P83 (continued)

linguistically and culturally appropriate may enhance outcomes.

Funding: None

P84 How do EFNEP Participants Describe Aerobic Activity?

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Objective: In order for education and educational assessments to be effective, teachers and learners must “speak the same language.” The purpose of this investigation, which was part of a larger project undertaken by the NC2169 EFNEP Related Research, Program Evaluation and Outreach, was to determine what words best described aerobic activity to EFNEP participants.

Study Design, Setting, Participants, Intervention: Forty semi-structured, cognitive interviews were conducted with EFNEP participants from New Jersey, Tennessee, and Washington to assess different terminologies describing aerobic activity.

Outcome Measures and Analysis: Content analysis was employed to catalogue and categorize responses.

Results: The 2008 Physical Activity Guidelines for Americans recommend adults engaging in at least 150 minutes of moderate level aerobic activities/week. Despite wide usage of “aerobics” in describing moderate to vigorous physical activities, it was not understood as such by research participants in a question designed for its assessment. A common misconception was that “aerobics” meant “any” type of exercise. Cardio was tested as an alternative; however, EFNEP participants described cardio as being more masculine activities like push-ups, as opposed to aerobics, which were described as being more feminine, like dancing. Also, cardio was described as being done outdoors (e.g., sports), while aerobics were described as being indoors/in a gym with other people. The broader term “exercise” with accompanying examples was the only terminology participants clearly understood.

Conclusions and Implications: Nutrition educators must attend to the terminology they use when they teach and evaluate moderate to vigorous aerobic activity. “Exercise” as opposed to “aerobics” may be better understood when communicating this concept to EFNEP participants.

Funding: NIFA

P85 Increasing Children’s Exposure to and Preferences for Fruits and Vegetables at Summer Food Service Program Sites

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Objective: To pilot an intervention to increase children's exposure to and preferences for fruits and vegetables (FV) at Summer Food Service Program (SFSP) sites. Target audience is low-income children attending SFSP sites in North Carolina.

Theory, Prior Research, Rationale: The SFSP is a federal nutrition program that provides free, nutritious meals and snacks to children ages 18 and younger in low-income areas during the summer. The USDA recommends that SFSP sites use fun and interesting nutrition education activities to get children excited about trying new, healthy items on the menu.

Description: An eight-session series of fun, interactive nutrition education activities at two SFSP sites in Chapel Hill, NC was provided. Through a partnership with the Chapel Hill-Carrboro City Schools SFSP, special FVs (e.g. sugar snap peas, colored cauliflower) were served in addition to the regular lunch menu during six of the sessions. Nutrition education activities took place immediately prior to lunch and were designed to get children excited about eating FVs and tasting the featured items.

Evaluation: Pre- and post-surveys were administered measuring exposure to and preferences for the featured FVs. Rating forms were completed after each featured item was served. Over 125 children attended at least one session. Eighty-five percent tasted at least one FV. Thirty-three percent tasted at least one FV they had never tried before, with 83% of those children liking at least one of the new items they tried.

Conclusions and Implications: Combining nutrition education with the introduction of FVs at SFSP sites may be a way to encourage children to try new FVs, and increase their preferences for them.

Funding: Supplemental Nutrition Assistance Program - Education

P86 Knowledge of Anemia and Iron Rich Food Sources and Blood Hemoglobin Levels of Racially Diverse Pregnant Women Participating in the WIC Program

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Objective: Although iron deficiency and anemia during pregnancy is common in U.S., it is more prevalent among low-income women. The objective of this study was to assess knowledge of pregnant women participating in the WIC program regarding anemia and iron rich foods sources, and to evaluate their blood hemoglobin levels.

Study Design, Setting, Participants: A cross-sectional study using survey methodology was conducted. Sixty pregnant women between 12 and 24 weeks of gestation and carrying a single fetus were

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