P88 (continued)

Design, Setting and Participants: A general demographic questionnaire and two short sodium screener questionnaires containing forty food intake questions with monthly, weekly or daily response options was developed based on population consumption data from the Canadian Community Health Survey – Nutrition (CCHS 2.2). Three additional questions on discretionary salt intake were included.

Outcome Measures and Analysis: Subjects demographic information and dietary behaviors were assessed through an analysis of the data and frequencies were calculated.

Results: Adult subjects (N=100) were 83% female, 59% were between the ages of 19-30, with 78% Canadian, and 3% American. Twenty-seven percent ate out 1-2 times per week, 36% 2-3 times per month and 22% 0-1 time per month. Overall, 31.9% consumed low sodium products once per month, 13% chose a product weekly while 3.7% consumed products daily. One-quarter of subjects used salt when cooking while 47% added salt to their foods at the table.

Conclusions and Implications: As the evidence associated with the health consequences for high sodium intake grows, and recommendations for lowering population sodium intakes are put forward, subjects in the current study demonstrated a low consumption of sodium reduced products in combination with consumption behaviors that included the use of added salt. Further use and enhancement of the Short Sodium Screener will allow for a refined characterization of sodium intakes in the population.

Funding: Health Canada.

P89 Mothers Use a Variety of Authorized Vendors for Their WIC and Regular Grocery Shopping

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Objective: To describe where WIC mothers grocery shop and to explore reasons why they may use different stores for their WIC and regular grocery shopping.

Design, Setting and Participants: Mothers of WIC-enrolled children were interviewed in a cross-sectional survey. Families were included if the child was 2-4 years of age and identified by the mother as Black/African American, Caucasian, or Hispanic.

Outcome Measures and Analysis: Mothers named the store(s) where they did their WIC and regular grocery shopping. Those reporting using different stores explained why. Listed WIC-authorized vendors were classified by store size and mothers' explanations were thematically categorized. Data were evaluated using descriptive statistics.

Results: The majority of the 138 interviewed mothers used large vendors for their WIC shopping (n=98; 71.0%). More

than half of the mothers reported doing their WIC and regular shopping at different stores (n=77; 56.2%). Interestingly, 79.2% (n=61) of these mothers still used a WIC-authorized vendor for their regular grocery shopping, with the listed stores ranging in size. The most frequently reported reasons for using another store were cost, each store meeting a specific need, and location/transportation.

Conclusions and Implications: Mothers patronize a range of authorized vendors for their WIC and regular grocery shopping, although not always the same store for both. These findings provide important insight into the approach WIC mothers take when grocery shopping and have important implications for authorized vendors.

Funding: NIFA.

P90 Want to be Seen as More Loving and a Better Cook? Serve Vegetables to Your Kids

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Objective: Does serving vegetables influence what your family thinks of you? If serving any vegetable – canned, frozen, or fresh – at dinner made a person appear more loving or as a better cook, it might motivate more parents to offer more vegetables at more meals.

Design, Setting and Participants: 500 mothers from a national on-line panel were asked to rate their expected taste of the entrées in five different meal combinations which either did or did not include vegetables. They also read one of two day-in-the-life scenarios of a woman named Valerie who – at the end of a hard day – either did or did not include a vegetable with the family dinner. They then rated Valerie on a number of personal qualities.

Outcome Measures and Analysis: Rated taste expectations of entrées (“Not Very Tasty” = 1; “Very Tasty” = 9) and the three (of 12) adjectives that best described the meal preparer.

Results: When either fresh, frozen, or canned vegetables were included in a meal, the taste expectation of the entrée as rated as higher ($p < .001$). In the scenario where Valerie served vegetables, she was rated as more loving, thoughtful, and selfless than when she did not (all $ps < .05$).

Conclusions and Implications: If serving a vegetable makes a parent appear both more loving and as a better cook, public health messages should focus on motivating the self-interest of the cook. If we are too tired to serve vegetables to our kids, we can serve them for us.

Funding: Original data collection was sponsored by Birds-Eye (Pinnacle Foods).

P91 Slim by Design Shopping: Assessing the Reliability of a Grocery Retailer Scorecard for Healthy Shopping

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