FN10 (continued)

Participating vendors must have their business based on Maui, Molokai or Lanai, and products offered for sale must have a minimum of 51% of their value added in Hawaii. The purpose of this project was to provide ongoing marketing opportunities, via the online environment, to bring together the vendors and the purchasers of their products, beyond the once annual, in-person event to enhance their product sales in the broader marketplace and support local farmers and industry.

Evaluation: Google Analytics will be utilized for web-based evaluation, but additional evaluation will include feedback surveys from vendors.

Conclusions and Implications: Results of the implementation of the web-based marketing system will be analyzed and presented.

Funding: USDA-Agricultural Marketing Service

FN11 What We Mean by Policy, Systems and Environmental Changes: A Nationwide Training for SNAP-Ed and EFNEP Professionals

Christina Stark, MS, RD, CDN, cms11@cornell.edu, Cornell University, Division of Nutritional Sciences, Savage Hall, Ithaca, NY 14853; T. Hill, MPH; J. Dollahite, PhD

Objective: To develop an online, applied training based on SNAP-Ed and EFNEP professionals' identified needs that provides continuing education credit.

Target Audience: Community nutrition practitioners working to bring about policy, systems and environmental (PSE) changes to prevent obesity.

Theory, Prior Research, Rationale: The socio-ecological model provides a framework to combine direct nutrition with PSE approaches at organizational and community levels to make healthy food and activity choices easier. Online training is an efficient and effective way to introduce this approach, teach related skills and train nutrition educators in best practices.

Description: The Nationwide Training Workgroup, with representatives from each of USDA's Nutrition Education and Obesity Prevention Centers of Excellence, assessed SNAP-Ed and EFNEP professionals' related training needs through an online survey. Respondents rated topics on planning, implementation and evaluation of PSE change activities. Results are guiding development of a training to be delivered through the Cornell NutritionWorks online platform.

Evaluation: Four hundred and two professionals from 53 states/territories responded to the 2016 survey: 29% were coordinators/directors, 58% regional/local practitioners and 13% other; 62% were funded by SNAP-Ed only, 13% EFNEP only and 24% both. Most topics were rated as "very important" or "absolutely essential," confirming the need for a comprehensive approach to training content.

Conclusions and Implications: There is a clear need for training of SNAP-Ed and EFNEP professionals in PSEs. Developing a training based on a national needs assessment using an established online delivery platform will help build skills needed to successfully identify, plan, implement and evaluate activities that make healthy food and activity choices easier for low-income populations.

Funding: USDA

FN12 WeCook After School Program: Engaging Youth in Innovative Food and Fitness Lessons to Improve Knowledge and Skills Among 4th and 5th Graders

Tara Dunker, MS, RD, tdunker2@unl.edu, University of Nebraska-Lincoln, 201 Mussehl Hall, Lincoln, NE 68583-0719; M. Krehbiel, PhD, CFLE; L. Franzen-Castle, MS, RD, PhD; W. Chai, PhD

Objective: Youth will engage in healthy eating and physical activity behaviors. Families will provide an environment with access to safe, nutritious meals and regular physical activity.

Target Audience: Participants include low-income 4th and 5th graders and their families.

Theory, Prior Research, Rationale: Mounting evidence links poor eating habits to a lack of cooking at home and insufficient nutrition knowledge, a trend that is amplified among low-income families often lacking the time and budget to commit to proper nutrition.

Description: WeCook, a USDA Children, Youth, and Families at Risk grant, addresses these issues through a twelve-week program using a comprehensive, multi-faceted approach. Youth attend two 60-minute sessions per week. Sessions focus on food preparation skills and nutrition, using USDA Guidelines, and increasing physical activity through interactive games. Families are also encouraged to participate in three family meal nights, where youth showcase the skills they have learned.

Evaluation: Pre- and post-surveys are administered to students and parents/caregivers. Youth also complete the following pre- and post-programs use food models to build a healthy plate, with an evaluator photographing each plate, and wear Fitbits for one week to track physical activity. Statistical analysis of the data collected is then conducted to assess changes related to program goals.

Conclusions and Implications: Today 1 in 3 children are overweight or obese. Given the health risks of obesity and associated economic burdens, there is a critical need to positively reshape youth environments. After school programs provide key opportunities to encourage healthy habits. Home environments also play an important role in shaping lifelong habits, indicating the need for a whole-family approach.

Funding: USDA