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gardening classes, cooking classes, a photovoice project, farm tours, hikes, yoga classes, “Steps to a Healthier You,” as well as a kids’ day/health fair and cooking demonstrations at the farmers markets.

Evaluation: In-depth qualitative interviews were held with 21 households (n = 24 adults and 9 children) that participated in the educational and community-building activities. Themes that emerged included: the value of health knowledge gained, involvement of children, community-building opportunities and enhanced motivation to continue healthy behaviors.

Conclusions and Implications: Coupling an incentive program to increase financial access to fresh farmers market foods with educational and community-building experiences may expand the impact to longer-term benefits beyond seasonal access to a limited amount of additional foods.

Funding: Gettysburg Hospital Foundation, Gettysburg College, local faith communities, farmer and community member donations.

P17 Mediterranean Cuisine Comes to YOU!

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Objective: The purpose of this program was to increase participants’ knowledge and behaviors by eating more healthfully following the Mediterranean Pyramid diet principles.

Target Audience: The target audience was adults from rural and suburban counties interested in Mediterranean cuisine. Materials developed include a 4-part Powerpoint lesson/ plans; oil, cheese, and greens tasting evaluation and discussion sheets; handouts, marketing and evaluation tools.

Use of Theory, Prior Research: The program was developed based on Social Cognitive theory, a study tour in Crete, Greece in 2014 and research on the Mediterranean diet/lifestyle. Adherence to the Mediterranean diet reduces risk for heart disease, Type 2 diabetes, stroke, obesity and Alzheimer’s disease. The majority of the U.S. population does not consume enough fruit, vegetables, whole grains, and dairy food; this program helps to address this need.

Description: This pilot program was offered in two locations to 26 participants during four weekly, two-hour classes. Lessons included Mediterranean lifestyle principles, hands-on food preparation, presentations by local growers and food producers, and class exercises.

Evaluation: A retrospective post-program and 6 month follow-up (in 4/15) evaluation were developed to measure gains in knowledge (five point scale) and changes in behavior.

Conclusions and Implications: In evidence reported post program, 90% (n=21) explained how the program helped them prepare more healthful meals; 81% planned to use olive oil more often; 76% planned to eat more fruits and vegetables, 71% planned to eat more plant proteins and 71% planned meals more often with Mediterranean

Pyramid principles. This program demonstrated how participants can learn to plan and implement healthful diet/lifestyle strategies in an engaging and experiential cross-cultural context including local agricultural foods.

Funding: None.

P18 Achieving Fidelity Across Intervention Groups: A 6-Week Pilot Weight Management Study

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Objective: Development of an effective nutrition education program that promotes best practices among nutrition professionals during education and evaluation of overweight/obese individuals enrolled in a weight management and mindful eating program.

Target Audience: Overweight and obese adults 18 to 80 years of age in Northern Colorado.

Theory, Prior Research, Rationale: The “Healthy You” curriculum was developed using Social Cognitive Theory to address psychosocial factors underlying specific health behaviors with a focus on reciprocal determinism, self-efficacy and reinforcement. Application of Adult Learning Theory ensured an appropriate learning environment, activation of prior participant learning and targeted a variety of learning styles.

Description: A 6-week pilot weight management and mindful eating curriculum was developed and disseminated to 37 overweight and obese individuals divided into two intervention groups. Educator training procedures required review and discussion of instructional materials and observation of lessons being taught by an experienced instructor. An observational checklist was developed and reviewed for face and content validity.

Evaluation: Educator fidelity was assessed by two separate observers completing the validated checklist for each class. Frequencies and percent agreements were calculated to establish inter-rater reliability and determine fidelity. Reliability was 87.5% between observers and educators ranged from 89-95% in degree of fidelity.

Conclusions and Implications: Fidelity can be achieved across educators and reliably evaluated using a validated observation checklist.

Funding: Kendall Anderson Nutrition Center.

P19 Community-Based Nutrition Education: Lesson Learned From the Field

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Objective: Preventing obesity in low-income, pre-schoolers, ages 3-5 by teaching mothers simple, authoritative strategies for promoting age appropriate food portions and energy intakes. This project represents the first

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systematic research to directly translate from bench to bedside the basic behavioral science on child portion size to clinic-based and then community-level nutrition education programming.

