P140 Childhood Obesity-Prevention Cognitions of Non-Nutrition Professionals Working With Young Children and Their Families

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Objective: Describe obesity prevention-related (nutrition, physical activity, screen time, sleep) knowledge, attitudes, and intentions of non-nutrition professionals (NNPs) working with young children and their families.

Design, Setting, and Participants: Fifty-seven NNPs (e.g., early childhood educators, WIC and SNAP-Ed personnel) completed an online survey.

Results: Participants were mostly white (68%), female (93%), and had >6 years experience (70%) working with families of young children. NNPs had excellent knowledge of the benefits of family meals, cooking with kids, and limiting screentime; good knowledge of the importance of physical activity for children and benefits of sleep in weight management; and limited knowledge of recommended child feeding practices, effects of obesity on children, and children's fruit/vegetable needs. Using 5-point scales, NNPs agreed parents should restrict children's unhealthy snack intake ($4.42 \pm 0.05SD$), somewhat agreed that family mealtime is important ($3.82 \pm 0.03SD$), and were unsure whether pressuring children to eat was recommended ($3.19 \pm 0.08SD$). They strongly agreed children should be physically active almost daily ($4.66 \pm 0.05SD$) and that parents should encourage children to be physically active ($4.65 \pm 0.05SD$). NNPs felt parents should not model sedentary behaviors ($4.24 \pm 0.06SD$), but were more neutral about whether limiting children's exposure to TV commercials was important ($3.61 \pm 0.04SD$). NNPs reported strong intentions to encourage families to adopt obesity-prevention behaviors, including lowering sugar-sweetened beverage consumption ($4.60 \pm 0.05SD$), increasing fruit/vegetable consumption ($4.58 \pm 0.05SD$), getting adequate sleep ($4.56 \pm 0.05SD$), and promoting parental modeling of healthy behaviors ($4.58 \pm 0.05SD$).

Conclusion and Implications: NNPs strong intentions to promote obesity-prevention behaviors and limited knowledge of some obesity-prevention strategies indicate NNPs could benefit from programs that build their childhood obesity-prevention knowledge.

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P141 Choices, Choices, Choices: The Use of Dietary Rules and Routines in the Feeding of Toddlers and Preschoolers

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Objective: Young children depend on caregivers to make healthy food choices on their behalf. This research aims to

provide an understanding of the lived experience of caregivers who must devise strategies in order to provide healthy foods and beverages to toddlers and preschoolers. **Design, Setting, and Participants:** In-depth, in-home interviews (n=17) were conducted with caregivers (14 = female, 3 = male, ages = 20-46y, low to high income) in Switzerland. The model, "Food Choice Process over the Life Course", was used as a theoretical framework. The interviews explored experiences, attitudes and perceptions about the provision of foods and beverages to children (1-5y).

Outcome Measures and Analysis: Interview transcripts underwent a thematic analysis and key themes were developed from the data.

Results: A key theme identified dietary rules and routines enacted in the family setting to influence feeding behavior. Rules and routines centered on foods and beverages to be encouraged or limited; finishing, or not, the entire meal; and the consumption of dessert items following meals. Participants recounted that dietary rules originated from childhood memories, or, via public health information sources.

Conclusions and Implications: Dietary rules and routines provided short-cuts for caregivers to standardize feeding practices. The origin of dietary rules in childhood memories is consistent with the life-course notion of the theoretical framework. Dietary rules, in general, were consistent with anti-obesity behaviors. Participant description of rules and routines provided an understanding of feeding styles and practices. Further research may explore to what extent dietary rules and routines may be indicative of adherence to dietary guidelines and appropriate caregiver feeding practices.

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P142 Qualitative Analysis of Dietary Behaviors in Picture Book Fiction for 4 to 8 Year Olds

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Objective: Picky eating is common among children. Picture books may facilitate parents' efforts to overcome feeding challenges. Studies have reported depictions of foods in children's literature. However, dietary behaviors have not been examined. This study conducted content analysis of dietary behaviors and feeding strategies featured in picture book fiction and compared these behaviors and strategies to those discussed in research literature.

Design, Setting, and Participants: Several databases were searched for books about dietary behavior that also met these criteria: a picture book, fiction, published between 2000 and 2016, accessible in the United States, available in print format, and appropriate for 4-8 year olds.

Outcome Measures and Analysis: Stories were systematically coded using holistic, data-driven, and evaluation coding methods. The final set of codes was examined for patterns and themes.