P29 (continued)

Evaluation: Researchers collected qualitative, formative feedback from parents and NDCDC staff regarding ETR's effectiveness and opportunities for improvement.

Conclusions and Implications: Parents reported the newsletters were informative. The parents suggested quick, simple recipes may improve newsletter effectiveness. NDCDC staff reported parent involvement as the most challenging aspect of the program. Staff also recommended involving the children in snack preparation and creating a digital newsletter. Future research will assess baseline/post-intervention parent self-efficacy to purchase, prepare, and serve FV. This presentation will provide a model for creating theory-based parent education materials.

Funding: ECU Undergraduate Research & Creative Activity Grant.

P30 Promoting Healthy Eating Habits in Elementary Schools in Guanajuato, Mexico

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Objective: To promote healthy eating habits in elementary school children and their parents through a campaign aiming to increase the intake of fruits, vegetables and water as well as physical activity.

Target Audience: 1,695 primary school children in Leon, Guanajuato, Mexico.

Theory, Prior Research, Rationale: Mexico has an important problem of malnutrition. In the city of Leon, Guanajuato 19.4% of children between five and eleven years old are overweight, 17.5% are obese and 6.8% have anemia according to the 2012 National Health Survey. Thus, the implementation of nutrition education programs at school level is relevant to promote adequate nutrition and increase physical activity to reduce the incidence of chronic degenerative diseases.

Description: Implementation of integrated campaigns on fruits, vegetables, water consumption and physical activity along with the construction and maintenance of school gardens to encourage the adoption of healthy habits with the support of FEMSA Foundation.

Evaluation: A quasi-experimental study with a longitudinal cutting was performed. The implementation of pretest and posttest analysis for the evaluation of food habits was made using a tool developed by Servicios Educativos del Bajío. Also, a comparative analysis of initial and final results was conducted.

Conclusions and Implications: 1,246 children were evaluated. The pretest showed that 23.1% have good habits, 61.2% have regular habits and 15.7% have bad habits. In the posttest, the results were 48%, 46% and 5.4%, respectively. The results obtained were satisfactory; however, we have identified the need for active participation of parents and teachers and the importance to reinforce the program in order to incentive a sustained change in their feeding behavior.

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P31 Training Program for Home Visitation Educators for the HomeStyles Childhood Obesity Prevention Program

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Objective: To describe the training program developed for home visitors (non-nutrition professionals) involved in the in-home delivery mode of HomeStyles, a childhood obesity prevention education intervention.

Target Audience: Home Visitors (HVs) who conduct in-home visits with high-risk families with young children.

Theory, Prior Research, Rationale: Social Cognitive and Adult Learning Theories, and Faith's Core Behavior Change Strategies guide HomeStyles. Motivational Interviewing strategies are used to promote behavior change.

Description: HVs completed 13 ~10-minute online training videos to build their child nutrition knowledge base prior to attending the 17-hour face-to-face training program. This program addressed these key components: need for obesity prevention programs that help parents reshape home environments and lifestyles to promote optimal child health, overview of HomeStyles program (theoretical underpinnings, instructional strategies, components [guides, trackers, nudges, enhancements, website]), rationale and evidence-base supporting key HomeStyles messages presented in the guides, and HVs' role in recruiting and supporting families in the HomeStyles randomized controlled trial. An array of instructional techniques, including role playing, games, discussion, demonstrations, and guided practice sessions were used to enhance HVs' knowledge level, self-confidence in presenting key HomeStyles messages and using program materials, ability to use motivational interviewing techniques, and skills for measuring parent and child heights and weight.

Evaluation: After the training, participants (n=89) completed an online survey to assess satisfaction with training and confidence in their abilities to implement the HomeStyles program.

Conclusions and Implications: HVs indicated they enjoyed the training, believed HomeStyles would positively benefit families, and felt they had the knowledge, skills, and confidence needed to implement HomeStyles with families they serve.

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P32 Bento Rangers: An Innovative Nutrition Education Program for Young Japanese Children

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