P105 Outcome Evaluation of Ohio State University Extension SNAP-Ed Social Marketing Campaign

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Background: USDA's Food and Nutrition Service encourages social marketing to enhance nutrition education in SNAP-Ed. In 2018, Ohio State University (OSU) Extension implemented Celebrate Your Plate (CYP), a social marketing campaign intended to increase awareness of the importance of eating fruits and vegetables across two quadrants of Ohio comprising 45 counties.

Objective: To measure awareness of CYP and assess healthy behaviors of low-income Ohioans in areas with the campaign.

Study Design, Settings, Participants: Low-income Ohioans residing in the two quadrants were randomly selected for a telephone survey. Data were collected at three time points between May and September 2018; post-implementation in one quadrant, and pre- and post-implementation in the other.

Measurable Outcome/Analysis: Indicators from the SNAP-Ed Evaluation Framework related to healthy eating and food resource management were measured along with demographic characteristics. Data were weighted to represent SNAP recipients in the quadrants. Comparisons between quadrants, demographics and campaign exposure were made using 95% confidence intervals to determine significant differences.

Results: Post-implementation, 18% of low-income Ohioans were exposed to CYP. Exposure was highest among women (23%), households with children (27%), and participants in food assistance programs (26%). Ohioans exposed to the campaign ate more fruits and vegetables daily than those unexposed, although this was not significant. Among assistance programs participants, campaign exposure was significantly associated with higher readiness to increase vegetable consumption. Reported barriers to eating healthier were cost, health reasons, dislike, and being too busy to shop for, cook or prepare healthy foods. Actions taken after campaign exposure included thinking about making healthier food choices, buying and eating more fruits and vegetables, and planning healthy meals for their family.

Conclusion: OSU Extension successfully launched a multi-modal social marketing campaign in 2018 recognized by nearly one-fifth of low-income Ohioans. CYP was particularly effective in reaching Ohioans participating in assistance programs and may increase their readiness to increase fruit and vegetable consumption.

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Agricultural Production and Food Systems

P106 Availability and Affordability of Yogurt in SNAP-Authorized Convenience Stores in Mississippi

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Background: Many Mississippians are Supplemental Nutrition Assistance Program (SNAP) eligible, face high rates of food insecurity, and often live in food deserts. Compared to national data, Mississippians were more likely to be obese and reported eating fewer fruits and vegetables. Increasing healthy food availability and affordability in SNAP-authorized convenience stores (CS) may improve Mississippians' health and eating behaviors.

Objective: The study objective was to examine the availability and affordability of yogurt in SNAP-authorized CS across Mississippi.

Study Design, Settings, Participants: This cross-sectional study was conducted from January to February 2017. Stores were identified from the United States Department of Agriculture SNAP-authorized store list (n = 3585). Approximately the same proportion of stores from each county in Mississippi was surveyed to achieve a representative sample (n = 405). Stores were categorized by number of cash registers into: CS (n = 212), grocery stores (n = 154), and supermarkets (n = 39). Trained Mississippi State University Extension Service employees (Nutrition Educators and Extension Agents) and research team members collected data using a modified Nutrition Environment Measures Survey – Corner Store (NEMS-CS).

Measurable Outcome/Analysis: The outcome measure is the availability and affordability of yogurt in SNAP-authorized stores in Mississippi. Availability was measured by the percent of SNAP-authorized stores reported as carrying yogurt. Affordability was measured by the average price of an individually sold, single-serving size ($\leq 6\text{oz}$) container of yogurt in a CS.

Results: Approximately 16% (n = 36) of CS, 57% (n = 91) of grocery stores, and 89% (n = 36) of supermarkets carry any form of yogurt. The average price of an individually sold, single-serving size ($\leq 6\text{oz}$) container of yogurt in a convenience store is \$0.97.

Conclusion: While yogurt is a relatively affordable snack, it is not readily available in SNAP-authorized CS in Mississippi. Policy efforts should be made to promote health by increasing the availability of yogurt and other healthy foods. These findings will be used to inform future studies and pilot interventions to increase food availability for Mississippi's SNAP participants.

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