P61 Improving Food Security Through Farmers' Market Incentives

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Objective: To determine whether Double Up Food Bucks (DUB) increases food security and fruit and vegetable (F&V) intake among SNAP participants in Utah.

Design, Setting and Participants: A convenience sample of 96 SNAP participants were recruited at a farmers' market prior to participation in DUB, a farmers market incentive program. Fifty participants completed a 4-week follow up survey. A pre-post design was used to determine behavior change as a result of the incentive program. The survey included questions such as demographics, F&V consumption, food security, food assistance use, and shopping habits.

Outcome Measures and Analysis: Food security was measured using USDA's Six-Item Short Form Food Security Survey Module. F&V consumption was measured using the F&V module of Behavior Risk Factor Surveillance System (BRFSS). Data were paired using confidential identification numbers. Scales were generated for the food security & F&V questions. Paired t-tests were used to compare the mean responses of the developed scales.

Results: Eighty-five percent of individuals reported participating in DUB more than twice over the intervention period. Participants reported a significant ($P < 0.05$) improvement in food security from baseline to follow up. No significant ($p = .288$) changes in F&V consumption were found, however, the average intake of F&V increased by $\frac{1}{4}$ time per day by follow up. Furthermore, 86% of participants reported F&V intake increased after receiving farmers' market incentives.

Conclusions and Implications: Results suggest that farmers' market incentives improve food security among SNAP participants. Although not significant, results also suggest an increase in F&V intake. Additional research should be conducted to further investigate the impact of farmers' market incentive programs.

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P62 Methods and Fidelity of a Nutrition Education Recreation and Fitness Program to Prevent Child Weight Gain During Summer

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Objective: To develop and implement evidence-based programming to prevent the unhealthy gains in BMI that occurs during the summer among disadvantaged, school-age children.

Design, Setting and Participants: Camp NERF was a 6-week group randomized control trial targeting children

in grades K-5. To ensure sustainability, Camp NERF was integrated with the existing Extension structure and USDA Summer Food Service Program. The program was rooted in social cognitive theory and multi-component in nature. Elements included nutrition, physical activity (PA), and mental health.

Outcome Measures and Analysis: Daily process evaluations were conducted. Accelerometers were utilized to validate the intervention.

Results: The program totaled 65 exposure hours. Over the course of the intervention, leaders for each age group (K-2 and 3-5) were able to present all of the material 96.1% and 98.4% of the time, respectively. Participants were engaged in the nutrition and mental health components 82.4% (for both age groups) of the time and in the physical activity component 70.6% (K-2) and 62.8% (3-5) of the time. Parents were engaged 43.1% (K-2) and 47.1% (3-5) of the time. Effect sizes for light PA, vigorous PA, total moderate vigorous PA, and step counts (1.97, 1.03, 1.05, and 1.39) demonstrated high practical significance of the Camp NERF intervention.

Conclusions and Implications: Camp NERF was a multi-component intervention program and demonstrated high implementation fidelity. Moderately low parent participation was demonstrated, thus innovative methods will be employed during the second pilot phase. While higher levels of physical activity among the intervention group could be attributed to Camp NERF, engagement in the physical activity component can be improved.

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P63 Consumer Acceptance of Healthy Concession Options at Greenville County Waterparks

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Objective: The purpose of this study was to determine whether increased availability and point of purchase promotion of healthy concession options influenced consumer acceptance at county-owned waterparks.

Design, Setting and Participants: A quasi-experimental study was conducted at two Greenville County, South Carolina, waterparks serving between 75,000 and 100,000 individuals each season (10 weeks). A nutrition expert identified 11 healthy options for the 2011 waterpark season. Availability of healthy options increased to 21 in the 2012-2014 seasons. Additionally, healthy options were labeled on menu boards and promoted throughout the park during the 2012-2014 seasons.

Outcome Measures and Analysis: Weekly sales data for each healthy concession option (summed as healthy sales) and all concession options (total sales) were collected during the comparison season in 2011 and in each intervention season (2012-2014). A One Way ANOVA determined

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