O27 (continued)

intervention would increase the availability of healthy foods in these food deserts.

Funding: University of Florida

O28 Influencing the Child Shopper with Coupons in Corner Stores: The CHOMPS Pilot Project

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Objective: Evidence shows that children's independent food purchases in convenience stores are primarily purchases of energy-dense, nutrient-poor (EDNP) foods. Additional research is needed to understand how shifting children's snack food purchases could improve their diets.

Study Design, Setting, Participants, Intervention: This multi-disciplinary intervention utilizes economic, psychological, and nutritional insights to explore children's autonomous food purchase behaviors. Set in Somerville and Medford, MA, the intervention partnered with convenience stores near schools where kids shopped during out-of-school time. During our two-year, USDA-funded pilot, the Coupons for Healthier Options for Minors Purchasing Snacks (CHOMPS) study placed kids-only coupons in convenience stores with the goal of encouraging healthier snack purchases. Healthier snack coupons of varying discounts were paired with simple economic and health marketing messages.

Outcome Measures and Analysis: During before- and after-school times, data were recorded about the snack item, price, and other aspects of each purchase.

Results: Reported results include the observed purchase patterns of children, their responses to the coupon intervention in participating stores, and the nutritional composition of the observed purchases. Across more than 3,400 separate purchase events, we noted only modest coupon usage in the intervention phase. However, chip and candy purchases decreased, and the percentage of purchase events that included at least one targeted healthier food item more than doubled.

Conclusions and Implications: Results from this pilot indicate that kids-only coupons can assist with shifting snacking behavior outside of school settings. We anticipate that such an intervention would be even more impactful when combined with interventions focused on creating healthier corner stores – a strategy that is increasing in prominence.

Funding: USDA

O29 Perspectives of Food Shoppers at Convenience Stores in Navajo Nation Food Deserts

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Objective: Navajo face a double-burden of high rates of chronic disease and food insecurity, but little is known about the role small stores on the Navajo Nation play in providing healthy, affordable food. This study sought to understand barriers to and facilitators of purchasing produce at these stores.

Study Design, Setting, Participants: July to September 2016, a convenience sample of 72 shoppers participated in brief interviews outside eleven small stores in the New Mexico region of Navajo Nation.

Outcome Measures and Analysis: Shoppers discussed their shopping patterns, preferences and also food availability at the small store.

Results: Most participants (64%) shopped primarily at big-box stores outside their communities, yet about half shopped at the small store at least twice per week. The most common reasons for shopping at the small store were convenience to home/work and fuel purchase. The most commonly purchased items were snacks (42%), staples (26%), and soda (25%). Almost half of participants worried in the last month about having enough food to feed their families and said that at least one person in the household participated in a federal assistance program. Shoppers would be more inclined to purchase produce if a greater variety of produce were available at affordable prices.

Conclusions and Implications: While small stores are the only retail options close to home for many Navajo, purchases are primarily snacks, rarely produce. The current and potential roles of small stores in food purchasing behaviors in rural communities will be discussed. This work provides basis for supporting innovative, community-based strategies for increasing access to healthy food close to home.

Funding: USDA

O30 Use of the Socioecological Model to Identify Factors of an Obesogenic Environment in Families with Young Children in Mexico

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Objective: To identify factors related to an obesogenic environment in a small sample of families with young

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children using qualitative field observations and the socio-ecological model.

Study Design, Setting, Participants: A convenience sample of families (n=7) with a child 2-5 years of age from Guadalajara, Mexico, participated in one full day of observation inside the family home. Data collected included: anthropometric measurements; observations of the home environment; interviews to capture primary caregiver's nutrition, child feeding and physical activity (PA) practices; and photo observations of food purchasing, market style/condition, and the neighborhood environment related to childhood obesity.

Outcome Measures and Analysis: Descriptive data were tabulated. Content analysis of field notes were used to identify themes from observations using the socioecological model as a theoretical framework to identify factors related to an obesogenic environment.

Results: The observed children (n=5 male, n=2 female) had an average BMI of 15.6 ± 1.6 . Caregivers (female; 22-70 years) had an average BMI of 32.8 ± 5.4 . Family socioeconomic status (SES) varied (range <\$112 USD/mo to >\$766 USD/mo). Obesogenic factors identified in the microsystems included: parenting styles; availability of childcare; and the primary caregiver's knowledge of nutrition and PA, i.e. food preparation knowledge and skills, and beliefs about PA. Obesogenic factors identified in the macrosystem included: SES; food availability, i.e. limited access to nutrient dense foods; neighborhood safety, i.e. limited access to safe places for outdoor PA; and accessibility to markets with nutrient dense foods.

Conclusions and Implications: Factors were identified that may contribute to childhood obesity; however, further research is needed to confirm prevalence of these factors across populations in Mexico.

Funding: None

O31 Eat Smart, Move More in Schools: A Comprehensive Program to Improve the School Food Environment Outside of the NSLP Developed Through a Multi-State Collaboration

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Objective: As National School Lunch Program (NSLP) standards have been implemented, some research suggests fruit and vegetable consumption has increased in schools. However, foods brought from home and other foods served outside of the NSLP, such as packed lunches and snacks, are of poorer nutritional quality. The objective of Eat Smart, Move More in Schools is to improve the nutritional quality of foods consumed in schools through comprehensive programming addressing multiple aspects of the school food environment.

Target Audience: Elementary-aged children.

Theory, Prior Research, Rationale: The Eat Smart, Move More in Schools program uses the social ecological model as a conceptual framework.

Description: Eat Smart, Move More in Schools is a program offered in 2017 combining direct education offered through SNAP-Ed, support to parents through the use of a packed lunch cookbook, support to schools for strengthening wellness policies and the nutritional quality of schools snacks, and a social marketing campaign coordinated by SNAP-Ed through Cooperative Extension. Evaluation: The SNAP-Ed Evaluation Framework was used to develop an evaluation plan. Indicators include those addressing individual behavior change as measured through teacher evaluation surveys, environmental changes measured through the potential change in school lunches through the use of the packed lunch cookbook, policy changes measured through school wellness policies, and change agent/school wellness champion perception of the changes in sectors of influence.

Conclusions and Implications: Eat Smart, Move More in Schools in an example of a comprehensive intervention developed through a multi-state collaboration.

Funding: Supplemental Nutrition Assistance Program - Education

O32 Which School Districts Are Using the Community Eligibility Provision to Offer Free School Meals to All Their Students?

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Objective: The Community Eligibility Provision (CEP) of the Healthy, Hunger-free Kids Act of 2010 allows schools and districts with large numbers of low-income students to offer all students free school meals using administrative data on the percentage of students receiving SNAP (formerly food stamps) and other means-tested assistance (the Identified Student Percentage or ISP). The study objective is to identify school district characteristics associated with CEP adoption.

Study Design, Setting, Participants, Intervention: Administrative data on CEP eligibility and participation from USDA's Food and Nutrition Service and state education agencies are matched with National Center for Education Statistics data to estimate a model of school district participation in CEP.

Outcome Measures and Analysis: Our outcome measure is school district participation in CEP. We test associations with district size, rural/urban designation, and ISP level using cross-tabulations and logistic regression.

Results: Small school districts, urban districts, and those with ISPs above 60% are most likely to adopt CEP. Controlling for region, ISP most strongly predicts participation. Districts with any school at an ISP of 60-70% are 6 times more likely to participate in CEP compared to other districts, whereas districts where the highest school-level ISP

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