O40 (continued)

should consider improving service, client relationships with pantry staff/volunteers, the quantity and quality of foods offered, and access to ancillary and external resources.

Funding: NIFA

O41 Food Security Score is Associated with BMI Among Indiana SNAP-Ed Eligible Adults

Rebecca Rivera, MPH, rcusack@purdue.edu, Purdue University, 700 West State Street, West Lafayette, IN 47907; Melissa Maulding, MS, RD, Purdue University; Angela Abbott, MA, RD, CD; Qi Wang, MS; Heather Eicher-Miller, PhD

Objective: Food insecurity is associated with overweight and obesity among low-income women. The Supplemental Nutrition Assistance Program-Education (SNAP-Ed) aims to improve the diet quality and health of low-income populations; however, little research exists describing body mass index (BMI) among the SNAP-Ed eligible population by food security status. The objective of this study was to determine whether BMI varies by food security status in a sample of Indiana SNAP-Ed eligible adult participants.

Study Design, Setting, Participants: SNAP-Ed eligible adults age ≥ 18 y ($n = 261$) from 31 Indiana counties were recruited to participate in this cross-sectional study from August 2015 to May 2016.

Outcome Measures and Analysis: Baseline food security score (0-10) was assigned for household adults using the 10-item United States Household Food Security Survey. Baseline weight and height was measured by trained paraprofessionals and used to calculate BMI. A generalized linear regression model was used to estimate the association of food security score with BMI.

Results: Participant mean food security score was 4.2 ± 3.0 and mean BMI was 24.1 ± 7.4 (mean $\pm$ SD). Mean BMI was significantly associated with food insecurity score ($\beta = 0.33$; $p = 0.02$) meaning that BMI increased as food insecurity increased among Indiana SNAP-Ed eligible adults.

Conclusions and Implications: Improved food security may be an important factor in assisting SNAP-Ed eligible adults achieve and maintain a healthy BMI, a recommendation of the Dietary Guidelines for Americans 2015-2020.

Funding: Purdue University AgSEED Crossroads support Indiana's Agriculture and Rural Development and the Purdue Health and Human Sciences Cooperative Extension Nutrition Education Program.

O42 Discourse Analysis-A Potential Analytical Technique for Nutrition Research

Jaime Foster, MS, RD, jaime.foster@uconn.edu, University of Connecticut, 3624 Horsebarn Road Extension, Unit 4017, Storrs, CT 06269-4017; Robin Grenier, PhD, University of Connecticut; Amy Mobley, PhD, RD

Objective: This presentation provides an introduction to discourse analysis, with a case example, to explain the technique and applications in nutrition research.

Target Audience: Nutrition researchers.

Theory, Prior Research, Rationale: A common form of qualitative data analysis in nutrition research is basic inductive, which aims to condense data, establish links to research questions and identify themes. This approach is not designed to capture nuance in displays of emotions, cadence, tone, word choice, or body language, thus limiting nutrition researchers' potential understanding of a participant's experience to only stated and transcribed words. Discourse analysis, a novel form of analysis in nutrition research allows for investigation of the meaning behind participants' words, enabling nuance in investigation of such things as culture and gender norms that might influence word choice or speech patterns. Food insecurity, which refers to food insufficiency related to income is often measured to reflect a household, however, recent research suggests that men and women in similar situations often report severity of food insecurity differently.

Description: Applying discourse analysis to a sample of transcripts from a larger study investigating differences in the experience of food insecurity between partners within a household we contrast the findings to findings drawn using a basic inductive approach.

Evaluation: The case demonstrates how discourse analysis enables researchers to draw deeper meaning from displays of emotion and how it is better for depicting the differences in meaning making that might occur between men and women in reported severity of food insecurity.

Conclusions and Implications: This case example demonstrates the practical application of discourse analysis to community nutrition research.

Funding: None

O43 Consumer Nutrition Guidance: From Pyramid to Plate and Beyond

Jackie Haven, MS, RD, USDA Center for Nutrition Policy and Promotion; Stephenie Fu, stephenie.fu@cnpp.usda.gov, USDA Center for Nutrition Policy and Promotion, 3101 Park Center Drive, Alexandria, VA 22302; Adam Burns, MPP, Edge Research

Objective: Encourage healthy food and beverage choices with consumer messages and tools that evolve over time with the science of the Dietary Guidelines for Americans and insights from consumer research.

Target Audience: Nutrition educators, health professionals, and Federal staff.

Rationale: The Dietary Guidelines for Americans is written for use by nutrition educators, health professionals and policy makers. Its translation into understandable, actionable consumer messages and guidance is critical to help communicate effectively with the public.

