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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

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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

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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

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distribution and redemption. Since the program's launch in May through October 2017, 77 individuals enrolled in the program from three participating pharmacies. On average, participants reported consuming 2.5 servings of healthy fruits and vegetables per day at baseline. The majority of participants (57%) worried about having enough food to eat in the past 30 days.

Conclusions and Implications: Given the low average consumption of fruits and vegetables and inconsistent access to food, we anticipate this prescription program will have the intended benefit.

Funding: USDA.

P180 Process Evaluation of a SNAP-Ed Healthy Corner Store Initiative in New York State

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Background (Background, Rationale, Prior Research, and/or Theory): To address poor access to healthful food, a SNAP-Ed healthy corner store policy, systems, and environment (PSE) initiative in New York State was designed to increase availability of fruits, vegetables, and low-fat dairy in local corner stores using phased changes, beginning with education and marketing strategies and ending with sustained increases in healthful offerings. Process evaluation was an important step in assessing program implementation and determining context for implementing evidence-based best practices.

Objective: The purpose of this process evaluation was to determine the extent to which the healthy corner store PSE initiative was implemented as intended and to identify facilitators and barriers to implementation in all seven participating stores during FY 2017.

Study Design, Setting, Participants, Intervention: The mixed methods design included review of SNAP-Ed program activity logs, discussion with SNAP-Ed staff and partners, and site visits.

Outcome Measures and Analysis: Fidelity was assessed by comparing quantified input, activity, and output data from activity logs with the program logic model and store-specific goals. Field notes were analyzed for themes related to program implementation successes and challenges.

Results: Three of the seven corner stores were new to the initiative in 2017, reflecting successful program efforts to build and sustain relationships with store owners. Program staff implemented (or continued to support) early stage goals (e.g. educational events and presentation and promotion practices to highlight healthful foods already available). However, changing store food offerings proved challenging. Staff cited cultural preferences, limited buying power, and limited store size as barriers to increasing fruit, vegetables, and low-fat dairy offerings.

Conclusions and Implications: This healthy corner store PSE initiative reflects nationwide evidence that sug-

gests corner store programs can be slow-moving and require consistent effort and community buy-in. Process evaluation results indicated achievement of early program goals and highlighted challenges in creating sustainable changes in store food offerings. Results will immediately inform scheduled interviews with staff, community partners, store owners, and store customers and will inform interpretation of outcome results.

Funding: USDA.

P181 Recipe Sampling and Recipe Card Distribution at Farmers' Markets Positively Correlated With Intent to Prepare Recipes Using Locally Grown Fruits and Vegetables

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Background (Background, Rationale, Prior Research, and/or Theory): The Plate It Up! Kentucky Proud (PIUKP) recipe development project, now in its 10th year, continues to promote purchase of fresh and seasonal locally grown fruits and vegetables. Recipes are developed by upper-level dietetics and nutrition students and tested by a trained panel and community volunteers. Recipe cards, educational materials, and samples are distributed by FCS Extension agents through community programming, farmers' markets, and other related community activities.

Objective: The purpose of this study was to determine the effects of recipe sampling and distribution of recipe cards on purchasing habits of consumers at diverse farmers' markets throughout Kentucky.

Study Design, Setting, Participants, Intervention: Surveys were conducted at farmers' markets across seven Kentucky counties ($n = 223$) in collaboration with local FCS Extension agents, who provided PIUKP recipe samples and professional cards.

Outcome Measures and Analysis: Twenty-two percent of the survey participants ($n = 223$) reported having tasted a PIUKP sample prior to this sampling experience. Participants reported consuming 2.39 ± 1.24 servings of fruits and 2.85 ± 1.24 servings of vegetables daily. The overall quality of the sampled recipe was rated as 8.63 ± 1.71 on a 10-point Liker-scale with 10 being the "best" flavor. Recipe sampling influenced consumers' intent to purchase produce at the farmers' market that day ($r = 0.38$; $P < .0001$) and in the future ($r = 0.413$; $P < .001$). A positive correlation was also found between sampling ($r = 0.552$; $P < .0001$) and recipe card distribution ($r = 0.25$, $P < .0002$) and intent to prepare the PIUKP recipe at home.

Conclusions and Implications: Recipe sampling at farmers' markets provides consumers with an opportunity to learn about the health benefits of consuming fruits

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