P60 (continued)

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

Janie Burney, PhD, RD, jburney@utk.edu, University of Tennessee Extension, 2621 Morgan Circle, Knoxville, TN 37996; Cori Sweet, BS, University of Tennessee Extension; Karen Franck, PhD; Tennille Short; Rachel Erwin

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

Gillian Kelly, Syracuse University; Marlei Simon, BS, RDN; Janette Bedoyan; Abigail Case; Wing Cheung; Natasha Jackson; Sarah Colby, PhD, RD, University of Tennessee; Tanya Horacek, PhD, RD, thoracek@syr.edu, Syracuse University, 558 White Hall, Syracuse, NY 13244

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

Lisa Fries, PhD, lisa.fries@rdls.nestle.com, Nestlé Research Center Case, Postale 44, Lausanne, VD Switzerland 1000; Nathalie Martin, PhD, Nestlé Research Center; Klazine van der Horst, PhD

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

Continued on page S48