P30 (continued)

Objective: This study seeks to fill a gap in the process of nutrition education with the development of evidenced-based Communication & Delivery Methods (CDMs) developed over 20 years of programming by FCP to drive positive and sustained healthy food behaviors.

Study Design, Setting, Participants, Intervention: FCP nutrition education sessions with preschool children and parents; elementary children; middle/high school; and adults children across the U.S. from 1995 to 2017.

Outcome Measures and Analysis: Observations and analysis sessions that recorded specific CDMs that appeared to be connected to behavior change. Qualitative interviews with preschool parents and high school students that had attended FCP programming that asked about post intervention behavior change and what program elements CDMs participants felt facilitated their behavior change process.

Results: Ten CDMs emerged from FCP's program development, refinement, evaluation, dissemination and interviews with program participants: challenge (push participants out of their comfort zone); peer support (create level playing field); experiencing success (weekly sense of achievement); celebratory (create enjoyable atmosphere); skill building (move from "student" to "teacher"); palate development (discover new flavors); skill reinforcement (repetition to build confidence); recipe concepts (move beyond recipe driven cooking); collaboration (value group over individual accomplishment); and home environment (address home dynamics/facilities, access to healthy food).

Conclusions and Implications: These insights on effective CDM can help to shape and improve the foundation of existing and future interventions for all ages that can help nutrition education, especially theory-based and behaviorally focused nutrition education, to have high quality delivery that can lead to engaged participants during the interventions and more sustained behavior change.

Funding: None.

P31 WITHDRAWN

Food and Nutrition Policy

P32 Awareness Among Rural and Urban Parents of Elementary School Children Regarding School Wellness Policies and Prevalence of Child Obesity

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Background (Background, Rationale, Prior Research, and/or Theory): Schools participating in USDA meal programs are required to have a school wellness policy

(SWP). Research suggest that utilization of local SWP was associated with increased consumption of healthier food items and superior health-promoting practices in the school setting, such as regular physical activity, with rural, versus urban, schools reporting least implementation. The parents' awareness and involvement plays a noteworthy role in successfully implementing wellness policies in schools.

Objective: Compare parents of elementary school children from rural and urban communities on their perceptions of the problem of childhood obesity, their knowledge about school wellness policies (SWP), and their belief that schools have a responsibility for obesity prevention.

Study Design, Setting, Participants, Intervention: Parents of elementary school children (n = 470) completed a statewide telephone survey about their perceptions of the problem of childhood obesity, knowledge about SWP, and belief that schools have a responsibility for obesity prevention.

Outcome Measures and Analysis: Chi square and t-test statistics were conducted to determine differences between rural and urban households.

Results: Rural parents had lower ratings of school responsibility for providing foods to reduce obesity ($P = .035$) and lower feasibility ratings of the schools changing foods to meet guidelines for health promotion and obesity reduction ($P = .023$) than urban parents. While two thirds of the participants stated that they were aware that their child's school had a SWP, nearly half (49.5%) rated their familiarity with the policy low. Overall, more parents agreed that obesity was a problem in the state as opposed to obesity being a problem in their child's school ($P < .001$).

Conclusions and Implications: Greater awareness is needed among parents of elementary school children regarding the prevalence of childhood obesity and health benefits of healthy weight in childhood, as well as increased communication and collaborative efforts between schools and families in providing health promoting environments.

Funding: None.

P33 Barriers to Accessing Adequate, Healthy Foods in Two Rural Communities in North Carolina

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Background (Background, Rationale, Prior Research, and/or Theory): Rural households face unique challenges related to high rates of food insecurity, the lack of access to adequate, healthy food, which is associated with poor health outcomes. However, research shows that church-based interventions are effective in rural communities.

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