P34 (continued)

Qualitative data indicated that preschoolers not only remember the story but their caregivers reported that they were able to share the messages at home with their siblings and other family members. Overall, music and dance should be considered as a reinforcement tool for preschoolers.

Funding: USDA/NIFA.

P35 Using Music and Dance to Reinforce Nutrition Education Lessons Among Children

Virginie Zoumenou, PhD, CNS, LDN, vmzoumenou@umes.edu, University of Maryland Eastern Shore, 2129 Henson Center -UMES, Princess Anne, MD 21853; D. Ray, BS; R. Gyawu, MS

Objective: Engage children in nutrition education through music and dance.

Target Audience: Five- to 12-year-old students at summer camps.

Theory, Prior Research, Rationale: Studies indicated that by adapting an established curriculum to include creative movement and music, children will have a better understanding of the arts while learning. A two-year program at Head Start indicated that music and dance can be used as a reinforcement tool for preschoolers. The present program aimed to measure the effectiveness of music and dance in reinforcing nutrition education among 5-12-year old students.

Description: The curriculum, Eagle Book Series, was developed by the Center for Disease Control and Prevention (CDC) in response to the burden of diabetes among Native Americans. After evaluation, the curriculum was implemented among African American children. Four lyrics and movement: "Green Blue Song"; "Keep it away-Diabetes"; "Plate Full of Color"; "Tricky Treats" were created emphasizing each book's main message. A 5-week program was implemented. Each week, a book reading session was followed by music and dance.

Evaluation: The effectiveness of the teaching strategy was measured using a survey and participants' feedback. Descriptive statistics and content analysis were used.

Conclusions and Implications: Approximately 130 students participated; 85% were African American; 89% of the students understood the main message in each book and remember the lyrics of the songs. Qualitative data indicated that all age groups not only remember the story but also they were able to share the messages with their peers and their family members. Overall, music and dance are good teaching strategies not only for preschoolers but also for older children.

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P36 Using Magic Tricks to Reinforce Nutrition Education Lessons Among Children

Virginie Zoumenou, PhD, CNS, LDN, vmzoumenou@umes.edu, University of Maryland Eastern Shore, 2129 Henson Center -UMES, Princess Anne, MD 21853; S. Jayne, BS; R. Gyawu, MS; L. Escobar

Objective: Use magic tricks to engage children. Assess the attention of the children and their knowledge.

Target Audience: Five- to 10-year-olds at Maryland Summer Camps.

Theory, Prior Research, Rationale: Education has shifted away from simple dissemination of knowledge to using reinforcing communication channels (i.e. magic tricks). Magic tricks are ageless and relevant across cultures. Piaget's theory suggests that 2-7-year olds are in the pre-operational stage and 7-12-year olds are in the concrete operational cognitive stage. The younger children think symbolically, use language, classify and represent objects by images and words. The older children reason logically about concrete objects and events. We aimed to measure the effectiveness of magic tricks in nutrition education among 5-10-year olds.

Description: A 5-week program using the Eagle Book Series curriculum developed by the Centers for Disease Control (CDC) which addresses diabetes among Native Americans. The curriculum was evaluated and implemented among African American children. Magic tricks were conducted to teach the main lesson in each book.

Evaluation: A survey measured the effectiveness of this program. The students' attention was evaluated through observation. Descriptive statistics and content analysis were used.

Conclusions and Implications: Approximately 120 students participated (80%, African American; 65%, 5-7-year olds; 35%, 8-10-year olds). Direct observation indicated that magic tricks engaged the attention of those who were not initially interested and the children in both cognitive stages were equally focused. An age-appropriate student engagement instrument might be needed to measure differences between the groups. Approximately 85% of the students understood and remembered the nutrition lessons taught. Overall, magic tricks are a good education strategy.

Funding: USDA/NIFA.

P37 Kids Food Reboot: A Campaign to Reboot What Kids Eat Using Social Media

Lynn Fredericks, BA, lynn@familycookproductions.com, FamilyCook Productions, 330 East 43rd Street, Suite 704, New York, NY 10017; Y. Lin, MS, Indiana University-Bloomington; P. Ektheerachaisakul, MA, DTR, Queens College – CUNY

Objective: To evaluate the effectiveness of the campaign that help children try a variety of healthy foods beyond "kids food."

Target Audience: Children aged 4-17 years.

Theory, Prior Research, Rationale: Research has shown children are willing to try new foods in a supportive environment. The ubiquitous nature of "kids food" (e.g., macaroni and cheese, pizza etc.) limits the variety and nutrients that children are exposed to and consume while establishing preferences for unhealthy foods that can continue into adulthood. Families, restaurants, and communities can be part of the supportive environment to

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