P56 Using Nutrition Labels of Pediatric Multi-vitamin Supplements to Identify Risk of Over-exposure to Fat-Soluble Vitamins

Lalitha Samuel, PhD, Lalitha.samuel@lehman.cuny.edu, Lehman College, City University of New York, 250 Bedford Park Boulevard W, Bronx, NY 10468; C. Basch, MPH, EdD, William Paterson University; D. Ethan, EdD, MSW; S. Dunne, MS, RD; C. Quinn, MS, RD

Objective: To calculate the proportion of pediatric multi-vitamin supplements marketed by three retail pharmacies that exceed the recommended daily allowance (RDA) for fat-soluble vitamins for toddlers and children.

Design, Setting and Participants: Online websites of the three largest retail chain pharmacies in the United States were accessed to obtain product descriptions of the pediatric multivitamin supplements marketed. Nutritional information was obtained from the manufacturers' websites.

Outcome Measures and Analysis: Percent daily value (per serving size) for vitamins A, D, E and K were calculated. The proportions of the marketed supplements that contained these vitamins in amounts exceeding the RDA for toddlers and children were calculated.

Results: More than two-thirds and almost 85 percent of the 52 analyzed multi-vitamins contained vitamin A in amounts exceeding the RDA for toddlers and children respectively. Corresponding proportions for vitamin D were 4% and 15% respectively. More than half the samples exceeded the RDA for vitamin E and almost 2% exceeded the RDA for vitamin E for children.

Conclusions and Implications: The high prevalence of pediatric supplements that have vitamin A levels exceeding the RDA poses a risk for toxicity, even when consumed at the recommended serving sizes. Pediatric health care providers and parents should be made aware of possible risks related to toxicity due to over-consumption of multi-vitamin supplements and encouraged to use a balanced diet as the main source of micro-nutrients.

Funding: None.

P57 Comparative Study on Body Image, Nutritional Knowledge and Dietary Habit Between Korean and Chinese Male High School Students

Kyunghee Song, PhD, khsong@mju.ac.kr, Myongji University, 116, Myongji-ro, Cheoin-gu, Yongin, Gyeonggi-do, Korea, Yongin, 449728, South Korea; H. Hyun, PhD, Joongbu University; Y. Ro, Columbia University; H. Lee, PhD, Daejin University

Objective: Obesity has been increased in Korea and China due to dietary changes and reduced physical activities, while appearance-oriented values falsely influence adolescents on body image. The purpose of this study was to compare body image perception, nutritional knowledge, and dietary habits in male high

school students of both countries and to suggest proper nutrition education for health improvement and body image.

Design, Setting and Participants: Body image satisfaction, body image perception, nutritional knowledge, and dietary habits were surveyed in 406 (210 Korean, 196 Chinese) male students in Korea and China.

Outcome Measures and Analysis: Body image satisfaction, nutritional knowledge and dietary habits were measured using survey questionnaire. Data was analyzed using SPSS WIN 15.0.

Results: Body image satisfaction was not significantly different. Only 21.9% of Korean and 26.0% of Chinese students thought the present body shape as IBI. Students with weight control experience were significantly higher in Korea (36.2%) than in China (22.4%) ($p < .01$). The nutritional knowledge score was significantly higher in Korea ($p < .001$) but the dietary habits score was significantly higher in China ($p < .001$), suggesting more desirable habit in Chinese students. Body image satisfaction was significantly positively correlated with nutritional knowledge in Korea ($p < .01$) but with dietary habits in China ($p < .01$), suggesting higher body image satisfaction with nutritional knowledge in Korea and with dietary habits in China.

Conclusions and Implications: Male high school students of both countries need to establish accurate perception on normal body weight and proper body image. Nutrition education should be searched for establishing proper dietary habits with accurate nutritional information and practice of knowledge in real life.

Funding: None.

P58 Try It, You'll Like It! An Activity to Encourage Children to Eat More Fruits and Vegetables

Colleen Flattum, MS, RD, flatt018@umn.edu, University of Minnesota, 308 Harvard Street SE, Minneapolis, MN 55455; M. Horning, RN; M. Draxten, MPH, RD; S. Friend, MPH, RD; J. Fulkerson, PhD

Objective: Fruits and vegetables (FV) contribute important nutrients to improve children's dietary quality and reduce obesity risk, but FV intake remains low. The 2010 Dietary Guidelines for Americans encourage more FV consumption and making FV the focus of every meal. However, following the recommendation and promoting behavior change is challenging, especially in children. A Taster's Choice activity was created to motivate children to increase FV intake as part of HOME Plus, a family-focused, obesity-prevention, intervention study.

Design, Setting and Participants: Intervention children ($n=81$, 8-12 years) completed a card sort activity to determine baseline preferences for FV and again after intervention completion. FV they "did not like" or "have not tried" were taste-tested at 10 monthly sessions. With their peers, children tasted, discussed and rated how much they liked the FV as part of the community-based program.

Continued on page S33