O8 (continued)

Description: IJC is a statewide cooking and nutrition education program implemented in summer 2016 by the University of Illinois Office of Extension and Outreach. Over the course of five 2-hour lessons, youth participated in hands-on culinary skill building activities, nutrition education, recipe preparation, and healthy food tastings. Lessons took place in varied community settings, examples include summer camps, libraries, churches, community centers, and Extension offices.

Evaluation: Analyses of pre- and post-intervention surveys using paired t-tests indicated that participants experienced significant pre- to post-intervention changes in cooking self-efficacy ($t(1153)=18.85$, $p<.001$), fruit and vegetable preferences ($t(1132)=4.48$, $p<.001$), cooking attitudes ($t(1125)=9.77$, $p<.001$), cooking behaviors ($t(1099)=3.79$, $p<.001$), and self-efficacy for selecting and eating healthy foods ($t(1091)=7.71$, $p<.001$). Researchers also observed classes at a subset of sites and interviewed nutrition educators to assess fidelity, facilitators and barriers to program implementation, and gain insights for future curriculum modifications.

Conclusions and Implications: The IJC program resulted in significant improvements in participants' dietary attitudes and behaviors. These program effects could result in positive long-term impacts on participants' dietary health, and contribute to the evidence base supporting the efficacy of the IJC program.

Funding: Supplemental Nutrition Assistance Program - Education USDA NIFA 2011-67001-30101; 4-H Foundation

O9 A Digital Approach to Behavior Change - Helping Low-Income Moms to Shop, Cook, and Eat Healthy on a Budget

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Objective: Learn how a digital approach to reaching Maine moms helped them to shop, cook, and eat healthy on a budget.

Target Audience: The campaign employed detailed targeting analysis to find and reach low-income moms and serve up easy, relevant tips and tricks.

Theory, Prior Research, Rationale: Focus group learning pointed to the fact that smartphones are low-income Moms' primary connection to the world, the way they get information and access services. Moms also shared that they want to feed their families healthy, but aren't sure how to and perceive it to be expensive.

Description: A campaign and developed an integrated approach including a content-rich, mobile-friendly website, direct mail, a digital campaign with real moms sharing their tips. Digital outreach included keyword search campaigns, digital display campaigns, YouTube videos, and content development and promotion on Facebook.

Evaluation: Independent evaluation confirmed that in one year 81% of participants reported being confident in their ability to buy healthy foods on a budget for their family, and there was a 14% increase in SNAP-Ed program participants from the previous year. The website logged average monthly impressions of over 1.5 million and logged average clicks to the website of over 3,800 per month. A Facebook campaign was launched and grew to over 2,700 fans in just over a year with a high level of engagement.

Conclusion and Implications: Social media created an engaging campaign geared directly to low-income moms.

Funding: None

O10 Does Hands-On Cooking Instruction Before Adulthood Support Healthy Food Behaviors to Become Lifestyle Choices?

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Objective: This study examines alumni of Teen Battle Chef (TBC), a hands-on culinary program, for its impact on sustaining positive eating behaviors.

Target Audience: Qualitative interviews with 30 TBC alumni, 1-7 years post TBC, who described learning to cook in TBC and how program components supported them in making and sustaining dietary changes.

Theory, Prior Research, Rationale: TBC was designed using SCT and Social Ecological Theories. Prior research on TBC found improvements in food choices, level of physical activity, empowerment to share with others, and increased self-efficacy to prepare healthy meals.

Description of Course and Curriculum: TBC introduces culinary skills by having two teams "battle" each other in TV-like cooking demos, while exploring health benefits of each recipe. Students develop leadership qualities and skills and can move onto summer internships cooking at farmers markets, gardens, preschools, restaurants and caterers.

Evaluation: Interviews were recorded, transcribed, and coded using NVivo to identify a range of themes that propelling interviewees to change their habits. Eleven total themes ranged from adventurous eating, peer/family influence, personal weight loss, family/friends weight loss, and most influential skills acquired, to increased self-confidence/esteem and following the dietary guidelines.

Conclusions and Implications: Analysis of alumni experiences indicates strong links between development of basic culinary skill to high self confidence and self actualization. Most participants expressed satisfaction in making dietary changes, losing weight themselves, and supporting friends and family members to do the same. Participants shared their own realization that healthful food can be easy to prepare and delicious and how it became "self

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