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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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Objective: To improve dietary behavior of guardians of adolescents participating in a lifestyle weight management program.

Target Audience: Guardians of overweight and obese Hispanic adolescents participating in the Confidence, Ownership, Responsibility, and Exercise (CORE) lifestyle weight management program.

Theory, Prior Research, Rationale: The CORE lifestyle program was designed to improve body composition and weight management behaviors among overweight and obese Hispanic adolescents. As research suggests that effective obesity treatment in adolescents requires involvement of the family, an educational program was developed to teach guardians of CORE participants about nutrition for health promotion and weight management and improve dietary behavior. Curriculum was based on Social Cognitive Theory, the Dietary Guidelines for Americans, and American Academy of Pediatrics and Academy of Nutrition and Dietetics position papers on pediatric weight management.

Description: Nutrition education consisted of one, 60-minute session per week over 12 weeks. Lessons were taught in both Spanish and English by a registered dietitian or trained nutrition intern and volunteer translator. All sessions were interactive and included hands on activities. Topics included MyPlate, sugary beverages, choosing healthy fats, and reading nutrition labels.

Evaluation: Following the program, guardians completed a retrospective, researcher-designed questionnaire to assess likelihood of engaging in healthy dietary behaviors before and after the program. Wilcoxon signed-rank tests were used to compare pre and post data. Twenty-six guardians provided data (mean age 38.8 ± 5.7 y, 70.4% female, $59.2\% \leq$ middle-school education). Mean $\pm$ SD attendance was $56.7 \pm 0.3\%$ of sessions. Guardians reported increased likelihood of choosing water instead of sugary drinks, using nutrition labels, choosing whole grains, choosing vegetables in place of higher calorie foods, and choosing low fat/fat free milk and dairy (water: $P < .05$, all other behaviors: $P < .01$).

Conclusions and Implications: The CORE nutrition education program was successful in increasing likelihood of engaging in healthy dietary behaviors among guardians of overweight and obese Hispanic adolescents. Future studies should address barriers to attendance in this population.

Funding: Jackson EMC Foundation, Mulherin Foundation.

P72 Investigating Dietary and Physical Activity Patterns Among Hmong American Youth: A Cultural Perspective

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Background (Background, Rationale, Prior Research, and/or Theory): While obesity and type-2 diabetes rates have risen among Hmong, limited research has investigated their nutritional status. It is important to investigate Hmong dietary and physical activity patterns so that timely nutritional interventions may be planned.

Objective: We investigated the factors that influence dietary and physical activity patterns among Hmong American youth (14-25-year-olds) in the Sacramento region.

Study Design, Setting, Participants, Intervention: Eight focus groups ($n = 44$) were conducted. Each focus group lasted for 60–90 minutes with 4 to 7 youth per group. Participants completed a brief questionnaire regarding smoking, alcohol, and dietary and physical activity behaviors adapted from the Centers for Disease Control and Prevention's Youth Risk Surveillance Survey. Focus groups were audio taped and transcribed verbatim; transcriptions were analyzed for themes and discrepancies were noted and resolved.

Outcome Measures and Analysis: Descriptive data were analyzed using IBM SPSS Statistics software (version 24). Significance level was set at $P < .05$.

Results: Twenty-nine female and 15 male youth participated in the study, mean ($\pm$ SD) age was 19 ± 3 years. Most youth (84%) were born in the United States, seven (16%) were born in either Laos or Thailand. Questionnaire results indicated that 26% of youth reported eating fried foods 4–6 times during the past week. Furthermore, 51% did not eat green salad and 14% did not consume any fruit during the past week. Focus group data suggested that preference for culturally familiar foods made youth's intake of vegetables challenging. While parental influences negatively influenced female youth's physical activity patterns, cultural expectations to fit in appeared to affect male youth's alcohol consumption.

Conclusions and Implications: Cultural factors affected the youths' health and well-being. Future nutrition intervention among Hmong youth is recommended to be culturally-specific with an understanding of parental influences and/or culturally-driven barriers to healthy living. More data with a larger sample size is needed to gain an understanding about Hmong health in this region.

Funding: Probationary Faculty Development Grant Program at the California State University, Sacramento.

P73 Involving Students and Increasing Communication: Results of a Behavioral Economics Informed Lunchroom Intervention in Middle Schools

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Objective: The objective of this project was to implement an intervention informed by behavioral economics

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