P69 (continued)

(n=313) and control (n=293) pantry clients from January to June 2015.

Results: When the target cereal was placed separate and ahead of competitive cereals, self-reported selection rose from 8.4% to 32% ($X^2 = 27.53$; $p < .0001$) in intervention compared to control clients.

Conclusions and Implications: This preliminary field study underscores two important findings: small, easy, no-cost changes can improve food selections in a pantry setting; and contrary to prior work, healthier food should be seen first and placed separately from less healthy competing foods in order to encourage selection. Leveraging principles of choice architecture and behavioral economics has implications for healthier food selection in pantry settings for the most at risk populations.

Funding: None

P70 Food Packaging Pictures Have More Calories Than They Recommend – Oversized and Overeaten

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Objective: Do supplementary extras appearing on packaging – such as frosting on cake – lead consumers to over-consume?

Theory, Prior Research, Rationale: Food packaging pictures supplementary extras not listed on nutritional labeling. If consumers believe that these extras are part of a regular serving size, then they could encourage them to overconsume. Such findings could impact consumer welfare, company-packaging policies, and federal-labeling policies.

Design, Setting, Participants, and Intervention: Study 1 examines the number of additional calories that supplementary frosting adds to the recommended calories per serving size for 21 cake mix brands. In studies 2 and 3, we give either undergraduates (Study 2), or food service professionals (Study 3) a typical cake mix package (that includes a picture of cake with frosting), or a typical cake mix package with the added message that single serving size calories do not include frosting. We then ask consumers to serve themselves a single portion of cake to consume.

Outcome Measures and Analysis: The number of additional calories that supplementary frosting adds to the recommended calories per serving size (Study 1). Number of calories selected per serving size (Studies 2 and 3).

Results: Compared to recommended serving size calories, supplementary frosting exaggerates calories per serving by an average of 134% ($p < .001$). Undergraduates and food service professionals serve 22% and 26% fewer calories of cake when shown packaging that clearly states that single serving size calories do not include frosting (both p 's $< .001$).

Conclusions and Implications: Supplementary extras unconsciously influence the most nutritionally savvy consumers. To be less misleading, packaging should clearly state what is not included in calorie counts.

Funding: None

P71 Prime-Time Weight Discrimination: A Body Weight Analysis of Prime-Time Television Characters From 1950-2015

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Objective: To compare the BMIs of TV characters and the general American public over the past 65 years.

Theory, Prior Research, Rationale: Compared to thin characters, obese characters are underrepresented and routinely cast in stereotypical roles. This type of media weight discrimination is argued to contribute to the social acceptability of weight stigmatization in real life. Given this suggestion, tracking this underrepresentation longitudinally could help elucidate how media weight discrimination contributes to real life weight stigmatization.

Design, Setting, Participants, and Intervention: The BMIs of lead actors appearing in top-ten primetime television shows from 1950 to 2015 (defined by Nielsen ratings) were coded using the Stunkard Figure Rating Scale. The average BMI of Americans over the same time period was obtained through the CDC's National Health and Nutrition Examination Surveys.

Outcome Measures and Analysis: Linear trend analyses were used to track and compare the BMI changes in both TV characters and the American public over time.

Results: Whereas the average BMI of the American public has linearly increased every decade, the BMI of TV characters has linearly decreased over the same time period ($p = .001$). The average BMI of female TV characters decreased by 16.95% ($p < .001$) and the average BMI of male characters decreased by 8.91% ($p < .01$). Conversely, the average BMI of the American female increased by 25.8% and the average BMI of the American male increased by 18.7%.

Conclusions and Implications: The decreasing BMI of TV characters, combined with the increasing BMI of the American public, underscores the increasingly unrealistic ideals portrayed in the media and may contribute to weight stigmatization.

Funding: None

P72 Healthy Child Care Georgia: Improving Teacher Self-Efficacy to Implement Wellness Policies and Increase Wellness Education

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Objective: To pilot the use of a combined policy and direct education intervention, Eat Healthy, Be Active (EHBA), to improve teachers' self-efficacy to implement wellness policies and increase classroom nutrition and physical activity (PA) education.

Target Audience: Child care providers in Clarke County, GA and children (ages 3-5) in their care.

Theory, Prior Research, Rationale: According to Social Cognitive Theory, increasing self-efficacy is an essential component of promoting behavior change. This

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