O10 (continued)

evident" that they needed to make permanent dietary changes to maintain long-term health.

Funding: None

O11 Stove to Erythrocyte: Associations Between Fish Preparation Confidence, Fish Intake, and Omega-3 Status in Midlife Adults

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Objective: This study examined whether fish and seafood preparation confidence predicted fish and seafood intake and omega-3 blood levels.

Study Design, Setting, Participants: A cross-sectional survey was conducted in varied locations in five New York State counties. Adults age 50 to 75 were recruited. A full sample of 212 participants volunteered, and a sub-sample of 100 of those 212 provided dried blood spots (DBS). The self-report survey asked about demographics, fish and seafood intake, potential confounding variables, and several Likert-type scales, including fish and seafood preparation confidence.

Outcome Measures and Analysis: Two outcomes were assessed: total fish and seafood intake, measured by food frequency questions, and omega-3 index, analyzed using gas chromatography of DBS. Three sets of linear regressions, controlling for expected confounding variables, assessed: predictors of intake among the full sample; predictors of intake among the DBS subsample; and predictors of the omega-3 index among the DBS subsample.

Results: Higher fish and seafood preparation confidence predicted greater fish and seafood intake. An increase of one point (of five possible points) in preparation confidence scale increased intake by 1.46 ounces per week ($p < 0.01$) in the full sample. Similar regression coefficients occurred for confidence and intake in the DBS subsample. Preparation confidence was not associated with the omega-3 index.

Conclusions and Implications: Fish and seafood preparation confidence may be a potential target for increasing fish and seafood consumption. Increased fish and seafood preparation confidence might be developed through experiential learning opportunities related to food provisioning by nutritionists, culinary educators, paraprofessionals, extension programs, and the food and grocery industries.

Funding: Cornell University: Division of Nutritional Sciences and the Human Ecology Alumni Award Grant

O12 Impact of Exposure to Food Preparation Videos on Performance Indicators Associated with Online WIC Nutrition Education

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Objective: Determine the impact viewing a Health eKitchen (HeK) online video had on key performance indicators (KPIs) associated with WIC online nutrition education.

Study Design, Setting, Participants, Intervention: The website, wichealth.org, is an online nutrition education program used by WIC clients in 30 states. HeK is a wichealth.org feature that provides supplemental video resources focused on food preparation, cooking, and storing. This study involved a retrospective cohort of users with groups defined based on HeK exposure before or after lesson completion.

Outcome Measures and Analysis: A one-way ANOVA compared KPIs among three groups completing a wichealth.org lesson: no videos viewed, video viewed pre-lesson, video viewed post-lesson. A two independent samples t-test between the two groups with HeK views evaluated the direct impact of video on completion of lesson.

Results: A significant group effect existed for all three KPIs investigated based on HeK exposure status. Average link views ($F=1,440.9$, $p < 0.0001$), average link view time ($F=7,301.9$, $p < 0.0001$), and average rate stage of change progressed ($X^2=1,328,522.6$, $p < 0.00001$) demonstrated more positive results for the pre-lesson HeK viewing group. Among the two HeK groups, those that viewed a video prior had more positive significant KPI results.

Conclusions and Implications: Accessing a HeK video prior to completing an online educational session had a significant impact on achieving lesson goals, suggesting the potential benefit of using an application oriented video at the onset of an online nutrition education lesson.

Funding: USDA

O13 The Meaning of Food in Life Scale: Evidence for Links with Healthy Eating, a Positive Relationship to Food, and Established Determinants of Healthy Eating Behavior

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Objective: The Meaning of Food in Life (MFL) construct was recently operationalized for empirical study and a validated MFL assessment questionnaire was created. The current study evaluated how the MFL relates to dietary behaviors, a positive relationship to food, and determinants of healthy eating behavior.

Study Design, Setting, Participants: A questionnaire was administered to two online samples consisting of 151 and 252 American participants.

Outcome Measures and Analysis: Variables assessed included demographics, the MFL, dietary intake, self-