Target Audience: SNAP-Ed and/or EFNEP eligible mothers residing in an urban region in eastern Virginia.

Theory, Prior Research, Rationale: The prevalence of obesity among preschool children is currently estimated at 10.4%. Maternal obesity is the strongest risk factor for obesity in early childhood. For many children, by the time they reach school age, it is too late to prevent obesity. This is especially true for low-income children. Disrupting this cycle of obesity, involving both genetic and environmental factors, requires intervening early in life.

Description: The program implements dialogue-based facilitation techniques emphasizing individual's own context while adapting preconceived knowledge constructs. The program was initially developed and tested in a clinic-based setting and subsequently translated into a community setting in EFNEP and SNAP-Ed Programs facilitated using a paraprofessional educator model.

Evaluation: A single group pre/post design evaluated effectiveness utilizing dietary recall data as main output. Implementation fidelity was evaluated using recorded audio of classes focusing on key intervention content and process domains.

Conclusions and Implications: Best practices and lessons learned for translating clinic-based nutrition education interventions to community-based programs are illustrated. This study will inform nutrition education program design and evaluation.

Funding: USDA.

P20 Focusing on a Mutual Topic Across Different Online Outlets to Increase Fruit and Vegetable Consumption

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Objective: To experiment with collaborating across different online outlets over a 4-month period to reach different audiences, while focusing on a mutual topic of fruit and vegetable consumption, and assess changes in knowledge/behavior of subscribers/viewers.

Target Audience: One newsletter and two blogs were utilized, each targeted to a different demographic/interest: quick, healthy meals, families with children, and people interested in new food experiences.

Use of Theory or Research: According to the 2013 State Indicator Report on Fruits and Vegetables, adult consumption rates are lower than recommended. The Internet has become an important conduit for reaching a broader audience. A 2014 Pew Research Internet Project report showed 87% of American adults use the Internet with 68% connecting through mobile devices.

Evaluation: An online survey was sent to newsletter list-serv subscribers and the web link was posted to blogs. Incentive for survey completion was entry into a random drawing for a \$50 gift card. Because target audiences differed, there was little cross-over in utilization, with knowledge/behavior changes in each. Survey respondents (n=481) self-reported changes. About 75% gained ideas for preparing fruits and vegetables faster and/or easier. Approximately 60% tried new recipes and learned tips for selection, storage, and preparation. About 40% included a greater variety of produce in meals and snacks; 30% handled produce more safely.

Conclusions and Implications: Other educators are encouraged to broaden audience outreach by focusing on a mutual, specific topic and collaborate across different online outlets with tailored messages. Covering different aspects of produce consumption consistent with targeted group interests provided a focus that allowed for common evaluation.

Funding: University of Nebraska-Lincoln.

P21 How to Create Effective Social Media Images to Enhance Engagement

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Objective: The objective was to reach nutrition educators with specific how-to information on becoming more successful in social media through the effective use of images.

Target Audience: The target audience was nutrition educators wanting to know how to use social media more successfully by including images in their messages.

Theory, Prior Research, Rationale: Social media has become an important venue for reaching out to consumers and sharing relevant information. Research indicates using photos increases effectiveness through generating more Facebook Likes (Corliss, 2012) and getting more retweets (Cooper, 2013). Other forms of social media, such as Pinterest and Google+, are structured entirely around images.

Description: Colorful, image-laden how-to PowerPoint presentations were developed in September 2014 to train nutrition educators how to take better photos; locate free images suitable for commercial/non-commercial use; and use free, simple online photo-editing tools that size images correctly for different social media, and include text descriptions.

Evaluation: Continued requests for this presentation by other educators who have seen sample slides is a qualitative measure of the usefulness of this topic and the value of the materials. The authors are beginning to see utilization of this information in social media posts by program participants. By adding to the amount of social media we use with photos, visits to our website over the past three years (2012 – 2014) from Facebook, Twitter, Pinterest, and Google+ have increased 175% (7,045 additional pageviews).

Conclusions and Implications: Viewing examples from this program will convince participants of the

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