifying half be used for targeted healthy foods (e.g., fruits and vegetables) may increase their sales in grocery stores.

Study Design, Setting, Participants, and Intervention: Two field studies involving 171 shoppers in a Virginia grocery store and 169 shoppers in a Toronto grocery store who were provided with either a normal grocery cart or a partitioned cart that suggested they reserve the front part of the cart for fruit and vegetable purchases.

Outcome, Measures and Analysis: The sales of fruits and vegetables compared to the sales of other foods.

Results: These two converging studies in grocery stores show that most shoppers purchased fruits and vegetables in quantities relative to the size of their allocated partition

within a shopping cart. Sales of fruits and vegetables increased by over 200% when using a divided cart. This was true for both fruits (\$3.65 vs. \$1.82; $p < .01$) and vegetables (\$5.19 vs. \$2.17; $p < .01$).

Conclusions and Implications: Partitioning is a neglected tool that shoppers themselves can use to help themselves buy more of the healthier foods they might wish to purchase.

Funding: None.

P108 Nutrition Education Messages in Primary Health Care in Two Cities of Latin America

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Objective: To compare development of nutrition education messages coordinated by nutritionists in primary health care settings in São Paulo, Brazil and Bogotá, Colombia.

Theory, Prior Research, Rationale: Nutrition education has been recognized as being instrumental to promoting healthy eating. Specific steps to establishing amotivating and changing behavior with regards to planning, taking action, and reinforcing are essential.

Study Design, Setting, Participants, and Intervention: A descriptive qualitative study was conducted using comparative methodology with nutritionists who were working in a family health support team in São Paulo and with those in Bogotá who were working with intervention plans. Three approaches were used: online questionnaire, semi-structured interview and systematic observation.

Outcome, Measures and Analysis: Reported activity concerning the messages was gleaned from collective discourse at a group meeting using a semi-structured interview.

Results: Fifty-four interviews and 41 observations were conducted. Message types were identified. In São Paulo the professional autonomy allowed a greater level of specificity in addressing content, but focused mainly on nutrition related disease. In Bogotá, the selection of topics was centralized, but directed especially towards health promotion.

Conclusions and Implications: Nutrition education process evaluation helps nutritionists understand the role of potential facilitators for change.

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P109 Enhancing Body Image in Youth as Result of a Parent-centered Childhood Obesity Prevention Program

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