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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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and vegetables, how to select and prepare produce, and suggested “healthy” recipes. As well, recipe sampling at the farmers’ market was positively associated with intent to purchase fruits and vegetables. Nutrition educators have the unique opportunity to share health-promoting recipes with those in their community.

Funding: USDA.

P182 Relationship Between Educator Experience and Participant Outcomes in a Cancer Prevention Educational Intervention

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Background (Background, Rationale, Prior Research, and/or Theory): The Cooking for a Lifetime (C4L) Cancer Prevention Cooking School educates women on nutrition and physical activity (PA) for cancer prevention and screening guidelines for breast, cervical, and colorectal cancer. All agents undergo the same program training, but the relationship between Extension agent characteristics and participant outcomes has not been explored.

Objective: To explore the relationship of educator (Extension Agent) characteristics (years of experience with Extension, the county, the program) and C4L participant outcomes (intention to meet cancer preventive nutrition and PA guidelines).

Study Design, Setting, Participants, Intervention: C4L is a 2.5-hr Extension educational intervention designed to improve intention to get screened for cancer and implement cancer preventive nutrition and PA behaviors among women ages 21 to 65.

Outcome Measures and Analysis: Educator characteristics were assessed via phone interview and explored as categorical variables (i.e. < 5, 5 – 9, 10+). Participant demographics and intention to meet guidelines before and after the intervention (Likert type scale 1 – 5: 1 “Not at all likely” to 5 “Extremely likely”) were assessed using a researcher-designed, retrospective questionnaire. Changes in intention to meet guidelines were assessed with Wilcoxon signed rank tests. Relationships between agent characteristics and changes in intention were explored with Wilcoxon-Mann-Whitney and Kruskal-Wallis tests.

Results: Participants (n = 116) were 100% female, 51.6 ± 11 y, 61% African American, 16% Hispanic, and 92% had at least a high school education. Intention to meet all nutrition and PA guidelines improved from pre- to post-intervention (all $P < .001$). Preliminary analyses suggest no differences in change in intention to meet guidelines based on agent characteristics.

Conclusions and Implications: Initial results suggest participant outcomes are not associated with educator experience. Thus, program training and materials may be sufficient for successful implementation, but further analyses are needed to confirm these results considering other variables that may influence outcomes (e.g. participant education).

Funding: American Cancer Society.

P183 State-Wide Impact of a School Based Family Engagement Strategy to Influence “Food Hero” Health Behaviors at Home

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Objective: The federally-funded Oregon Supplemental Nutrition Assistance Program—Education (SNAP-Ed) utilizes social marketing to amplify individual education and influence higher levels of the socio-ecological model through policy, systems and environmental change activities. The Food Hero (FH) campaign was developed to increase fruit and vegetable (FV) intake/access among low-income Oregon families per their levels being below USDA recommendations. The FH commitment to provide research-based tools and strategies has made it a national resource; 42 states use FH campaign materials in their programs.

Target Audience: Low-income families.

Theory, Prior Research, Rationale: In 2017, FH educators worked within 143 schools aiming to increase FV intake within the school community and homes of families by emphasizing evidence backed behaviors associated with increased FV intake. FH bingo was developed to engage students/families in these health behaviors at home during spring break and then diffuse the results throughout the school community. The campaign uses the social cognitive and diffusion of innovation theories. FH bingo consisted of 25 nutrition and physical activity activities including 11 directly related to FH.

Evaluation: During spring break 2017, the bilingual Spanish-English front and back bingo card was piloted with four schools. Over 200 were returned (13% return rate), with an average of 15 tasks per card completed. FH health behaviors reported included 187 breakfasts eaten, 185 family dinners eaten together, 144 students ate a cup of fruit for a snack, 112 students ate 1 cup of vegetables, 99 students helped plan a dinner, and 88 students helped cook at dinner.

Conclusions and Implications: The 2017 formative evaluation supported further development and expansion of the tool in 2018 and inclusion in the online, open access Food Hero Community Toolkit. This poster will share impact evaluation from implementing the updated spring break bingo project with >16,325 SNAP-Ed Oregon youth in 2018.

Funding: Supplemental Nutrition Assistance Program—Education.