P24 Evaluating the Effectiveness of Nutrition Education for WIC Service Clients In Manhattan, Kansas

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Objective: The improvement of nutrition education and the realization of the importance of healthy dietary patterns are still needed among vulnerable groups (e.g. women and children). Therefore, healthy nutrition education is beneficial to increase low income families knowledge about healthy food choices.

Design, Setting, and Participants: The objective of this study was to evaluate participant satisfaction of nutrition education methods; individual counseling, interactive notebooks, and online nutrition education; used by the Women, Infants, Children (WIC) program.

Results: A cross-sectional survey design of one hundred WIC participants from Manhattan, KS, WIC program were assigned to receive nutrition education through individual counseling (n=20), notebooks (n=40), and online education (n=40). The participants received two nutrition education sessions using a single education method. Education topics were consistent for all methods and focused on whole grains, fruits and vegetables, breastfeeding, MyPlate, and infant feeding. Questionnaires assessing participant satisfaction related to education method were administered after education. One-way ANOVA and Tukey- Pairwise Comparisons test were performed to find which method has highest participant satisfaction. Tukey- Pairwise test shows that individual counseling had significantly higher participants satisfaction scores than online nutrition education method ($P=0.0149$). However, there is no significant difference between individual counseling and notebooks education method ($P=0.0695$), neither between online education and notebooks education method ($P=0.4322$).

Conclusions and Implications: These findings indicate that participants who were assigned to use individual counseling were more likely to be satisfied than participants assigned to use online nutrition education method.

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P25 Long-Term Reduction in Sodium Intake After Online and In-Person Group Nutrition Education in WIC Participants

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Objective: Excess sodium intake is associated with increased blood pressure and heart disease, with low-income populations at increased risk. The purpose of this

study was to examine the long-term impacts of online and in-person group nutrition education on changes in knowledge, self-efficacy, and behaviors related to sodium reduction in a diverse sample of low-income women enrolled in the Women, Infants, and Children (WIC) Program.

Design, Setting, and Participants: Randomized trial of 514 WIC participants held in 3 Los Angeles, CA WIC clinics between November 2014-October 2015. Traditional in-person group and online nutrition education on sodium reduction was conducted.

Outcome Measures and Analysis: Knowledge, self-efficacy and behaviors related to sodium reduction with two nutrition education modalities were assessed at baseline, 2-4 months and 9 months following the intervention. ANCOVA and GEE were used to compare changes between groups in knowledge, self-efficacy, and behavior outcomes.

Results: Positive changes in knowledge and self-efficacy improved between pre-questionnaire and was retained 9 months later for both groups ($P<0.05$). Both groups reported significant improvements in behaviors related to using less salt in cooking, adding less salt to foods at the table, and eating less fast-food and restaurant foods at 2-4 months ($P<0.01$) and 9-months later ($P<0.01$).

Conclusions and Implications: Both online and in-person group education resulted in long-term improvements in knowledge, self-efficacy, and behaviors related to reducing sodium intake in a low-income population. Making nutrition education available for WIC participants in multiple modalities could broaden the reach of nutrition education and lead to long-term positive dietary changes, which could improve cardiovascular health.

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P26 The Hook for Recruiting Nutrition Series Based Programming: One-Time Encounters

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Objective: To determine the effectiveness of one-time education lessons as a recruitment or marketing tool to encourage adults to participate in future series programming was evaluated.

Target Audience: Limited resourced adults aged 18 to 59.

Rationale: As adults hold the purchasing power, targeting this group for nutrition education is key in combating obesity. Barriers to working with a limited resource adult population include transportation, work and family obligations, and an overall lack of interest. One-time lessons, often paired with community events, can spark interest in learning healthier habits and lead to participation in extended lessons and potential for long-term behavior change.

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