P66 Preschool Children of Eating Competent Parents Have Higher Quality of Life and Lower Nutrition Risk

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Objective: Examine if nutrition risk or quality of life (QoL) in preschool children is associated with parent eating competence (EC).

Design, Setting and Participants: Cross-sectional online survey of preschool parents recruited from low-income venues. Parents ($n=117$) were female, 82% white, resource-constrained (62% reported social service program participation), mean age 32.2 ± 7.8 y; 51% were EC. Low socioeconomic position (SEP) was defined by worrying about money for food and social service program participation; 28% had a low SEP. Mean preschool age was 3.4 ± 1.0 y. NutriSTEP identified 25% at nutrition risk. Pediatric QoL was below the 80th percentile for 6%.

Outcome Measures and Analysis: EC measured with ecSI 2.0; parent behaviors assessed with Three-Factor Eating Questionnaire-18, General Health Questionnaire, Child Feeding Styles Questionnaire, Pittsburgh Sleep Quality Inventory, self-report height/weight/worry about money for food. Child health examined with Pediatric QoL Inventory (PedsQL) and NutriSTEP. NutriSTEP and PedsQL scores were compared between EC and non-EC parents using GLM controlling for SEP.

Results: EC parent health, sleep, weight, stress were better with less emotional and uncontrolled eating. NutriSTEP and PedsQL were associated with EC ($r = .29, p=.002$; $r=.22, p=.02$ respectively). NutriSTEP indicated lower nutrition risk ($P=.002$), PedsQL revealed better quality of life ($P=.07$) for children of EC parents, also after controlling for SEP (16.4 ± 1.0 vs. $19.3 \pm .8, p=.03$; 99.0 ± 1.6 vs. $95 \pm 1.2, p=.044$ respectively). Child nutrition risk was lower with EC parents when controlling for program use ($15.5 \pm .8$ vs. $18.7 \pm .9$; $P=.008$).

Conclusions and Implications: Interventions designed to enhance preschool parent EC may benefit child nutrition status.

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P67 Farmers' Market Incentives and Nutrition Education: A Qualitative Study

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Objective: Despite the evidence that a diet rich in fruits and vegetables reduces the risk for obesity and chronic diseases, low-income Americans do not consume recommended intakes. Farmers' market incentives and nutrition education through SNAP-Ed have been promoted as effective intervention strategies to decrease perceived barriers associated with poor intake of fruits and vegetables in this population. This study investigated how the combina-

tion of farmers' market incentives and SNAP-Ed nutrition education influences the beliefs, values, and experiences among participants.

Design, Setting and Participants: Qualitative semi-structured interviews were conducted until theoretical saturation was reached. Fourteen low-income individuals receiving farmers' market incentives and SNAP-Ed nutrition education were interviewed.

Outcome Measures and Analysis: Interviews were transcribed, coded, and themes were developed using grounded theory.

Results: Participants reported that farmers' market incentives decreased barriers associated with consuming fruits and vegetables such as cost, availability, and accessibility. Participating in SNAP-Ed education sessions was also found to reduce barriers such as a lack of knowledge and self-efficacy about how to prepare, store, and cook produce. Participants reported consuming a greater amount and larger variety of fruits and vegetables when they received incentives to use at the farmers' market. Furthermore, participants indicated the incentives allowed them to provide their families with fruits and vegetables that they wouldn't typically be able to afford.

Conclusions and Implications: Farmers' market incentives coupled with nutrition education reduced common barriers to fruit and vegetable intake among SNAP participants. This combination of interventions may be an effective way to increase fruit and vegetable consumption.

Funding: Utah State University.

P68 Perceptions and Concerns Related to Healthy Eating Among Low-Income African American Mothers of Preschoolers

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Objective: The purpose of this study was to explore perceptions of and perceived barriers to healthier eating among low-income African American mothers of preschoolers. The second purpose was to explore factors that motivate mothers to select certain foods and beverages for their children.

Design, Setting and Participants: Mothers of 3-5 year old children enrolled in two Head Start Programs in North Carolina were recruited for this qualitative study. Participants took part in focus groups/interviews and completed a parent questionnaire (e.g., demographic, anthropometric).

Outcome Measures and Analysis: Social Cognitive Theory guided the structured discussions to capture parental perceptions and concerns related to healthy eating. Common themes were extracted from verbatim transcripts utilizing content analysis.

Results: Five focus groups/interviews were conducted with a total of 11 mothers (mean age = 35). Three overarching themes regarding maternal perceptions of healthy

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