P63 (continued)

changes in consumer acceptance of healthy options during the 2011-2014 seasons by comparing healthy sales as a proportion of total sales.

Results: Healthy sales relative to total sales increased significantly [$F(3, 36)=66.856, p<.001$]. Pairwise comparisons demonstrated healthy sales relative to total sales increased significantly ($p<.001$) from 2011 ($M=5.55, SD=.491$) to 2012 ($M=10.62, SD=.971$), from 2011 to 2013 ($M=11.02, SD=1.28$) and from 2011 to 2014 ($M=11.67, SD=1.38$).

Conclusions and Implications: Findings indicate increased availability and point of purchase promotion of healthy menu options may positively influence consumer acceptance. Sustained acceptance of healthy menu options for three years is promising, but additional promotion methods may be warranted to further increase consumer acceptance of healthy options.

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P64 Exploring Disparities in the Food Store Environment in Greenville County, SC

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Objective: The purpose of this study was to investigate disparities in the number of food stores, store type and Nutrition Environment Measures Survey-Store (NEMS-S) scores when considering racial/ethnic group and income composition at the block group level in Greenville County, South Carolina.

Design, Setting and Participants: A total of 154 food stores were identified; 145 (59 grocery stores and 86 convenience stores) were enumerated and classified based on standardized protocol; and 49 allowed study implementation.

Outcome Measures and Analysis: Trained data collectors implemented NEMS-S, a standardized observational measure, to determine overall store comparison between healthy and regular versions of items as well as food availability, pricing and quality. An overall NEMS-S score was calculated. NEMS-S scores were averaged when more than one store was present in a block group. Block group data from the 2008-2012 American Community Survey estimates determined categories of racial/ethnic group and income. Chi square and One Way ANOVA analyses were conducted to determine disparities.

Results: No significant differences were detected between race/ethnic group composition and total number of stores, number of convenience stores, number of grocery stores and average NEMS-Store scores for block groups. Additionally, no significant differences were detected between income tertiles and dependent variables for block groups.

Conclusions and Implications: This study suggests that food stores; types of food stores; and food availability, quality and pricing within those stores are fairly equitably distributed across block groups in this southeastern county, regardless of race/ethnic group and income composition. Further exploration of perceived disparities could inform environmental and policy efforts to increase accessibility of healthy foods for all residents.

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P65 Measuring Recess Activity Using SOPLAY Revealed Gender and Seasonal Differences, Challenges in Fuel for Fun Impact Assessment

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Objective: Examine outcomes and feasibility of measuring change in recess activity using System for Observing Play and Leisure Activity in Youth (SOPLAY) in impact assessment of Fuel for Fun, a school-based nutrition education program.

Design, Setting and Participants: Trained researchers scanned playgrounds of 8 FFF schools during 4th grade recess. Playgrounds mapped into distinct areas (range 9 – 21) with scanning on multiple days (range 5 – 9/school) in spring and fall.

Outcome Measures and Analysis: Observational data of activity level (sedentary, walking, vigorous), primary activity, gender and weather conditions. Overall activity levels for each school were the average of activity levels for each day. Daily activity levels were determined from averages of each scanned area.

Results: In total, playground areas were scanned 2041 times (1,047 in fall, 994 in spring) ranging from 65-323 depending on school. Overall, walking was the leading playground activity in the spring (37% sedentary, 45% walking, 18% vigorous); no specific level defined playground activity in the fall (35%, 31%, 34% respectively). Proportion of vigorous activity was greater in the fall than the spring for both boys and girls. In both spring and fall girls had more sedentary (42%, 39%) and less vigorous activity (15%, 31%) than boys (sedentary 32%, 31%; vigorous 20%, 37%). Boys and girls walking activity was similar in spring and fall. Mixed grade recess, student migration between scanned areas, and inconsistent inter- and intra-school scanning challenged data collection and analysis.

Conclusions and Implications: Findings demonstrated gender and seasonal differences in playground activity. These outcomes and SOPLAY limitations informed FFF impact assessment analyses.

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