P217 WITHDRAWN**P218 Social Marketing Campaign at Farmers' Markets to Encourage Fruit and Vegetable Purchases in Rural Obese Counties**

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Objective: Farmers' markets are a food environment venue with the potential to increase fruit and vegetable consumption among rural residents of the United States. This study evaluated a social marketing campaign, Plate It Up Kentucky Proud (PIUKP), to determine the association between exposure to PIUKP and fruit and vegetable purchasing habits.

Study Design, Setting, Participants: This study used a cross-sectional survey design to measure the impact of PIUKP on consumer shopping behaviors at rural farmers' markets. The surveys were administered in six rural communities with obesity rates greater than 40% over a two-year period. Surveys were completed by 112 farmers' market patrons in year one and 139 farmers' market patrons in year two.

Outcome Measures and Analysis: Data were collected in summer 2015 and summer 2016 using a customer inter-

cept survey. The survey included demographic questions and also asked participants about their eating patterns over the past year, including fruit and vegetable intakes. Additionally, barriers to consuming fruits and vegetables were included. Data were imported using SPSS Statistics 23 to perform statistical analyses.

Results: Having recipe cards available at the farmers' market was associated with influencing the purchase of fruits and vegetables ($p < 0.001$). As well, PIUKP recipe samples were associated with purchasing the ingredients for the recipe ($p < 0.001$) and a willingness to prepare the recipe at home ($p < 0.001$).

Conclusions and Implications: Utilizing social marketing campaigns at farmers' markets may be an effective way to increase fruit and vegetable consumption, which can aid in the prevention and management of many chronic disease conditions, including obesity. This is an important strategy to consider, especially for residents of rural communities in the United States.

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P219 The Impact of "Boosted" Nutrition-Related Posts on Facebook Engagement

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Objective: To investigate the benefit of "boosting" nutrition-related posts on a University Extension Facebook page by adult users of Facebook.

Theory, Prior Research, Rationale: In 2016, Facebook continued to be the most popular social networking platform and its user base is the most broadly representative of the population as a whole (Pew Research Center, 2017). Nearly eight-in-ten online Americans (79%) now use Facebook, more than double compared to other platforms such as Twitter, Pinterest, Instagram, and LinkedIn. According to Pew Research (Greenwood, Perrin and Duggan, 2016), 76% of Americans who use Facebook reported they visit the site daily, up from 70% in 2015.

Description: Boosted posts appear higher in Facebook newsfeeds, with a better chance your audience will view them. Posts strategically selected for boosts were those that were already performing well. An audience (age, gender, and geographical location), length of promotion, and desired potential reach were chosen in relation to budget. The average cost of the four boosted posts was from \$9 to \$11 (\$39 total). Data was collected from November 2016 through February 2017, with one boost per month.

Evaluation: An increase in views, number of shares, and clicks on the link back to a website for more information was noted during each boost. On average, the boosts resulted in 48% of 9,728 total views; 61% of 89 total shares; and 57% of 128 total link clicks back to our designated website.

Conclusions and Implications: Selectively boosting already popular Facebook posts can result in a broader audience and greater visibility for nutrition-related information.

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