P204 (continued)

Results: Thirty-four foreign- and native-born men and women identifying as Hispanic participated in five focus groups. Participants identified negative health effects of SSB intake and discussed strategies utilized to decrease consumption, such as substitution and cognitive restraint. However, strong personal, societal and cultural norms were barriers to decreasing or ceasing consumption. Participants connected their Hispanic identity and certain feelings of comfort to SSBs. Furthermore, SSBs were highly available and accessible and were a common element of both childhood and current social events and daily activities.

Conclusions and Implications: Societal and cultural norms may be strong influencers to continued SSB consumption within the target population. Individual and population-based interventions should address these norms when developing interventions to decrease SSB consumption in this population.

Funding: Miami University College of Education, Health and Society.

Physical Activity

P205 Understanding Parenting Practices and Values Related to Physical Activity with Preschoolers: A Qualitative Study to Inform Intervention Design

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Background (Background, Rationale, Prior Research, and/or Theory): Parents create the social and physical environment that allows preschoolers to participate in physical activity (PA) and learn gross motor skills (GMS). Understanding parenting practices and values related to PA is important for designing effective interventions.

Objective: To understand the beliefs, values and practices of low-income parents related to their preschoolers' PA and GMS to inform development of a nutrition and PA intervention.

Study Design, Setting, Participants, Intervention: Participants were recruited from five Head Start/preschool centers in rural Colorado. Semi-structured, in-person interviews were conducted to explore parents' experiences with PA and GMS, their preschoolers' current PA and GMS, and parents' engagement with GMS.

Outcome Measures and Analysis: Interviews were audio-recorded, transcribed verbatim, and coded and analyzed using an iterative approach.

Results: Participants (n = 31) were 80% female and 37% Hispanic. Parents predominately viewed PA as a way to spend time with family and model an active lifestyle. PA

was promoted for both child-centric (physical health, development) and parent-centric (behavior management) reasons. Parents enjoyed playing with their preschooler and appreciated their child's creativity and imagination. GMS were valued as a way to build confidence, enhance coordination, and enable social interactions. Parents reported being confident in their ability to teach their preschoolers basic skills. Many believed that GMS are "naturally learned" and were ambivalent towards the need to deliberately teach their preschooler GMS. Common practices included creating a physical and social environment conducive to their preschooler participating in PA and encouraging their child's attempts at learning GMS.

Conclusions and Implications: Parents valued their preschoolers' participation in PA and development of GMS as part of a healthy lifestyle and as a way to bond with family. Intervention strategies should promote positive parent-child interaction during PA and educate parents on the need to teach and practice GMS with preschoolers, thus building physical literacy in children.

Funding: NIFA.

Written Oral and Social Media Communication

P206 Assessing Need for Changes in State-Based Extension Nutrition and Food Safety Websites

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Objective: Determine need for updating two nutrition and food safety educational websites by reviewing current design and web analytics.

Target Audience: Online users, especially Colorado residents.

Theory, Prior Research, Rationale: University-based Extension websites are a trusted resource for readily available, validated information. As of 2016, 88% of American adults use the internet, with 12% using only a mobile device. These trends support transformation from traditional delivery of outreach materials to multiple online platforms for targeted engagement, but information is limited regarding best practices for updating organization, content, and approach. Responsiveness to users and their inclusion in design process can improve user-friendliness and websites rankings.

Description: Interactive delivery tactics for nutrition and food safety topics evolved from static websites to mobile learning via social media platforms including Pinterest, Facebook, YouTube, Instagram, Flickr, and a family and consumer science blog. Social media outlets push participants to website resources such as educational handouts, videos, and infographics, and provide online engagement opportunities through "liking," commenting, and sharing.

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