P103 (continued)

Target Audience: The targeted audience was childcare directors and staff.

Theory, Prior Research, Rationale: The Missouri MOve Smart Guidelines for Child Care is a recognition program for childcare centers and homes designed to promote best practices in early childhood PA. PA habits developed during preschool years influence lifestyle choices and weight throughout life.

Description: The MOve Smart coaching project (2014–2016) included approximately four months of individualized coaching sessions, telephone and email support, and a 2-hour training (Moving and Learning) with the goal of participating childcare directors and staff to make changes in policies, environments, and practices to meet the Missouri MOve Smart Guidelines. In 2016, an evaluation of the coaching project showed 27 childcare centers and homes made significant improvements in 10 indicators reflecting the MOve Smart Guidelines, as well as successful applications for “MOve Smart” recognition. To encourage adoption of Missouri MOve Smart Guidelines beyond the coaching project, Moving and Learning was offered as a stand-alone training for childcare providers. The effectiveness of stand-alone trainings had not been evaluated.

Evaluation: An electronic survey (N = 290) was emailed to childcare directors and staff who attended Moving and Learning trainings in 10 selected counties (127 from the coaching project and 163 from stand-alone trainings). The survey included seven questions to assess changes made in PA policies, environments, and practices. Results from 33 respondents (11% response rate) showed that the participants of the coaching project made greater changes than those in the stand-alone trainings, especially concerning policies and environments. The changes reported for many PA practices were similar between the two groups.

Conclusions and Implications: Coaching combined with training of childcare directors and staff promotes the greatest changes in PA policies, environments, and practices in childcare settings.

Funding: USDA Team Nutrition.

Written Oral and Social Media Communication

P104 Instagram and Food Related Posts: Healthier Eaters View More Food Posts

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Background (Background, Rationale, Prior Research, and/or Theory): The majority (59%) of young adults use the social media application Instagram.

Objective: To describe food-related (FR) posts viewed by young adults on their Instagram accounts and explore associations with their dietary intake.

Study Design, Setting, Participants, Intervention: Descriptive study of 30 undergraduate students identified as regular Instagram users.

Outcome Measures and Analysis: We collected surveys and interviews of dietary intake (REAP) and FR posts viewed on Instagram. All FR posts in the past 24 hours were screen-captured and an ASA24 dietary recall completed. Each FR post was described and categorized based on the food content and context of the post. Categories were not mutually exclusive. Spearman correlations and Kruskal-Wallis tests were used to explore associations between FR posts and dietary intake.

Results: Participants were 83.3% female, 46.7% White and 36.7% Asian. A median of 15 FR posts (25–75%, 5.8–29.8) were viewed per day accounting for 8.9% of posts. FR posts were primarily food alone (60.4%) with people in 22% of images, advertisements accounting for 14.3%, eating out conveyed in 33.5% and homemade foods in 17.4%. The foods represented in the FR posts were most often sweets (31.9%), fruits (28.3%), vegetables (27.6%), and fast food (9%). Eighty-seven percent of participants consumed at least one food item similar to a FR post food viewed in the same 24 hours. Healthy eating pattern REAP scores associated with the percentage of FR posts viewed ($r = 0.38$, $P = .040$). There were no associations between intake of fruits, vegetables, or sugars with the number of FR posts containing similar foods. Self-reported unhealthy/somewhat healthy eaters viewed 3 times more FR posts of eating out vs healthy eaters (46.7% vs. 14.3%, $P = .001$).

Conclusions and Implications: Undergraduates who are regular Instagram users view both unhealthy and healthy FR posts on their Instagram feeds. Healthier eaters view relatively more FR posts and fewer posts of eating out as compared to less healthier eaters.

Funding: None.

P105 Misinforming Arabs with Facebook in Mind: A Mixed-Methods Approach

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Background (Background, Rationale, Prior Research, and/or Theory): Facebook is the most popular social media platform in the world and the Middle East region alike. Empirical evidence overwhelmingly demonstrates the role of Facebook in propagating misinformation in several domains. Yet, no research has been done to investigate the phenomenon of Facebook use and nutrition misinformation among Arabs.

Objective: The purpose of this study is twofold: to explore the phenomenon of Facebook use and nutrition misinformation among Arabs who use Facebook, and to understand the relationship between Facebook use and exposure to nutrition misinformation among Arabs.

Study Design, Setting, Participants, Intervention: The study is a mixed method approach. During Summer 2017, we conducted individual semi-structured interviews using Facebook Messenger with 20 volunteer participants until saturation was reached. We have also

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