P37 (continued)

help expose children to more variety foods and model positive food behaviors.

Description: The campaign provides tools, strategies, family recipes and a growing list of participating restaurants to help expose children to a wider variety of ingredients and cuisines at home and away.

Evaluation: The “First Bite Challenge”, a fun challenge that transforms a child’s dreaded first bite of a new, healthy food, was adopted as the evaluation tool. The First Bite Challenge was piloted with 12 middle school students in Granville, Washington, after their cooking lessons of healthy family meals.

Conclusions and Implications: Approximately 83% of the students were enthusiastic about their first bite of unfamiliar recipe of healthy family meals. Approximately 17% were less enthusiastic but still tried the foods. Thus Kids Food Reboot may have positive influence on kids to try new foods under a supportive environment.

Funding: None.

P38 Qualitative Evaluation of a Summer Cooking Program for Children

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Objective: Analyze a summer camp cooking program to determine the mechanism related to behavior change.

Target Audience: Children aged 8-13.

Theory, Prior Research, Rationale: Children who participate in cooking have stronger preferences for fruits and vegetables, more self-efficacy for selecting healthy foods, and overall better diet quality than their peers who do not participate in meal preparation. Youth cooking programs evaluations to date indicate that such programs are efficacious in improving dietary habits. The mechanism by which cooking practices translate to healthier diets however, is still unclear. We hypothesize cooking classes increase children’s self-efficacy for preparing and selecting healthier foods—which in turn positively influences eating behaviors.

Description: Summer cooking camps, 10 hours in duration, were implemented in Illinois utilizing the Kids in the Kitchen curriculum from University of Missouri. Each session involved hands-on food preparation, tasting, and nutrition education. The qualitative evaluation presented here represents the initial step in a phased approach that will be utilized to build future quantitative evaluations.

Evaluation: Of approximately 150 participants, 18 children participated in focus groups after the program concluded. Thematic analysis and constant comparison were used to derive themes and sub-themes from transcripts. Themes identified included: basic food preparation, kitchen and food safety, incorporating healthy eating, and feedback/suggestions. Sub-themes indicated that self-efficacy was a key mechanism for behavior change.

Conclusions and Implications: The program positively influenced participants’ cooking skills, food safety

practices, and nutrition knowledge. Subsequent evaluations will use validated, quantitative measures to more clearly elucidate the mechanisms underlying changes in youth eating behaviors as a result of the Kids in the Kitchen Program.

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P39 Is It Whole Grain? An Education Program to Help Older Adults Identify Whole Grain Foods

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Objective: To determine if a three-session whole grain education program for older adults increases knowledge and consumption of whole grain foods.

Target Audience: A convenience sample of independent living older adults age 60+ years were recruited from senior centers, congregate meal sites, and other agencies serving older adults in two states. Programs were implemented in both states yielding useable data for 157 older adults attending all three sessions.

Theory, Prior Research, Rationale: American adults eat less than one serving of whole grain each day. Development of the Is It Whole Grain? education program was based on the results of two prior studies with older adults.

Description: The Is It Whole Grain? program is designed to improve older adults’ knowledge and skill in identifying whole grain foods using a simplified three-step process to evaluate product package information. The program is interactive and activity-based.

Evaluation: A pre/post questionnaire assessed knowledge and intake. Participants were predominantly female (89%) and white (96%). Mean whole grain knowledge score (Pre=15.46, Post=21.96; $p=0.000$), ability to accurately identify whole grain content of selected foods (Pre=4.0, Post=7.0; $p=0.000$), and the ability to use product package information to identify whole grain foods (Pre=6.0, Post=8.0; $p=0.000$) all increased significantly. Small but significant increases in self-reported weekly intake of five whole grain foods was noted ($p=0.000$). The majority (89%) of participants indicated they intended to eat more whole grain food with 64% rating their intention as “strong” and 36% as “moderate.”

Conclusions and Implications: The Is It Whole Grain? program improved older adults’ knowledge and skill in identifying whole grain foods.

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P40 There is Strength in Numbers! for Behavior Change

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