P247 (continued)

who disagreed ($m=3.25$, $sd=3.12$). Similarly, there was a significant effect of perception of campus health policy on vigorous physical activity $f(4,1916) = 9.13$, $p<0.001$. Students who strongly agreed that their campus' policies promoted physical activity ($n=163$) reported more vigorous activity ($m=3267$, $sd=2843$ met-min/week) than those who disagreed ($m=2711$, $sd=2129$ met-min/week).

Conclusions and Implications: The results of this study show the importance of positive perceptions of the college environment on health behaviors in college students.

Funding: None

P248 WITHDRAWN

P249 Assessment of Stage of Change and Social Cognitive Factors for Increasing Vegetables Preference in Korean Adolescent

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Objective: The vegetable intake is a key indicator of a healthful diet. This study aimed to evaluate the relation of social cognitive factors by the stage of change (SOC) in order to increase vegetables preference in adolescent.

Design, Setting, and Participants: This study was conducted by using a self-administered questionnaire. 400 students (193 boys, 207 girls) from 2 high schools in Gyeongnam participated in the survey.

Outcome Measurement and Analysis: The questionnaire regarding social cognitive factors consisted of the following variables: outcome expectation, self-efficacy, affective attitude, cognitive attitude, nutrition knowledge, vegetables accessibility at home and school, parenting style. Respondents were classified into stage of change using a diagnosis tool based on the advanced studies. And students were asked to circle whether they prefer to eat vegetable or not. The data was analyzed using Duncan's multiple range test and chi-squared test.

Results: 57.5% boys and 54.1% girls staged as maintenance. No significance in gender. There were significant differences between preference and non-preference group in each of stage ($P<0.001$). in preference group, 80.9% boys and 75.9% girls staged as maintenance. on the other hand, 19.4% boys and 11.4% girls staged as maintenance in non-preference group. comparing with social cognitive factors and soc, the most significant variables were self-efficacy ($p<0.001$) and affective attitude ($p<0.001$) among stages.

Conclusion and Implication: This study showed that self-efficacy and affective attitude were more effective factors than others for increasing of vegetables preference in Korean adolescent. In order to promote vegetable preference, nutrition educators need to consider how to

strengthen self-efficacy and affective attitude for behavior change.

Funding: Changwon National University

P250 The Influence of Organic Labeling and Price on Restaurant Menu Choice

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Objective: To test the effect of USDA Certified Organic labeling on restaurant menu preferences and the influence of price on item choice.

Design, Setting, and Participants: This study featured an experimental design based on labeling for organic origin of restaurant menu items. The survey was approved by the University IRB and delivered to undergraduate students via the Internet. A total of 153 students (120 female, 33 male) responded indicating preference for menus featuring USDA Certified Organic labels followed by questions measuring willingness to pay more when an organic label was present and attitude toward organic foods in general.

Outcome Measures and Analysis: ANOVA analysis identified a significant effect [$F = 33.325$, $p = 0.000$] when comparing the group USDA Organic Labeled-High Price with the group Non-Organic Labeled-Low Price in terms of usefulness of the organic label, interest in organic food, and attitude toward organic food after viewing a menu with USDA Organic labeling.

Results: The findings support a favorable attitude toward organic food labeling among college students. A considerable difference in attitude toward organic foods existed between organic label and non-label preference that supports the usefulness of an organic label for organic-friendly customers. However price was influential as increased in price shifted menu labeling choice of almost half of the organic-label positive respondents away from the organic labeled menu items to the non-labeled menu.

Conclusions and Implications: There is a potential niche for restaurants in the marketing of organic labeled foods. The use of the USDA Certified Organic label on the menu is an example of how restaurants can promote sustainable intentions and have an advantage in the competitive food service market.

Funding: None

P251 The Champions for Change Statewide Campaigns: An Assessment of Ad Awareness and Increased Physical Activity Using Unaided Recall

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