P26 Let's Not Sugar Coat It! Canada's Sugary Drinks Reduction Campaign

Jennifer Giurgevich, MScFN, RD,
jennifer.giurgevich@canada.ca, Health Canada, 100
 Eglantine Driveway, Ottawa, Ontario K1A 0K9;
 Jennifer McCrea, RD; Katie Faloon-Drew, MSc;
 Christina Tucker, MPH, RD; Carri Cossais, BA

Objective: Canada's Sugary Drinks Reduction Campaign aims to increase the awareness, knowledge and understanding among parents of pre-teens and teens about the "why" and "how" of replacing sugary drinks with water.

Target Audience: Parents of pre-teens and teens; health professionals and Canadians.

Theory, Prior Research, Rationale: Pre-teens and teens aged 9–18 years have the highest percent contribution to sugars in their diets from sugary drinks, followed by adults 19–50 years of age. The consumption of sugars, specifically from sugary drinks, can lead to an increased risk of obesity, type 2 diabetes, and dental caries. Research findings also show that the parents of pre-teens and teens are the key influencers for their sugary drink consumption and the majority of sugary drinks are consumed in the evening and in the home.

Description: The Sugary Drinks Reduction Campaign will use the following strategic approach: educate and empower leverages video assets to drive awareness, educate and underline target's control over the behaviour; solution support leverages tactics to remind and support target with ideas and solutions to overcome perceived barriers; and stay "top of mind" by reaching target audience with messaging at key times to secure intention (at home or at purchase decision).

Evaluation: The performance measurements will explore the relevance, design, planning, implementation and effectiveness of the campaign, including the collaboration between Health Canada and stakeholders. Aspects of this evaluation will be incorporated into the evaluation of Canada's Healthy Eating Strategy.

Conclusions and Implications: Canada's Sugary Drinks Reduction Campaign is one of many initiatives within Canada's Healthy Eating Strategy that supports the government of Canada's commitment to making the healthy choice the easy choice.

Funding: None.

P27 Parental Ethnotheories About Healthy Eating: Exploring the Developmental Niche of Preschoolers

Deepa Srivastava, PhD, dsr@ucdavis.edu, University of California Cooperative Extension, 4437-B S Laspina Street, Tulare, CA 93274; Julia Torquati, PhD, University of Nebraska-Lincoln; Maria Rosario T. de Guzman, PhD; Dipti Dev, PhD

Background (Background, Rationale, Prior Research, and/or Theory): Parents' structure and participate in daily activities with their children in ways that resonate with their cultural beliefs known as

parental ethnotheories. Healthy eating is a daily activity that can be shaped by parental ethnotheories.

Objective: To understand parental ethnotheories (i.e. cultural beliefs) that support preschool-age (3–5 years) children's healthy eating guided by the three components of the developmental niche theoretical framework: physical and social settings of everyday routines, customs of childrearing practices, and parental ethnotheories.

Study Design, Setting, Participants, Intervention: Utilizing hermeneutic phenomenology design, one-on-one interviews were conducted with 20 primary caregivers of preschool-age children until data saturation. Participants were selected using purposive sampling.

Outcome Measures and Analysis: Data was analyzed using MaxQDA to develop codes and themes about parental ethnotheories that support preschool-age children's healthy eating.

Results: Three overarching themes and related sub-themes emerged. Theme 1 was parental ethnotheories about the meaning of healthy eating included sub-themes around participants' definitions of healthy eating, motivations to support children's healthy eating, and sources of knowledge about healthy eating. Theme 2 was parental ethnotheories that supported organization of children's physical and social settings included a structured mealtime routine and participants' food socialization strategies. Theme 3 was parental ethnotheories that supported children's learning about healthy eating included parent-child communication and engagement in age appropriate food activities such as meal preparation, visiting farmer's market, grocery shopping, gardening, cooking, and baking.

Conclusions and Implications: Developmental niche of preschool-age children constitutes an interactive system (i.e. physical and social settings, childrearing practices, and parental ethnotheories) in which ethnotheories serve as guides to parenting practices where healthy eating messages are conveyed and practiced. Primary caregivers' knowledge/skills about healthy foods and positive feeding practices are important. Findings make an important contribution to the scant literature on parental ethnotheories that support preschool-age children's healthy eating, thus, presenting a unique qualitative contribution to the field of parenting/cultural food environment research.

Funding: USDA-AFRI.

P28 Relationships Between Paternal Parenting Practices and Eating, Physical Activity, and Screen Time Behaviors of Latino Youth

Youjie Zhang, MS, University of Minnesota;
 Alejandro Peralta Reyes, MPH, RD;
 Patricia Arellano Brazys, BS, RD; 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): Latino fathers are generally considered the head of the family with a central role in

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decision-making; thus can potentially influence children's obesity related lifestyle behaviors.

Objective: To examine the relationship between paternal parenting practices and Latino youth (10–14 years) eating, physical activity, and screen time behaviors.

