P151 Not as Fishy as it Seems: Promoting the Complex Message of Safe Fish Consumption for Women

Jennifer Renner, MPH, jennifer.m.renner@healthpartners.com, HealthPartners Institute, 3311 East Old Shakopee Road, Mailstop 23310A, Bloomington, MN 55425; Abigail S. Katz, PhD, HealthPartners Institute; Jeffrey P. Anderson, DSc; Patricia McCann MS, Minnesota Department of Health; Jeanette Y. Ziegenfuss, PhD, HealthPartners Institute

Objective: To empower women of childbearing age with improved materials promoting safe fish consumption.

Theory, Prior Research, Rationale: Fish consumption benefits women who are or could become pregnant; a developing fetus benefits from fatty acids in fish, but is also sensitive to mercury. The specific population (women who are or could become pregnant) and two-pronged message (eating some fish is healthy; eating too much is harmful) can promote confusion and may cause women to avoid fish altogether.

Description: Through a joint effort between an integrated regional health system and a state health department, we gathered quantitative and qualitative data through surveys and focus groups of health plan members and care group patients. We leveraged these data and the available literature to construct a more useful, clear message, and communicated it through a refined brochure and website. We address messaging complexity with simply laid-out guidelines, developed with women's input, in a brochure and mobile-responsive website, which is accessible via phone at point-of-sale to diminish the information-access barrier.

Evaluation: Our evaluation survey asked the same population for input on materials design, content refinement, message utility, and behavioral change. After viewing the materials, 91% of women understood which and how much fish to safely eat. 72% would "definitely" or "maybe" eat fish if they were pregnant/planning to become pregnant. Fish consumption increased among 9% of respondents.

Conclusions and Implications: Most exposed women understood our materials, but there was minimal change in consumption patterns. Future plans include robust materials dissemination along health plan and medical group pathways, and documentation of impact and reach to determine ideal methods of reaching the women needing this information most.

Funding: Environmental Protection Agency

P152 Poor Diet Quality Across Ethnic Groups and Gender in U.S. Adults: National Health and Nutrition Examination Survey (NHANES) 2005-2012

Ingrid K. Richards Adams, PhD, MS, LDN, RD, LDE, Richards.3@osu.edu, The Ohio State University Medical Center, 453 West 10th Avenue, Columbus, OH 43210; Colleen K. Spees, PhD, MEd, RDN, LD, FAND, The Ohio

State University Medical Center; Jessica L. Krok, PhD, MA; Christopher A. Taylor, PhD, RDN, LD, FAND

Objective: To examine diet quality among three ethnic groups and gender to establish concordance to the 2015-2020 Dietary Guidelines for Americans.

Study Design, Setting, Participants: Cross-sectional analysis of 24-hour dietary recall data of 19,043 adults (>19 years) from the 2005-2012 NHANES was conducted to assess ethnic and gender differences in diet quality.

Outcome Measures and Analysis: Nutrient and MyPlate equivalents estimates were used to compute the Healthy Eating Index-2010 scores, as well as the 12 subscales (total fruit, whole fruit, total vegetables, greens and beans, whole grains, dairy, total protein foods, seafood and plant proteins, fatty acids, refined grains, sodium and empty calories).

Results: A total of 9,448 Caucasians, 5,151 Hispanic/Latinos and 4,444 African Americans were entered into the analysis. Overall diet quality for African Americans was significantly lower (mean: 45.28 (95% CI): 44.5, 46.07) than Hispanic/Latinos 47.61 (46.91, 48.31), and Caucasians 48.21 (47.47, 48.94). African Americans had significantly lower scores for whole fruit, total vegetables, whole grains, and empty calories and significantly better scores for fatty acids and refined grains. Additionally, women had better overall diet quality scores across the race/ethnicity groups.

Conclusions and Implications: Overall dietary intakes across all ethnic groups and gender showed poor alignment with the recommendations of the Dietary Guidelines. Although interventions to improve diet quality are needed among all ethnic groups, a targeted approach is needed among minority subgroups of the population to break the cycle of poor dietary intake that is often associated with increased risk for chronic diseases.

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P153 Relationship of Weight-Related Eating Behaviors and Weight-Loss of Participants Enrolled in a Proprietary Weight Loss Program

Megan Tschakert, BS, South Dakota State University; Kendra Kattelmann, PhD, RDN, LN, FAND, kattelmann@sdstate.edu, South Dakota State University, Box 2203, SWG 443, Brookings, SD 57007; Jessica Meendering, PhD, EP-C, South Dakota State University; Lacey McCormack, PhD, MPH, RD, LN, EP-C

Objective: The aim of this study is to evaluate weight-related eating behaviors of participants with clinically significant weight loss (CSWL) in a proprietary weight loss program.

Study Design, Setting and Participants, and Intervention: A cross-sectional sample of participants (n=1,454) enrolled in a proprietary weight-loss program that includes meal replacements and health coaching

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