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

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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

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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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O45 (continued)

Evaluation: ODPHP conducted usability testing on the toolkit messages and is collecting comments at conferences, as was requested in the audience research.

Conclusions and Implications: This toolkit supports health professionals as important partners in sharing Guidelines recommendations with patients. Health professionals can initiate discussions, provide referrals to registered dietitians and nutrition educators, and encourage patients to follow-up in seeking nutrition counseling.

Funding: US Department of Health and Human Services

O46 Are We Listening? How to Engage Low-Income Caregivers with Nutrition Messaging

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Objective: To identify preferred nutrition information sources, messages, and communication channels for limited-resource caregivers of school-aged children.

Study Design, Setting, Participants, Intervention: Participants were recruited from telephone surveys that screened for eligibility based on being caregivers of children ages preschool to fifth grade and residing in a household receiving federal assistance. Nine focus groups were conducted in community locations.

Outcome Measures and Analysis: Shannon and Weaver's Mathematical Theory of Communication framed questions that focused on concepts related to trusted sources for nutrition information, messages most likely to foster healthy eating, and preferred communication channels. Focus group recordings were transcribed and analyzed for common themes by two researchers. Discrepancies were discussed and resolved.

Results: 108 individuals participated. They identified trusted sources of nutrition information that included professionals such as nutritionists, doctors, and teachers as well as health-focused celebrities. Participants were most interested in information regarding meal preparation, benefits of healthy eating, and simple strategies for making healthy choices. They preferred internet and social media and posters placed in agency lobbies.

Conclusions and Implications: Low-income participants trusted information from nutritionists but prefer to receive nutrition information through social media and online sources rather than the traditional face-to-face methods. Practical information - recipes and money saving strategies - were most desired. Findings provide essential insight into strategies for communicating nutrition content to limited-resource caregivers. This presentation will focus on how nutrition education professionals can use these findings to tailor education to engage the target population using sources, messaging and communication channels most preferred by the group.

Funding: Supplemental Nutrition Assistance Program - Education

O47 Don't Reinvent the Wheel: Ohio SNAP-Ed's Social Marketing Campaign as a Model for Health Promotion to Low-Income Families

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Objective: To thoroughly document the process of the SNAP-Ed social marketing campaign in order to generate a social marketing model that could be replicated by SNAP-Ed or other social service programs across the country.

Target Audience: Any agency or group interested in launching a social marketing campaign to promote health and nutrition.

Theory, Prior Research, Rationale: Social marketing is a popular and effective tool for achieving behavioral changes in a population. Health and nutrition-related campaigns include Oregon State University's FoodHero and the Iowa Nutrition Network's Pick a Better Snack.

Description: Ohio SNAP-Ed is partnering with the State Nutrition Action Committee (SNAC) to design a social marketing campaign to promote fruit and vegetable consumption among low-income (at or below 185% of federal poverty) families with children. The entire process will be carefully documented and translated into a model for other agencies and groups to apply to their own health promotion issues.

Evaluation: The efficacy of the campaign will be determined by the target audience's knowledge and recognition of the campaign following the statewide rollout. In addition, behavior change in the form of increased fruit and vegetable consumption will be measured. These success metrics will be used to optimize the model.

Conclusions and Implications: While the results of many social marketing campaigns are well documented and show that social marketing is extremely effective, the complete process has not ever been documented in such a way as to make a campaign easily reproducible. By using the SNAP-Ed campaign to generate a model, this research will help define the future of social marketing for health promotion.

Funding: Supplemental Nutrition Assistance Program - Education

O48 Dietary Guidelines for Americans: The Past, Present, and Future

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