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including those that employ technology as a tool for learning, have been successful at increasing fruit and vegetable (FV) intake. However, there are a lack of technology-integrated nutrition education programs that target decreasing EDS and SSB intake among low-SES school-aged children.

Objective: To describe the impact of a technology-integrated 13-week nutrition education program on EDS and SSB intake among racially and ethnically diverse low-SES 3rd grade students.

Study Design, Setting, Participants, Intervention:

A 2x2 quasi-experimental, cluster-controlled trial with 459, 3rd graders from four low-SES schools (88.9% free/reduced meals, 59.0% Hispanic and 13.7% African-American/Black). For 13 weeks, treatment students ($n = 217$) received a 60-minute per week program that utilized a modified version of Body Quest: Food of the Warrior (BQ) curriculum. Control students ($n = 242$) received no programming. Curriculum content included interactive, hands-on activities about food groups, MyPlate, FV, EDS and SSB; it also included iPad applications with BQ characters.

Outcome Measures and Analysis: On weeks 1 and 13, students self-reported their previous day intake of sweet snacks, salty snacks, and SSB. Based on these responses, one variable was created: "EDS" (average intake of sweet and salty snacks). Analysis of variance and paired t-tests assessed between and within group changes.

Results: There were between group differences in sweet snacks, salty snacks, and "EDS" intake whereby treatment students reduced their intake of these foods to a greater extent than the control students ($P < .05$). All variables improved in the treatment group ($P < .05$) with no significant changes in the control group.

Conclusions and Implications: The program was successful at reducing unhealthy dietary behaviors that may contribute to excess weight. Future school-based programs may consider a technology-integrated curriculum focused on EDS and SSB.

Funding: USDA Children, Youth and Families at Risk (CYFAR).

P70 Impact of Social Marketing Interventions Aiming to Increase Fruit and Vegetable Consumption in Low-Income Adults in Georgia: University of Georgia Supplemental Nutrition Assistance Program-Education (UGA SNAP-Ed) FNV Campaign

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Background (Background, Rationale, Prior Research, and/or Theory): Social marketing is emerging as a promising method to deliver nutrition education

messages targeted to low-income individuals, but little evidence is available on its impact in SNAP-Ed programs.

Objective: To examine the feasibility, acceptability, and impact of the Partnership for a Healthier America (PHA) fruit and vegetable (FV) campaign in SNAP-Ed eligible adults in Georgia to promote FV consumption.

Study Design, Setting, Participants, Intervention:

Process evaluation was conducted throughout the intervention using commercial administrative data reporting tools including Facebook, billboards, and radio ads. For the impact evaluation, self-administered post-intervention surveys were implemented using three modalities (i.e. online, intercept, and direct mail surveys) while employing a non-randomized control study design in 1,164 Georgians (mean age 47.2 ± 16.9 , 78.0% female, 61.4% minority, 80.9% from intervention counties) from SNAP-Ed eligible zip code areas in four intervention and two control counties. The FV campaign was implemented using billboards, radio ads, and Facebook in SNAP-Ed eligible areas from three urban and one rural counties in summer 2017.

Outcome Measures and Analysis: Process evaluation estimated program reach, impressions, dosage, and engagement. Impact evaluation assessed participants' awareness, satisfaction, and intention to change due to campaign exposure.

Results: During the two-month period, the FV campaign reached 1.2 million people and generated 4.8 million impressions with 65,879 engagements. The campaign appears to have reached both intervention and control counties (22.0% and 20.8%, respectively), especially radio ads (5.3% and 8.2%, respectively). More than three-fourths of survey participants reported enjoyment of the campaign materials across three media. Those exposed to the FV campaign were more likely to report willingness and actual behaviors of eating of >1 FV/day than those not exposed.

Conclusions and Implications: The FV campaign has the potential to reach and impact SNAP-Ed eligible target audiences to promote FV consumption with high satisfaction. The findings will inform the refinement of the design and evaluation of the statewide SNAP-Ed FV campaign in Georgia.

Funding: USDA.

P71 Improving Dietary Behaviors Among Guardians of Overweight Hispanic Adolescents: An Evaluation of the CORE Nutrition Education Program

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