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Objective: The purpose of this experimental study was to increase access and appeal of healthy items in seven convenience stores in Marengo and Washington Counties in Alabama. People with limited access to supermarkets suffer disproportionately high rates of diet-related diseases. Every county in Alabama has at least one neighborhood with limited access to a grocer, leaving 1.8 million Alabamians to rely on small food stores (e.g. convenience stores) for grocery shopping. Since convenience stores typically sell high fat, high sugar processed foods and offer few healthy options, interventions in this setting may reduce food access barriers and promote healthy eating.

Study Design, Setting, Participants: This one group, pretest posttest design focused on changes in inventory, product placement and point-of-purchase prompts. Convenience stores were selected based on convenience sampling and location in towns with high rates of residents living below 185% of the federal poverty level.

Outcome Measures and Analysis: Trained SNAP-Ed Extension educators used the Alabama Department of Public Health's Good Choice Checklist to assess the food environment based on availability and promotion of healthy foods and beverages. For the Good Choice Healthier Retail Initiative, Extension educators collaborated with convenience store owners to discuss assessment findings and determine priorities for implementation.

Results: This initiative reached an average of 4,100 customers per day. The convenience stores increased their healthy item inventory from an average 10 to 34 healthy items.

Conclusions and Implications: Based on these results, convenience store interventions are a feasible option for increasing access and appeal of healthy items in underserved communities.

Funding: Supplemental Nutrition Assistance Program - Education

P59 Good Food: The Importance of “Healthy,” “Green,” “Fair,” and “Affordable” Attributes to Food Shoppers Across Three Sites

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Objective: Food experts in national and state food and agricultural initiatives have defined “good food” as “healthy, green, fair, and affordable.” The terms have been adopted by other organizations promoting sustainable food systems. To what extent does the public's understanding of these terms, and their perceived importance, correspond with original expert definitions?

Study Design, Setting, Participants: A mixed methods approach was used. Convenience samples of grocery shoppers (n= 166) were surveyed at three different sites: food pantry, supermarket, farmers market. Participants defined terms “good food,” “healthy,” “green,”

“fair,” “affordable” and then rated the importance of each using a Likert-type scale. A framework based on symbolic interactionism was used.

Outcome Measures and Analysis: Four one-way analyses of variance (ANOVAs) were conducted to investigate differences across the three sites in reported importance of healthy food, green food, fair food, and affordable food. Pearson Chi square tests evaluated the likelihood of differences among those at each site who defined terms using expert definitions for “green,” “fair,” and “affordable,” vs. those who did not.

Results: No significant differences were found between sites for any of the four variables regarding importance of healthy, green, fair, and affordable food to shoppers. Those defining “green” and “fair” using expert definitions (environmentally friendly; food justice) varied significantly at Sites A and C. This complemented qualitative findings.

Conclusions and Implications: Food movements focused on “good food” must be mindful to increase understanding and awareness by the public of connections between food and the environment (“green”) and social justice (“fair”), values that extend beyond personal health and affordability.

Funding: Western Michigan University

P60 Initial Development of a Scored Food Pantry Environmental Assessment E-scan

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Objective: Develop a scored environmental assessment tool (e-scan) for the food assistance environment. Specific objectives are conducting a literature review; establishing best practices and drafting and cognitively testing an e-scan.

Study Design, Settings, Participants: Formative, semi-structured phone interviews were conducted with food pantries (n=13), food banks (n=20), food banks anti-hunger advocates (n=1), and SNAP-Ed/EFNEP food pantry partners (n=7) in the USDA NIFA Western region. A comprehensive review of current healthy food pantry practices was conducted. Pilot tests of a draft e-scan were conducted by one researcher and at least one food pantry representative at each pantry site (n=15). Representatives provided additional feedback through cognitive debriefing interviews.

Outcome Measures and Analysis: Interview data were analyzed with Atlas.ti 7 qualitative software using content analysis theory to identify emerging themes.