O43 (continued)

Description: From the Food Guide Pyramid to MyPyramid to MyPlate, consumer tools and messages have evolved over the past two decades to reflect the most recent Dietary Guidelines, consumer research insights and technological advances. This presentation will address learnings over time and future considerations for consumer nutrition communication, including findings from new consumer research on how to make nutrition guidance more relevant given the challenges today's consumers face.

Evaluation: Eighty percent of dietitians report using the current healthy eating symbol, MyPlate, with consumers, according to the annual Today's Dietitian survey by Pollock Communications. Approximately 60 percent of consumers are aware of MyPlate, according to the 2016 Food and Health Survey of the International Food Information Council. The survey also indicates key MyPlate consumer concepts released with the 2015-2020 Dietary Guidelines are well understood and received.

Conclusions and Implications: Consumer messages and tools should evolve with evidence-based guidelines, consumer insights and technological advances. If these elements do not evolve together, consumers may deem resulting outreach irrelevant to their daily lives.

Funding: USDA

O44 Taking the Guess Work Out of Translating the 2015-2020 Dietary Guidelines for Americans into Consumer Messages

Elizabeth B. Rahavi, BS, RD, elizabeth.rahavi@cnpp.usda.gov, Center for Nutrition Policy and Promotion, U.S. Department of Agriculture, 3101 Park Center Drive, Alexandria, VA 22043; Sarah Chang, MPH, RD, Center for Nutrition Policy and Promotion, U.S. Department of Agriculture; Holly McPeak, MS, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services

Objective: Develop a Communicator's Guide to demonstrate how key messages from the Dietary Guidelines can be easily translated into nutrition education materials.

Target Audience: Nutrition educators and communicators, health professionals, and Federal staff.

Rationale: The Dietary Guidelines is a critical tool to help Americans make healthy food and beverage choices that support disease prevention and health promotion. However, it is written for health professionals and policymakers, leaving an important role for nutrition educators to translate the science-based recommendations from the Dietary Guidelines into actionable messages for the audiences they serve.

Description: The Communicator's Guide, available at ChooseMyPlate.gov, was developed as a one-stop shop to apply the Dietary Guidelines to nutrition education materials. The web-based resource includes: a snapshot of the 2015-2020 Dietary Guidelines, with supporting links; over-

arching communication messages from the Dietary Guidelines and MyPlate's consumer-tested messages that can be used to help explain the key components of healthy eating patterns; best practices for developing nutrition education materials based on social marketing and principles of health literacy and plain language; and links to other federal resources.

Evaluation: Since its launch in January 2016, the Communicator's Guide has received more than 160,000 total page views. Staff continues to monitor nutrition education materials and popular press and will be updating the Communicator's Guide to clarify translations of the Dietary Guidelines into consumer messages.

Conclusion and Implications: The Communicator's Guide is an easily accessible resource that provides ready-made consumer messages and best practices to support nutrition education material development and outreach based on the Dietary Guidelines.

Funding: USDA

O45 Health Professionals Toolkit: A New Resource for Sharing Dietary Guidelines Recommendations with Patients

Frances Bevington, MA, frances.bevington@hhs.gov, U.S. Department of Health and Human Services, 1101 Wootton Parkway, Rockville, MD 20852; Kellie O. Casavale, PhD, RD, U.S. Department of Health and Human Services; Elizabeth Rahavi, BS, RD, U.S. Department of Agriculture; Eve Essery Stoodly, PhD

Objective: This toolkit provides health professionals with resources informed by audience research and usability testing and designed to communicate recommendations from the 2015-2020 Dietary Guidelines for Americans (Guidelines) to patients.

Target Audience: The target audience is health professionals.

Prior Research: The Office of Disease Prevention and Health Promotion (ODPHP) at HHS conducted audience research to determine the needs of health professionals using the Guidelines in practice. Participants indicated a need for resources to share with patients that communicate dietary behavior change in "small steps"; explain the relationships between diet and health outcomes; translate the Guidelines into simple, actionable messages; and address general nutrition concepts and specific topics like added sugars. Participants also indicated varying levels of nutrition knowledge and wanted resources to quickly understand and incorporate key concepts from the Guidelines into practice.

Description: ODPHP developed the toolkit, working with the Center for Nutrition Policy and Promotion at USDA. The toolkit includes tips for starting conversations with patients about nutrition and encouraging behavior change by making healthy shifts, as well as rationale and tips for reducing sodium, saturated fats, and added sugars.

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