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Conclusions and Implications: Longitudinal studies using a larger sample are needed to determine the behavior outcomes of the program on children, and their families. Results of this study provide important information concerning the design and implementation of evidence-based diabetes and obesity for preschoolers.

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P188 iCook 4-H: Piloting a Childhood Obesity Prevention Program - Anthropometrics and Dietary Intake of Children 9-10 Years Old

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Objective: To assess anthropometrics and dietary intake of 9-10 year old children as part the iCook 4-H pilot.

Theory, Prior Research, Rationale: Community-based participatory research partnership among researchers, Extension, and stakeholders. Intervention informed by the Social Cognitive Theory.

Study Design, Setting, Participants, and Intervention: Pre-post intervention pilot with family dyads (n=48) in 5-states. Sites with kitchen facilities were used to complete a 3-month, 6-lesson culinary skills program with focus on increasing family meals and physical activity.

Outcome, Measures and Analysis: Height, weight, and waist circumference (WC) of children were measured using standard NHANES techniques. Sexual maturation was based on self-reported Tanner stage. Dietary intake was measured using parent-assisted Block Food Screener for Ages 2-17. Descriptive and Student's t-test statistics were performed.

Results: Children (mean=9.7 years) were predominantly female (72%) and ethnically diverse (White=46%; Hispanic=18%; Black=13%; Native American 13%; Other=7%; Asian=2%). Mean anthropometrics (height, weight, WC) by gender at pretest were 141 cm, 45 kg, 75 cm for females and 143 cm, 42 kg, 72 cm for males. Males (91%) and female (94%) were in the early stages for sexual maturation. Calories decreased from pre (mean=1204 kcal) to post (mean=1023 kcal) ($P<0.05$) however, no reported difference in intake of fruits/fruit juice, vegetables, or whole grains. Decreases noted in saturated fat (pre=16g, post=14g; $P<0.05$) and foods/beverages with sugar added (pre=7 tsp, post=5 tsp; $P<0.05$).

Conclusions and Implications: Weight and WC were slightly above NHANES reference data. It appears children were consuming more nutrient dense diets following the intervention. While the results are promising, they should be considered with caution, as self-reported data, and assessment protocols should be reviewed prior to intervention.

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P189 Youth Attention to Food and Beverage Advertising: Differences by Age, Gender and Susceptibility to Advertising

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Objective: To test for mean differences in levels of attention to food and beverage advertising among groups of youth.

Theory, Prior Research, Rationale: Research has documented associations between food advertising and diet-related outcomes among youth, however the strength of evidence differs for certain groups and little is known about the personal characteristics of youth who are most susceptible to food advertising.

Study Design, Setting, Participants, and Intervention: Participants for this cross-sectional study included 102 youth (mean age = 11.6 years; 56.4% Caucasian; 43.1% Female). Participants viewed 40 food advertisements on the computer in a university laboratory. Eye-movements were recorded using eye-tracker technology, which provides a real-time descriptive analysis of an individual's point of gaze and length of attention to each advertising element.

Outcome, Measures and Analysis: Objective attention measures included total viewing time, fixation length (time spent viewing characters, logos, unhealthy food/beverage items), and fixation count (number of times an individual views characters, logos, unhealthy food/beverage items). Independent samples t tests were conducted to test for mean differences in the levels of attention to food advertising by age, gender, and susceptibility to advertising.

Results: Findings indicate significant differences for several of the attention to advertising measures by age. In all instances, older youth viewed the advertisements significantly longer and more frequently than did younger youth. There were no significant differences in mean levels of attention to advertising by gender or susceptibility to advertising.

Conclusions and Implications: Documenting the components of food and beverage advertising that gain the greatest attention from youth can help researchers to understand the mechanisms for the association between exposure to advertising and youth outcomes.

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