P105 (continued)

performed a cross-sectional survey with 300 respondents (n = 153 English and n = 147 Arabic).

Outcome Measures and Analysis: Emergent themes show that Facebook use appears to influence older female Arab adults who push certain food choices on their children as a result. Facebook provides a platform for unhealthy food advertising and inaccurate information sharing, and is a primer of intake of certain food items and mixes. A difference in the demographic profile is noted between participants who chose to respond to the survey in English over Arabic. While the majority were female (at least 80% and above), those who answered in English were 58% millennials, 60% university graduates, 58% married, and 69% employed compared to those who answered in Arabic: 34% Generation X, 29% millennials, 49% university graduates, 51% married, and 51% unemployed.

Results: Results of linear regression primarily show that the average F scores statistically significantly predicted Exposure to Nutrition Misinformation (EtNM) scores, $F(1,74) = 11.338$, $P = .001$, accounting for 13.3% of the variation in EtNM score with adjusted $R^2 = 12.1\%$. Increase in F score leads to 0.273 EtNM score, 95% CI [0.111, 0.434] increase in EtNM score.

Conclusions and Implications: We conclude that exposure to nutrition misinformation is related to Facebook use. Future interventions to correct for nutrition misinformation on Facebook is warranted.

Funding: None.

P106 Painting a Global Picture of Health: Use of Instagram to Portray #Healthyfoods vs. #Unhealthyfoods

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Background (Background, Rationale, Prior Research, and/or Theory): Social media is about visual sharing. Specifically, Instagram provides a venue for depicting images expressing popular beliefs, including what is or is not considered healthy food.

Objective: To evaluate what is considered healthy and unhealthy food based upon existing Instagram posts.

Study Design, Setting, Participants, Intervention: A total of 400 (200 #healthyfood; 200 #unhealthyfood) publicly available images were selected for analysis. The number of available photographs for each category was noted.

Outcome Measures and Analysis: Photographs were categorized accordingly (healthy/unhealthy). Analysis included user profile, type of food item, food category, preparation method, meal, time of day, and location. Each photo was analyzed based on the image itself, tags used, and available user information.

Results: A total of 37,945,035 #healthyfood and 33,191 #unhealthyfood images were available for analysis. Of the 400 images analyzed, 61.8% were posted by females and 17.5% were posted by males. Additionally, 14.3% of images

were posted by a business/company. All selected #healthyfood images were posted within a two hour period. Nearly one quarter of photos included selfies, trackers, campaigns, or quotes rather than food. Of the food images, the majority (22.5%) included meat or alternatives as the primary food group. More often than not, food displayed was homemade. Entrees were the most regularly included meal part. #Unhealthyfood images spanned posts made over a four month period. In contrast to #healthyfood, only 12.5% of images did not include food. Sweets were the most prominent food group represented (26.0%). And similar to #healthyfood, entrees were most likely to be the featured meal part.

Conclusions and Implications: Making a public statement about what is or isn't healthy happens regularly in today's culture. Analysis of representative social media posts is helpful for understanding popular perceptions of the healthfulness of food.

Funding: None.

P107 Qualitative Comparison of Nutrition Content and Advice From Registered Dietitian and Non-Registered Dietitian Bloggers

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Background (Background, Rationale, Prior Research, and/or Theory): Regardless of credentials, anyone can disseminate nutrition information online, putting the public at risk of receiving unreliable and harmful advice. Registered Dietitians (RD) are nutrition professionals, however, it is unknown how nutrition information or advice online differs between RDs and non-RDs.

Objective: The objective of this study was to compare nutrition content and advice between published blogs by RD and non-RD bloggers.

Study Design, Setting, Participants, Intervention: A blog-ranking platform, based on search and social media metrics, was used to identify the top-ranked, English-language nutrition blogs written by RDs (n = 10) and non-RDs (n = 10). From each blog, the 20 most recent nutrition-related posts were selected, resulting in a final sample of 400 blog posts (RD = 200 blog posts; non-RD = 200 blog posts).

Outcome Measures and Analysis: Blog posts were separated into two groups by author credentials (RD vs. non-RD). Content analysis was applied to all blog posts by three investigators to develop codes and themes. The investigators conducted the qualitative analysis independently, then met to discuss codes and themes.

