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

Carol Byrd-Bredbenner, PhD, RD, bredbenner@aesop.rutgers.edu, Rutgers University, 26 Nichol Avenue, New Brunswick, NJ 08901; K. Eck, MS, RD; J. Martin-Biggers, MS, RD; V. Quick, PhD, RD; G. P. Alleman, MS, RD; N. Hongu, PhD, RD

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

Emma Jacquier, BS, MSc, PhD Candidate, emma.jacquier@yahoo.com, Lancaster University, 12 Vreeland Road, UK; T. Gatrell

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

Oksana Matvienko, PhD, oksana.matvienko@uni.edu, University of Northern Iowa, 203 Wellness and Recreation Center, Cedar Falls, IA 50614-0241

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.

P142 (continued)

Results: Of the 104 books, 50% featured a specific eating behavior, 21% lifestyle/eating patterns, 20% food-related sensations and emotions, and 9% table manners. Books portrayed not only children's dietary behaviors, but also adults' reaction and strategies to solve problem behaviors. Variations in message complexity emerged.

Conclusions and Implications: Four major conclusions were drawn. First, books that discuss dietary behaviors are abundant, though the discussion is not balanced. Second, there is an overlap between problem behaviors portrayed in books and those discussed in research literature. However, adults' reaction and problem-solving strategies largely do not align with the responsive feeding model endorsed by nutrition professionals. Third, messages vary in their complexity. Some are clear and direct. Others are vague, sophisticated (in terms of plot and/or language), unresolved, conflicting, or controversial. Fourth, outdated and inaccurate information appears in a small number of books. Recommendations for practitioners are discussed.

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P143 Habit Formation for Parenting Practices Designed to Change Youth Vegetable Intake

Allison Ritter, BS, ritt0209@umn.edu, University of Minnesota, 1334 Eckles Avenue, St. Paul, MN 55108; M. Reicks, PhD, RD, LDN; F. Overcash, MPH; Z. Vickers, PhD

Objective: The purpose was to evaluate habit formation for parenting practices to improve child vegetable intake.

Design, Setting, Participants, and Intervention: Within group, pre-/post-test design, low-income parent/child pairs ($n = 32$) in the Minneapolis/St. Paul metropolitan area. Parents were primarily women and non-white, with a high school education or less; children were 9-12 years. Six practices intended to be implemented at home to encourage child vegetable consumption were incorporated into a series of 6 Cooking Matters for Families classes (one practice/class/week). Habit formation was encouraged by describing the practice, modeling within a shared dinner meal, and having parents plan and report home implementation.

Outcome Measures and Analysis: At baseline, parents rated practices for ease of use and frequency on a 4-point scale. Habit strength was measured from baseline to immediate post-intervention using a Self-Report Habit Index (4-point disagree/agree scale). Paired t-tests were used to compare habit strength for 3 practices implemented for 3-5 weeks.

Results: At baseline, all practices were rated as easy to complete. The frequency of performing the practices at baseline was rated at midpoint between "never" and "always". Habit strength increased for 2 of the 3 practices assessed: having children help prepare vegetables for meals ($p = 0.003$) and making vegetables more easily available and visible than other foods at meals ($p = 0.019$).

Conclusions and Implications: This approach was effective in helping parents develop habitual parenting practices to encourage vegetable consumption among children. Further evaluation is needed to determine whether

these habitual practices can improve child vegetable intake.

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P144 Correlation Between Lunch Choice Behavior and "Values in Food Choice Scale" in Japan

Yukiko Ueda, PhD, yueda@life.osaka-cu.ac.jp, Osaka City University, 3-3-138, Sugimoto, Sumiyoshi-ku, Osaka 558-8585, Japan; S. Kunitake; A. Kiyohara, Chugoku gakuen University; C. Myojin, Kinki University; M. Fukui, Osaka City University; A. Oshio, Waseda University

Objective: The purpose of this study is to determine correlation between food choice behavior and VFCS (Values in Food Choice Behavior) and investigate whether it is possible to predict lunch choice behavior using VFCS.

Design, Setting, and Participants: The subjects of the study consisted of 30 employees from a corporation in Osaka, and an interview survey was conducted between November and December, 2015. The interview survey was performed on three different days. Prior to the interview, the subjects were requested to respond to VFCS, a scale comprising 6 factors (H/N: Health/Nutrition, M/P: Media/Popularity, S/C: Simplicity/Convenience, L/R: Low/Reasonable price, M/T: Mood/Taste, F/H: Family/Home) and 29 items, which was uploaded to the Internet. The subjects were interviewed after lunch about what elements they had valued in choosing their lunch menu.

Outcome Measures and Analysis: The results of the interview survey were analyzed using Berelson's content analysis, and the correlation was examined using categorical principal components analysis and cluster analysis.

Results: The elements that affected subjects' lunch choice behavior were classified into 20 categories, and the correlation with VFCS was confirmed as the variables appeared closer together on the principal components loading plot and were grouped into three clusters: H/N, M/P, "I choose healthy food only for lunch," "health," "how dishes are listed on the menu;" F/H, "low in calories," "nutritional balance;" and M/T, S/C, "easy to eat," "appearance," "taste."

Conclusions and Implications: The potential for predicting lunch choice behavior using VFCS is substantive.

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P145 Comparison of School Lunch Vegetable Subgroup Consumption in a Naturalistic Elementary School Cafeteria Setting

Ian (Yi Han) Ang, MA, yha2103@tc.columbia.edu, Teachers College, Columbia University, 525 West 120th Street, Box 137, New York, NY 10027; R. Trent, MS, EdM; H. L. Gray, PhD, RD; R. Wolf, PhD; P. Koch, EdD, RD; I. Contento, PhD

Objective: School lunch programs seek strategies to increase students' vegetable consumption. This study

Continued on page S65