Study Design, Setting, Participants, Intervention: In a cross-sectional design, Latino father-child dyads ($n = 68$) completed questionnaires at community centers in the Minneapolis, MN metropolitan area measuring youth dietary intake, weekly moderate-to vigorous physical activity (MVPA) hours and screen-time (ST) hours, and related paternal parenting practices.

Outcome Measures and Analysis: Correlations were examined between both father-reported and child-reported paternal parenting practices and corresponding youth behaviors.

Results: Youth who perceived high paternal expectations for vegetable intake and physical activity reported greater intake frequency ($r = 0.30$) and weekly MVPA ($r = 0.35$), respectively. Those who perceived stricter paternal expectations for sugary drink intake and ST reported lower intake frequency ($r = -0.57$) and weekly ST ($r = -0.50$), respectively. Youth-perceived paternal role modeling was significantly correlated with intake of fruit ($r = 0.39$), vegetables ($r = 0.33$), sugary drinks ($r = -0.42$) and sweets and salty snacks ($r = -0.2$), weekly MVPA ($r = 0.32$), and ST ($r = -0.23$). Youth-reported paternal provision of foods, physical activity and ST opportunities were correlated with intake of vegetables ($r = 0.36$), sugary drinks ($r = -0.49$), sweets and salty snacks ($r = -0.26$) and fast food ($r = -0.25$), and weekly MVPA ($r = 0.42$) and ST ($r = -0.28$), respectively. Significant correlations between father-reported paternal parenting practices and child behaviors were found only for father-reported paternal role modeling of intake of fruit ($r = 0.27$), sugary drinks ($r = -0.31$) and physical activity ($r = 0.27$), and provision of fruits ($r = -0.31$) and sugary drinks ($r = -0.40$).

Conclusions and Implications: Correlations between paternal parenting practices and corresponding child behaviors demonstrate Latino fathers' influence on youth obesity-related lifestyle behaviors.

Funding: USDA.

P29 Someone is Judging Me: The Impact of Social Evaluation on Parents' Choices Using Front-of-Package Labels

Jenna Scisco, PhD, sciscoj@easternct.edu, Eastern Connecticut State University, 83 Windham Street, Willimantic, CT 06226; Alyssa Daneault; Yohan Krumov; Lauren Leavey; Olivia Bacha, BS; Kaylee Defelice; Christine Graffeo; Autumn Henry; Carlos Borja

Background (Background, Rationale, Prior Research, and/or Theory): Front-of-package labels are used to guide product choices and to evaluate the healthiness of a food. Previous research using focus groups has indicated that when parents perceive that another adult is

evaluating them, they are more likely to choose products for their children with front-of-package labels that appear healthier.

Objective: The objective of this study was to determine if the findings of the focus group could be replicated experimentally.

Study Design, Setting, Participants, Intervention: The study was an experimental, within-subjects design. Data were collected using Amazon Mechanical Turk. Parents of preschool-aged children ($N = 388$) living in the U.S. read eight different scenarios, half of which included social evaluation from other adults and half of which did not.

Outcome Measures and Analysis: In response to each scenario, participants chose either a yogurt cup with a 100% natural front-of-package label or a yogurt cup with a dinosaur-themed front-of-package label. Participants also completed a health consciousness measure and indicated how much they would pay for each yogurt cup. Hypotheses were tested with paired-samples t-tests and Pearson's correlation coefficients.

Results: Participants selected the 100% natural yogurt significantly more often than the dinosaur yogurt when being socially evaluated than when no social evaluation was present, $P = .003$. Additionally, participants with higher levels of health consciousness selected the 100% natural yogurt more often regardless of the situation, $P = .000$. Participants also rated the 100% natural yogurt as significantly healthier than the dinosaur yogurt, $P = .000$, and perceived natural yogurt as more expensive than the dinosaur yogurt, $P = .006$.

Conclusions and Implications: Social evaluation is associated with choosing a product with a front-of-package label that is perceived as healthier. This suggests that social evaluation could be used to help parents make healthier food choices for children. Future research should investigate if the effectiveness of social evaluation for influencing food choice relies on accurate front-of-package labels and consumer knowledge.

Funding: Eastern Connecticut State University.

P30 Ten Communication and Delivery Methods for Teaching Kitchens that Drive Behavior Change Across the Life Cycle

Lynn Fredericks, BA, lynn@familycookproductions.com, FamilyCook Productions, 330 E 43rd Street, Suite 704, New York, NY 10017; Ao Liu, MS, Institute of Human Nutrition; Pam Koch, EdD, RDN, Columbia University Teachers College; Isobel Contento, PhD

Background (Background, Rationale, Prior Research, and/or Theory): Since 1995 FamilyCook Productions (FCP) has developed and evaluated hands-on cooking nutrition education across the life-cycle. FCP continually evaluates and refines it with the most responsive tactics and disseminates to audiences across 30 + states.

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