P189 (continued)

Planned Behavior and the Elaboration Likelihood Model; such as motivation to select food items based on the nutrition labels. Levels of nutrition literacy were measured by questions derived from a nutrition labels survey.

Outcome, Measures and Analysis: Data analysis was conducted with a multiple regression correlation.

Results: Positive correlation was found between respondents' nutrition literacy level and the frequency and accuracy in reading nutrition labels. Respondents with higher nutrition literacy also showed higher accuracy in understanding the information on given nutrition labels.

Conclusions and Implications: The accuracy of individuals' understanding of nutrition labels and the importance of nutrition labels in their food choice are affected by their nutrition literacy. Thus, this study suggests that improving nutrition literacy of the public is an important way of guiding people to make healthier dietary choices, so as to prevent and reduce obesity rates of the general population.

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P190 Relevance and Appropriateness of ¡Salud! Comiendo en Familia, an Obesity Early Prevention Program for Hispanics

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Objective: The purpose of this study was to evaluate the relevance and appropriateness of a nutrition program tailored to improve eating behavior of Hispanic adults to early prevent obesity in this particularly at-risk population.

Study Design, Setting, Participants, and Intervention: A convenience sample of Hispanic adults (n=11; 9 Mexican, 2 Costa Rican) at a WIC clinic with 5-year-old or younger children at home. Five independent sessions delivered weekly at the WIC clinic with immediate post-session evaluation and post-6 session focus group. Delivered in a round-table style, each session included lecture, discussion, activities, and goal setting to address knowledge, self-efficacy, outcome expectancies, and impediments related to healthy eating. An expert panel validated program content. Survey and focus group data was triangulated for internal reliability.

Outcome, Measures and Analysis: Relevance and appropriateness as measured by time, length, topic, session components, and cultural perspective questions through survey and focus group data.

Results: Participants felt there was new information in most sessions; length and time were appropriate; emotion-based messages and discussion components were highly valued; activities improved understanding and self-efficacy; favorite activities were those related to the plate method and reading food labels; suggestions of adding exercise into the program appeared consistently throughout the conversation.

Conclusions and Implications: The theory-framed, expert validated program ¡Salud! Comiendo en Familia, is culturally relevant and attractive as revealed by participants. This program represents a potentially effective tool for helping Hispanic adults to become a role model of healthy eating for the youngest at home.

Funding: Christopher Family Foundation of the Family Resiliency Center's Food and Family Program, University of Illinois at Urbana-Champaign

P191 Formative Research in a School-based Obesity Prevention Intervention for Hispanic Adolescents

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Objective: The prevalence of childhood obesity in the United States has been on a steady increase and Hispanic children are disproportionately impacted. The objective of this community-based participatory research (CBPR) was to identify barriers for healthier eating and physical activity among adolescents.

Study Design, Setting, Participants, and Intervention: The study was conducted through focus groups in a rural Midwestern Hispanic community. Participants included adolescents, parents, teachers and community members. Participatory observations through community visits and interviews with community leaders and other influencers were also used. Information gathered is used to inform a community-based obesity-reduction intervention for Hispanic communities.

Outcome, Measures and Analysis: Recorded data were transcribed and analyzed using Nvivo software for open coding to identify and categorize emerging themes. This was followed by axial coding to examine the deeper meaning for identified themes.

Results: Although children are aware of what constitutes a healthy diet they have negative attitudes toward healthy foods and limited nutrition knowledge to enable proper dietary decision-making. Individual barriers to healthy eating include taste, texture, and appearance of healthy foods. Other identified factors include: social, cultural, economic and environmental factors that harbor unhealthy eating behaviors; low self-efficacy for food preparation within families and school settings; the lack of role models for healthier eating and physical activity in spite of the availability of build environments. A collaborative nutrition education program and focus on dietary habits at a community level was proposed.

Conclusions and Implications: CBPR engages communities in identifying barriers and opportunities for healthier dietary habits, and makes interventions culture-specific. For childhood obesity-reduction nutrition education is necessary at a community level.

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