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.

Funding: USDA.