P192 (continued)

from health professionals and assess the association between diet counseling with various chronic diseases, and demographic characteristics of study participants.

Design, Setting and Participants: Secondary data analysis of the National Health Interview Survey from 2011-2013 (n = 102,096) was conducted.

Outcome Measures and Analysis: Variables assessed included prevalence of individual diet counseling by a healthcare practitioner in the past year, prevalence of diet related chronic diseases in the past year, and demographic characteristics. Descriptive statistics and odds ratios were utilized.

Results: Less than one third reported being counseled on diet by a health professional (2013=27% vs. 2012=26% vs. 2011=27%). Groups with significantly higher odds of getting counseling compared to their counterparts were: females [OR=1.22 (95%CI=1.08-1.54)], Blacks [OR=1.91 (95%CI=1.71-2.70)], and married individuals [OR=1.81 (95%CI=1.54-2.27)]. Individuals with diabetes were the most likely to get counseling compared to individuals with other diet related chronic diseases. Individuals who received diet counseling were also more likely to be counseled additionally on smoking cessation and have cholesterol and blood sugar tests indicating comprehensive preventive counseling by their healthcare professionals. Statistically significant disparities in counseling rates within gender and racial groups based on various diseases were also identified.

Conclusions and Implications: Results indicate a need for increasing dietary prevention counseling by healthcare professionals, which requires concerted and multi-faceted efforts such as reducing barriers to counseling, improving training of professionals and continuing education, and incentivizing preventive care initiatives.

Funding: None.

P193 Seeds of Change: Can Healthy Additives Transform Foods' Health Perceptions?

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Objective: Explore the effect of adding healthy ingredients to high-calorie foods on healthiness judgments and calorie estimation. Examine whether the health halos generated by a healthy ingredient lead to judgment of food as healthier.

Design, Setting and Participants: Participants (N=111) were recruited on Amazon Mechanical Turk and completed the study online for payment. They rated the healthiness of six foods: muffins, croissants, cookies, carrot cake, peanut-butter bars, and pancakes. For each food, half the participants rated healthiness and calories of the snack as is, and half rated healthiness and calories of the snack with an added, healthy ingredient: blueberries, flax-seeds, brown-sugar, carrots, hemp-seeds, and quinoa, respectively.

Outcome Measures and Analysis: For each food, participants rated how healthy they thought the food was (on 9-point likert scales anchored by "not at all healthy"

and "very healthy") and how many calories it had. We analyzed differences using two-tailed student's t-tests.

Results: Though additives produced directional improvements in healthiness and calorie ratings for several of the foods, the effects were not significant. Flax seeds significantly improved healthiness ratings ($p=.003$) and calorie estimates ($p=.02$) of croissants. Similarly, hemp seeds significantly improved health ratings (but not calorie estimates) of peanut-butter bars ($p=.056$). There were also borderline significant effects ($.05 < p < .1$) for calorie estimates of cookies with brown-sugar, healthiness of cake with carrots, and healthiness of pancakes with quinoa.

Conclusions and Implications: In general, health halos can affect and reduce calorie estimates (Chandon and Wansink 2007; Wansink and Chandon 2006). However, it appears that only some ingredients perceived as healthy can generate health halos in a manner that would improve healthiness judgments and calorie estimates. Healthy seeds (hemp, flax) seem particularly potent in imbuing foods with such health halos. This implies that food producers or marketers can improve the health image of their products by simply adding a healthy additive, and, on the flip-side, that consumers should be wary of being misled into thinking a food is healthy just because it has a healthy "garnish".

Funding: Cornell Food and Brand Lab.

P194 The Smartphone Diet? Active Engagement With Content Can Decrease Eating

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Objective: Examine whether some active distractions can lead to reduced snacking.

Design, Setting and Participants: For-credit participants (N = 86) snacked on M&M's presented in pre-portioned 62 gram bowls. Half of the participants were instructed to go online using their smartphone to visit websites they enjoy to use, all while snacking. The other half of participants were left to snack naturally without any special instructions.

Outcome Measures and Analysis: We measured the amount of snacks consumed by each participant, and then compared them using a t-test.

Results: Participants who used their smartphones to go online ate 37% less (12 grams) than controlled participants (19 grams), $t(84) = 2.35$, $p = .02$.

Conclusions and Implications: Distractions are generally known to increase food consumption (Wansink et al. 2004). The current study provides preliminary evidence that content that is actively engaging (internet smartphone use) can reduce snacking compared to baseline (snacking with no distraction). Thus, active distractions may act in an opposite way to passively consumed distractions such as TV (Tal and Wansink 2014) or conversation (DeCastro and Brewer 1992). These preliminary findings suggest that people should be particularly careful of mindless eating when under passive distractions, and that engaging in active content may, under some circumstances, help curb snacking.

Funding: Cornell Food and Brand Lab.