P28 (continued)

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

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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

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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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