P19 (continued)

cheese and fish on days when they were not consuming meat. The top three reasons reported by students for eating meat more frequently (four or more days per week) were taste good, convenient, and fits well with their meals. Among participants who reported low levels consuming meat three or fewer days per week, the most commonly cited reasons were affordable, used to it, convenient and better for the environment. Most participants agree that human consumption patterns affect environmental sustainability, but many fail to connect this to individual-level meat consumption trends. Most participants report moderate to high levels of meat consumption, and most are unwilling to reduce their individual consumption rates. These trends occur more strongly in males than in females.

Conclusions and Implications: A gender difference exists in both attitudes and behaviors related to meat consumption. Educational efforts should be gender specific.

Funding: None.

Behavior and Education Theory

P20 An M-Health Intervention to Improve Physical Activity and Monitoring Sugar-Sweetened-Beverages (SSB) in College Students

Hala Nawaiseh, PhD, hala1985@tamu.edu, Texas A&M University, Cater-Mattil /2253 TAM, College Station, TX 02253; William McIntosh, PhD

Objective: Determine the efficacy and the effectiveness of a mobile health (m-Health) intervention app on specific lifestyle behaviors.

Target Audience: College students from Texas A&M University, aged 18–30 years old.

Theory, Prior Research, Rationale: The Capability, Opportunity, Motivation, Behavior (COM-B) framework hypothesizes that an interaction between three components (capability, opportunity, and motivation) influence behavior and can provide explanations for why a recommended behavior is not undertaken. In this trial, education, training, and modeling will be used to address the psychological capabilities and reflective motivation of the students, in order to increase walking behavior and improve specific life style behaviors.

Description: MyFitnessPal (MFP) is one of the most popular publicly available apps for weight loss used. MFP incorporates elements of social cognitive theory, including self-monitoring, goal setting, and feedback. Using the Pacer Pedometer app, the intervention group receives physical activity goals (10,000 step/day). The researcher will encourage this group to use the app to monitor their steps and obtain feedback. The intervention group will be given a primary goal of achieving the SSBs recommendation of (≤ 240 mL SSBs/d (≤ 8 fl oz SSB/d)). The researcher will encourage this group to use the app to monitor their SSBs intake and obtain feedback.

Evaluation: Feedback and tracking of step counts and calories expended and daily caloric intake/ fluid ounces

of SSB consumption will be assessed across the 4 time points. Weight status and body fat percentage will be obtained at the end of a 12-week of intervention. Self-efficacy will be assessed using (McAuley, Lox, & Duncan, 1993) self-efficacy scale.

Conclusions and Implications: Mobile-health tracking apps have a potential effect on preventative health care measures including increased physical activity, improvement in dietary self-monitoring, and beneficial dietary behavioral change. Applying health behavior change strategies (e.g. goal setting, self-monitoring, and performance feedback) will enhance health behavior changes across different population and setting.

Funding: None.

P21 Associations Between Role Modeling Vegetable Intake by Latino Fathers and Child Vegetable Intake

Patricia Arellano Brazys, BS, University of Minnesota; Youjie Zhang, MS; Francine Overcash, PhD, MPH; Marla Reicks, PhD, RD, mreicks@umn.edu, University of Minnesota, 1334 Eckles Avenue, St. Paul, MN 55108

Background (Background, Rationale, Prior Research, and/or Theory): Role modeling by Latino fathers may influence children's vegetable intake, but reports of associations between role modeling and objective measures of child vegetable intake are limited.

Objective: To determine associations between father- and child-reported frequencies of paternal vegetable role modeling, skin carotenoid scores, and vegetable intake.

Study Design, Setting, Participants, Intervention: Latino fathers and youth 10–14 years ($n = 35$ dyads) reported their own frequency of vegetable intake (four food frequency items), perceived paternal role modeling behaviors for vegetable intake (four items), and had skin carotenoid levels assessed using a Resonance Raman Spectroscopy device to objectively reflect vegetable intake. Mean age was 39 and 11 for fathers and youth, respectively. About half of youth were boys (57%).

Outcome Measures and Analysis: Correlation analyses were used to determine unadjusted relationships between father- and child-reported frequencies of paternal vegetable role modeling, father and child skin carotenoid scores, and father and child vegetable intake.

Results: The child's reported frequency of their father modeling vegetable intake was correlated with child vegetable intake as assessed with food frequency questions ($r = 0.474$, $P = .005$), but not with skin carotenoid scores. Fathers' reported frequency of modeling vegetable intake for their child was only marginally correlated with fathers' vegetable intake ($r = 0.347$, $P = .071$). Child vegetable intake was correlated with child skin carotenoid scores ($r = 0.373$, $P = .027$), whereas fathers' vegetable intake was only

Continued on page S18