NP42 (continued)

Conclusions and Implications: Findings suggest that parent responses to the MCMT items are reflective of parent centered behaviors demonstrated during a sample mealtime. Lack of associations between MCMT Parent Centered items and observed mealtime behaviors may reflect the fact that the child centered behaviors measured by MCMT occur away from the table. Indeed, the positive association between the Child Centered Observed Behaviors and global ratings of warmth rated by separate coders indicates this may be the case. Overall results suggest parent responses to MCMT accurately reflects their behaviors.

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NP43 Supermarket Science: Multipronged Approaches to Increasing Fresh, Frozen and Canned Fruit and Vegetable Purchases

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Objective: This project aims to evaluate the success of promoting fruit and vegetable (FV) purchases in a supermarket setting among low-income and SNAP-eligible families and children living in a rural Maine community.

Description: The project will use a multipronged approach in the supermarket setting, including implementation methods from the highly effective, double value coupon incentive program used at farmers' markets, as well as the Cooking Matters at the Store educational program to incentivize the purchase and consumption of fresh produce, and healthful frozen and canned FV (without syrup or salt), nutrient-rich and affordable year-round alternatives to fresh produce. Education and extension efforts based on our study findings will contribute to meeting USDA Childhood Obesity Prevention Challenge Area Goals. The project team will partner with a large national retail grocery chain, Cooking Matters, University of Maine Cooperative Extension, eXtension Communities of Practice, Maine SNAP-Ed, and The Food Trust.

Evaluation: We will compare our primary outcomes of "per shopping month" FV sales within individuals (pre- to post-intervention), and between individuals (intervention and control arms). Cooking Matters education program attendance between intervention and control arms will be compared. In order to assess FV consumption, we will use a self-administered FFQ, reporting intake for the six months prior to the baseline enrollment, and then again at the end of the intervention period. All research, education and extension activities will be monitored.

Conclusions and Implications: Through research, education and extension, this project will promote fruit and vegetable (FV) purchases and consumption by families in under-resourced communities, thus reducing health disparities, improving human nutrition, and preventing unhealthy weight gain among children.

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NP44 Using In-Home Behavioral Economic Strategies and Enhanced Food Preparation Skills to Increase Vegetable Intake and Variety Among Children

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Objective: To determine if behavioral economics strategies included as part of Cooking Matters for Families (CMF) improves vegetable intake, variety and liking, and decreases dietary energy density among low-income children (9-12 yrs).

Description: Parent/child pairs (n = 50/group) are being randomized into intervention and control groups and are attending six, weekly, two-hour CMF lessons. Parents in the intervention group are introduced to one behavioral strategy per week to use at home during family meals. Behavioral strategies include serving vegetables first, using a bigger spoon to serve vegetables, etc. To date, 32 parent/child pairs in the intervention group and 36 pairs in the control group have completed the CMF lessons. Most participants are mother/child dyads, are African American or Hispanic, and participate in the Supplemental Nutrition Assistance Program and/or free or reduced price school lunch programs. The end of data collection is expected in June 2017.

Evaluation: Baseline, 6-week, 6- and 12-month data are being used to assess changes in dietary energy density, vegetable intake, variety, liking, and home vegetable availability. Primary outcome measurements will utilize children's anthropometric data and dietary intake collected via 3, 24-hour recalls via the Nutrition Data System for Research software at each time point.

Conclusions and Implications: The results will be used to revise and disseminate a family-based intervention to prevent overweight/obesity in children through increasing vegetable intake and variety.

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NP45 Mobilizing Rural Low-Income Communities to Assess and Improve the Ecological Environment to Prevent Childhood Obesity

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Objective: To mobilize capacity in rural, low-income communities to create and sustain an environment and

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