Results: Three main themes were identified from the formative interviews: food procurement strategies, promotion of healthier environments, food assistance efforts outside of pantry settings. Respondents defined “healthy food pantries” as those with regular access to fresh fruits and vegetables, and those giving prominence to the respect and dignity of their clients. A preliminary e-scan (55 scored and 7 unscored questions) was created; each pantry assessment item was supported by research evidence

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or practice-base evidence. Following review for readability, the e-scan was pilot tested in 15 pantry sites.

Conclusions and Implications: The e-scan represents current best practices within food assistance settings. A revised e-scan will be field tested, and a corresponding resource guide will be developed to help pantries improve their assessment scores.

Funding: USDA

P61 Lessons Learned About Rural Food Retail From a Community Level Obesity Prevention Grant

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Objective: To develop and implement strategies designed to increase healthy food options in small retail food outlets.

Theory, Prior Research, Rationale: This project is guided by Community-Based Participatory Research model where community members are actively involved in deciding the focus and the implementation of the intervention. Small food retail environments were chosen because they were identified as important contributors to healthy eating patterns among community residents.

Description: A comprehensive needs assessment was conducted through 13 focus groups (122 participants) and 438 surveys. Eleven retail stores were assessed using the Nutrition Environment Measures Survey (NEMS). From the needs assessments, a county-wide social marketing campaign called, BE MORE, was implemented consisting of positive messages and images designed to encourage healthful eating. Campaign materials were developed for retail stores.

Evaluation: During the spring of 2017, telephone surveys with community members will be conducted to assess awareness and impact of BE MORE and NEMS assessments will be repeated.

Conclusions and Implications: Conclusions thus far are related to the process of engaging stores. Smaller, independent stores were more likely to participate compared to larger, chain stores. Signage for windows, floors and walls were highly desirable. Smaller signs, banners on stands, window clings and point-of-decision prompts were most popular while large signs and floor clings were less useful.

Funding: Center for Disease Control and Prevention

P62 University Websites Indicate a Lack of Policy Support for Disease Prevention and a Healthy Environment

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Objective: To describe the status of wellness policies for a sample of university campuses. Wellness policies may create sustainable programs and environments to encourage healthy behaviors.

Study Design, Setting, Participants: The Policy, Opportunities, Initiatives, Notable Topics Survey (POINTS) Audit evaluates university websites for 34 wellness policy topics organized into four sub-scales: stimulants (smoking/alcohol/drugs); disease prevention (DP) (education/screening), active environment (AE) (closed-campus, sustainable transportation), and nutritious sustainable food systems (NSFS) (food taxes, labels). A 3-point scale was created to assess stage of policy development (0=no policy; 1=initiative/interventions; 2=written policy). Research assistants were trained to use the audit to conduct comprehensive website reviews (interrater reliability $\alpha=.82$). Fifty distinct University websites were reviewed (variable sizes, from 30 different states, 50% private).

Outcome Measures and Analysis: Computed policy strength sub-scores = ((policies + initiatives)/total maximum policy sub-scale points) [0,100]. Total score is the average of the four sub-scores. Non-parametric tests and logistic regression were used to compare sub-scores and total score.

Results: Universities have few wellness policies posted on their websites, with moderate mean total score of 57.7 ± 6.9 and mean sub-scores: DP 45.3 ± 11.3 ; AE 45.3 ± 21.2 ; and NSFS 49.2 ± 6.5 . Most campuses had strong policy support regarding stimulants (97.5 ± 9.1); Total policy scores were most predicted by AE ($\beta = .76$), and DP ($\beta = .407$) ($p < 0.001$). Small schools (< 7500 students) had significantly lower DP scores than medium/large ($> 15,000$). A few interesting policies relating to fundraising and health-related course requirements will be described.

Conclusions and Implications: An opportunity exists to advocate for policy support beyond stimulant use. Information provided on university websites may not accurately reflect existence of wellness policies. Further research needs to be conducted to validate this tool.

Funding: USDA, Syracuse University

P63 Accuracy of Parent-Reported Feeding Practices and Implications for Behavioral Interventions

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Objective: Feeding practices research has largely been based on parents' self-report, but it is unclear whether this reflects actual feeding practices. We aimed to explore which feeding practices were more accurately reported by parents through comparison with behavioral observation.

Study Design, Setting, Participants: Sixty American parents with toddlers video-recorded their child's dinner

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