P1 Redesign of the Youth Understand MyPlate (YUM) Curriculum for Use by Elementary School Teachers

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Objective: To redesign Youth Understanding MyPlate (YUM) into a lesson plan format appropriate for use by elementary school teachers.

Target Audience: Elementary school teachers.

Theory, Prior Research, Rationale: As the focus on standardized testing in schools nationwide continues to grow, teachers have limited time in the school day for outside programming. In addition, there have been discussions at the national level to develop nutrition education standards for teachers.

Description: YUM, an elementary school nutrition curriculum, was created for use by University of Florida/IFAS Extension professionals. With the assistance of a former teacher, YUM was redesigned to incorporate educational terminology to make the curriculum more transparent and user-friendly for teachers, including strategies and lesson plan templates. The gradual release model, a teaching strategy where teachers gradually release information to scaffold student learning, was clearly defined in the teacher YUM. The essential question, learning goals, and activities for all learning styles were also included.

Evaluation: As teachers must assess a student's mastery of a skill based on a scale of evaluation, a rubric was created to reflect the content and learning standards taught in each lesson.

Conclusions and Implications: By creating teacher-friendly nutrition education materials, nutrition concepts can be incorporated into existing classroom curricula with increased ease. As classroom time becomes more coveted, nutrition educators must adapt their materials and approach to encourage teachers to seamlessly teach children important health messages as part of the school day.

Funding: Florida Department of Agriculture and Consumer Services.

P2 Gaining Interest With Pinterest for Food and Nutrition Related Topics

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Objective: The objective was to reach people with food and nutrition information through Pinterest.

Target Audience: The target audience was Pinterest users interested in food and nutrition topics.

Theory, Prior Research, Rationale: A 2013 Pew Research Center Internet & American Life Project report indicates 72 percent of online adults use social networking

sites. Microsoft data shows the two most searched (by Microsoft's search engine, Bing) social networks were Facebook followed by Pinterest (2013). Pinterest is a free virtual pinboard; users organize/share images, which link back to a web page. Others can browse these pinboards and "re-pin" images to their own pinboards and/or follow boards to learn when new items are pinned. Unmetric, a social media benchmarking company, reported (2013) three topics with the most pins: home (2 million), recipes (1.7 million) and food (695 thousand). Social networking sites are becoming important in connecting individuals (local and global) with food-related information.

Description: The Pinterest board topic was healthy eating during the winter holidays. Staff pinned recipes and resources, from creditable, research-based sources. The board offered 92 "pins" on such topics as holiday salads, food safety at parties and healthy homemade food gifts. Pinterest users found the pins when searching Pinterest for these topics. Pins also were promoted through social media sharing options on Pinterest (Twitter and Facebook).

Evaluation: The Pinterest board was effective during the 2-month holiday period as exhibited by gaining: 1) 459 followers 2) 321 "repins" of board "pins."

Conclusions and Implications: With increasing use of social networking, educators are encouraged to gain interest with Pinterest for food and nutrition topics.

Funding: None.

P3 Chefs Move to Schools USDA Program Increases Consumption and Selection of Targeted Entrees in School Lunchrooms

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Objective: Schools are under pressure to modify menus and improve the school food environment for students. Chefs Move to Schools (CMTS) encourages partnerships between professional chefs and schools to create meals, which are both interesting to students and meet nutritional guidelines. As no funding is provided to schools to recruit chefs or create the specialized menu, many school food programs feel CMTS may be a waste of resources. Does CMTS encourage participation and consumption of school food?

Study Design, Setting, Participants, and Intervention: To determine the benefit of CMTS, a pilot study was conducted in a high school in upstate New York. A chef was recruited who then created two new recipes for lunch and served them in the school cafeteria.

Outcome, Measures and Analysis: Sales and production records were used to determine participation and selection of lunch items by students. Tray waste was collected both prior to and during the CMTS event.

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