01 #eatingoodtonight: A Social Media Campaign to Increase Awareness of Unhealthful Late Night Eating Among College Students

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Objective: To develop a 6 week campaign to increase awareness of reducing consumption of energy-dense (high-fat and high-sugar) foods eaten at night among female young adults.

Target Audience: Followers of a popular social media account "The College Nutritionist": mostly female (96% via Facebook "FB" Insights), 18-34 years of age (73% on FB), and list English is their primary language (91% on FB).

Theory, Prior Research, Rationale: The campaign was based on Social Cognitive Theory (SCT) and the "4 Ps" of Marketing (product, price, place and promotion). SCT constructs have been identified as important factors related to food choice among young adults, and SCT and the 4Ps have been used in this population to modify similar behaviors via online platforms.

Description: The 6 step DESIGN Framework for developing a theory-based social media campaign included deciding a behavior, exploring determinants of change, selecting theory and clarifying philosophy, indicating general objectives, generating plans, and nailing down an evaluation plan. The 4Ps of Marketing were incorporated into the assessment and intervention phases. The hashtag #eatingoodtonight was chosen to integrate the campaign.

Evaluation: A formative evaluation of the campaign indicated that Instagram (average likes per post=129) and Twitter (mean impressions=5217) platforms engaged the most followers. Posts with a variety of vibrant colors and posts referencing other social media accounts appeared to yield higher engagement.

Conclusions and Implications: Using a theory-based, behaviorally focused, and social marketing approach successfully reached a large number of the target population. A web-based media campaign can be a motivational venue for behavioral change in young adults. Further studies evaluating efficacy are warranted.

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02 Effortful Control Predicts Behavioral Outcomes for Urban Youth Participating in a Childhood Obesity Prevention Intervention

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Objective: Effortful control (EC), the self-regulatory aspect of temperament, controls impulses and promotes

goal-oriented behavior. We hypothesized that EC would predict energy-balance related behavior (EBRB) adoption among youth receiving an obesity prevention intervention.

Design, Setting, and Participants: A longitudinal data analysis using pre- and post-intervention data from 5th graders in four New York City schools (n=167) receiving Food, Health & Choices (FHC), a behaviorally-focused, theory-based, 23-lesson intervention with classroom wellness policy supports during 2013-2014.

Outcome Measures and Analysis: We administered a Likert-scale questionnaire including EBRB items and the EC scale from Rothbart's EATQ-R before and after FHC and calculated frequency/size scores for: fruits, vegetables, sweetened beverages, fast food, processed snacks; and frequency/duration scores for: screentime and physical activity. We calculated descriptives and scale reliability in SPSSv.23 and performed structural equation modeling (SEM) to evaluate whether baseline EC predicted students' post-EBRB scores, controlling for gender and pre-EBRB scores, using maximum likelihood parameter estimation in MPlus7.

Evaluation: Acceptable EC scale consistency ($\alpha=0.69$) was achieved by removing two items and internal consistency for EBRB scales was 0.59-0.90. Pre- (mean=3.2±0.6) and post-EC (mean=3.1±0.7) were not significantly different. SEM results indicated higher baseline EC significantly predicted several post-EBRB scores: lower sweetened beverage consumption ($b=-0.35$, $p=.013$), smaller fast food size ($b=-0.44$, $p=.007$), shorter screentime duration ($b=-0.37$, $p=.033$) and longer physical activity duration ($b=0.361$, $p=.018$).

Conclusions and Implications: This suggests FHC participants with high baseline EC were able to achieve greater EBRB improvements, indicating that EC is a potential moderator. Tailoring to support the development of self-regulatory strategies among participants with lower EC may benefit future intervention studies.

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03 e-Motivational Interviewing Coaching for Cancer Survivors: Feasibility, Preliminary Efficacy, and Lessons Learned

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Objective: The objectives of this study were to determine the feasibility of implementing electronic motivational interviewing coaching (e-MIC) for cancer survivors, obtain feedback to refine future programming, and examine preliminary efficacy of e-MIC.

Target Audience: The transition from active therapy to post-treatment survivor is a teachable, yet vulnerable

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