P177 (continued)

and high school, with breastfeeding content primarily covered in Parenting and Child Development. Topics most frequently taught in other courses focused on the introduction of solid foods and spoon feeding, infant feeding patterns, food allergies, and safe formula preparation and storage.

Conclusions and Implications: NC FCS teachers are open to teaching about breastfeeding and human lactation at the secondary school level in courses that cover infant development, life cycle nutrition, and child-care. Including information about infant feeding and breastfeeding in schools would improve knowledge of evidenced-based infant feeding recommendations and facilitate a society that is more accepting and supportive of breastfeeding.

Funding: Triangle Breastfeeding Alliance.

P178 Personal and Environmental Factors Associated With Fruit and Vegetable Purchasing Among Supplemental Nutrition Assistance Program (SNAP)-Authorized Stores in Pima County, Arizona

Natalia Santos, MPH, NataliaSantos@email.arizona.edu, University of Arizona, Department of Nutritional Sciences, 1177 4th Street, PO Box 210038, Tucson, AZ 85721; Vanessa A. Farrell, PhD, RDN; George Pro, MPH, University of Iowa, College of Public Health; Lauren McCullough, MPH, University of Arizona, Department of Nutritional Sciences; Scottie Misner, PhD, RDN, University of Arizona Cooperative Extension

Background (Background, Rationale, Prior Research, and/or Theory): In Pima County, which includes Tucson, AZ, 73% of the population does not meet the U.S. Department of Agriculture guidelines for fruit and vegetable (FV) consumption.

Objective: To identify personal and environmental factors associated with the purchase of FVs.

Study Design, Setting, Participants, Intervention: In-person surveys with adult customers (N = 72) were conducted at six independently owned SNAP-authorized food retail outlets in Pima County. The survey used a Likert scale (1–4, 4 being the highest) where participants rated the stores' environmental factors. Survey sites were purposefully selected based on SNAP-authorization, having three or fewer checkouts, and being within a 1-mile radius of a school. All adult customers (≥18 years) were invited to participate.

Outcome Measures and Analysis: Bivariate and multiple logistic regression models were used to test for an association between FV purchasing and personal (gender, age, race/ethnicity, SNAP participation) and environmental (FV quality rating, transportation, influence of FV display) factors. Bivariate logistic regression was used to test the associations between seven single independent variables and FV purchasing. Multiple logistic regression was

used to include six independent variables in a single model, excluding SNAP participation.

Results: The majority of respondents were women (68%, n = 49) and Hispanic (60%, n = 43). Among SNAP participants (31%, n = 22), the purchase of FV was low (36%, n = 8). In the bivariate tests, SNAP participation was the only variable not significantly associated with FV purchasing. The multiple logistic model demonstrated that females (OR = 6.97, $P = .02$), travel by car or bus (OR = 6.50, $P = .03$), a positive rating of FV quality (OR = 15.65, $P < .01$) and FV display (OR = 5.31, $P = .03$) were all positively and significantly associated with purchasing FVs. Age and race/ethnicity were not significant in the adjusted model.

Conclusions and Implications: Shoppers, especially women, who rated FV quality positively were strongly associated with purchasing FVs. Pima County grocers may improve the probability of FV purchases by allocating resources to improve fresh FV quality ratings.

Funding: Supplemental Nutrition Assistance Program—Education.

P179 Pharmacy to Farm Prescriptions Pilot Program in New York City—Baseline Survey Findings

Catherine Luu, MPH, cluu@health.nyc.gov, New York City Department of Health and Mental Hygiene, Gotham Center, 42-09 28th Street, Queens, NY 11101; Nicole Andersen, MS, RDN; Indira Debchoudhury, MPH

Objective: This pilot assesses the impact of a pharmacy-based produce prescription program on fruit and vegetable purchases and consumption by low-income New Yorkers at risk for diet-related disease.

Target Audience: New York City residents with hypertension enrolled in the Supplemental Nutrition Assistance Program (SNAP).

Theory, Prior Research, Rationale: In 2016, 28% of New Yorkers reported having hypertension. The Dietary Approaches to Stop Hypertension (DASH) eating plan, which is rich in fruits and vegetables, can prevent and lower high blood pressure. While fruit and vegetable consumption in New York is generally substandard, households with lower or fixed incomes may experience more barriers to increasing consumption. This is the first program in the country to utilize pharmacies to issue fruit and vegetable prescriptions to low-income residents. It is a novel approach that aligns with the healthcare sector's move toward preventive services.

Description: SNAP participants filling prescriptions for hypertension medication get \$30 each month to spend on fruits and vegetables at farmers' markets from spring 2017 to spring 2020.

Evaluation: At baseline, a 19-question survey in English or Spanish assesses fruit and vegetable consumption. Self-reported consumption is tracked monthly as is voucher

Continued on page S93