Results: A total of 400 blog posts from 20 bloggers were analyzed. Bloggers were primarily from the U.S. (n = 13), and all were female. Although three themes were found for both RD and non-RD blogs: food quality/purity, advice to increase fruit/vegetable intake, and service promotion/sponsorship, several themes were unique to RD or non-RD

Continued on page S59

P107 (continued)

blogs. For example, RD blogs emphasized moderation and utilized non-technical discourse. Whereas, non-RD blogs focused on micronutrients and supplementation and used technical, fear-based discourse. Furthermore, non-RDs strongly promoted themselves as credible, nutrition professionals.

Conclusions and Implications: The internet is an effective tool for sharing nutrition information to a wide audience; however, readers may not be able to recognize misinformation. RD bloggers can optimize their impact by providing evidence-based nutrition education, addressing current health trends, and advocating for the dietetics profession.

Funding: None.

P108 Using Social Media to Engage and Connect with Indiana SNAP Recipients

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Objective: Utilizing social media and the principles of social marketing to reach, engage, and motivate action and desired behavior change.

Target Audience: Low-income SNAP recipients with children, in all Indiana counties.

Theory, Prior Research, Rationale: Focus group research indicated a deep connection to the world through smart phones. Our rationale is to share relevant information and resources where and when we can most reach our target audience—when they are on their smart phones.

Description: Purdue Nutrition Education Program produces a monthly content calendar of posts for Twitter and Facebook that include information about programs and tips and resources to encourage families to be active, gather together, and eat more healthy meals. We include recipes, real-person videos, curated content and timely posts designed to make it as easy as possible for the target audience to engage in the desired behaviors. Some posts are boosted to encourage even more engagement. All targeting is aimed at Indiana women with children and with household income under \$30,000 per year.

Evaluation: The following statistics are from 10/1/16 through 9/30/17: impressions on Facebook 1,825,981 total post impressions, 5,724 per post and Twitter 51,048 total post impressions, 181 per post; reach on Facebook 1,443,171 total post reach, 4,524 per post and Twitter 299,083 total post reach, 1,060 per post; engaged users on Facebook 19,749 total engaged users, 62 per post and Twitter 828 total engagements, 3 per post, and demographics on Facebook 98% females, 49% 35–44; 25% 25–34 and Twitter 63% females, 43% 35–44; 36% 25–34.

Conclusions and Implications: Social media posting is an effective and cost-effective way to reach and engage low-income women with children. Posts that encourage easy ways to live healthier on a budget are particularly effective and lead to behavior change. It is important to keep content fresh and relevant for continued success.

Funding: Supplemental Nutrition Assistance Program—Education.

Agricultural Production and Food Systems

P109 Assessing the Availability, Appeal, and Promotion of Healthier Foods in Arizona Small Stores Using the Stocking Opportunities in the Retail Environment (STORE) Tool

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Background (Background, Rationale, Prior Research, and/or Theory): Arizona grapples with persistent obesity rates, and federally-funded programs like the Supplemental Nutrition Assistance Program—Education (SNAP-Ed) seek to support healthier food purchases in small stores to encourage healthy eating behaviors.

Objective: To develop a feasible in-store healthy retail assessment tool for Arizona SNAP-Ed, and to use it to measure the baseline availability, appeal, and promotion of healthier foods in small stores.

Study Design, Setting, Participants, Intervention: Baseline supports for healthier food purchases were measured at 17 small (e.g. convenience, corner) food stores in five counties by SNAP-Ed local implementing agency staff using the Stocking Opportunities in the Retail Environment (STORE) tool, a brief in-store assessment adapted from New York City's research-tested Shop Healthy initiative.

Outcome Measures and Analysis: The STORE tool measured the baseline availability, appeal, and promotion of produce and healthier options in four food categories: canned goods, grains and beans, snacks, and beverages and frozen foods. Data analysis included basic statistics to translate raw results into comparable scores in each STORE category as a percentage of the maximum achievable score.

Results: Average scores were low (33% as a percent of the maximum achievable score) across all four categories, suggesting that these retailers were well-positioned to enhance their healthy retail supports through partnership with SNAP-Ed. Scores for fresh produce (31%) and beverages/frozen (40%) were higher relative to other categories, while canned goods (10%) scored lowest.

Conclusions and Implications: The STORE tool was shown to be a feasible evaluation to assess the availability, appeal, and promotion of healthier foods in small stores targeted for healthy retail intervention. The results will direct priority areas for Arizona SNAP-Ed's healthy retail interventions, which will be individualized to each store. The assessment will also be used as a follow up evaluation after in-store interventions are implemented, to measure changes in healthy retail supports over time.

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