P61 (continued)

Program Description: 10 Tips includes 2 independent nutrition education series (Series A: Choose MyPlate and Series B: Eating Better on a Budget), each consisting of four 30–60 minute lessons.

Evaluation Methods: Retrospective pre/post and follow-up surveys (6–8 weeks later) were completed by the intervention group. Baseline and follow-up surveys were completed online by a comparison group comprised of randomly selected SNAP recipients. Outcome variables, measured using a 5-point Likert scale, were treated as continuous for analysis. Longitudinal analysis was conducted comparing groups using linear mixed models controlling for food security and baseline value of the outcome.

Results: Intervention (n = 295) and comparison (n = 410) groups were demographically similar, but the comparison group had higher food insecurity and participation in assistance programs. Adjusted mean frequencies improved significantly among 10 Tips participants from baseline to follow-up for fruit consumption ($P < .001$ for both series), vegetable consumption ($P < .001$ for both series), choosing low-sodium options ($P < .001$ for both series), and comparing unit prices (Series A: $P = .001$; Series B: $P < .001$). No significant changes among the comparison group were reported. Mean frequencies reported by intervention participants were significantly higher than the comparison group at follow-up for all measures ($P < .001$).

Conclusions: Participants of 10 Tips, a 4-lesson series, reported significant improvements in healthy eating and shopping behaviors 6–8 weeks after the intervention, offering an attractive option to potential participants hesitant to commit to a longer program.

Funding: Supplemental Nutrition Assistance Program - Education.

P62 Impact Evaluation Results of Rethink Your Drink Nevada: A Campaign to Promote Healthful Beverage Choices Among SNAP Households

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Objective: To evaluate the effectiveness of Rethink Your Drink Nevada (RYD), a multi-component campaign aimed at promoting healthful beverage choices and reducing intake of sugar-sweetened beverages (SSB) among young, school-age children.

Use of Theory or Research: The approaches of the RYD campaign reflect the principles of social marketing and the social ecological theory.

Target Audience: SNAP-eligible households with 1 or more children between the ages of 6 and 12 located in select Nevada counties.

Program Description: RYD includes a blend of education; marketing; and policy, system, and environmental (PSE) approaches designed to encourage parents/guardians to limit children's consumption of SSB and to provide more healthful beverages. A stoplight theme (also referred to as “whoa, slow, go”) was featured in all materials in FY 2019 as a way to convey the relative healthfulness of common drinks.

Evaluation Methods: An online survey was conducted with a random sample of SNAP households from 1 intervention county (Washoe County, n = 1000) and a comparison county where the intervention was not active (Clark County, n = 1000). A unique survey was used for the 2 groups but both surveys contained questions regarding knowledge and behavior related to SSB. The intervention county survey also included questions to assess respondents' self-reported exposure to each of the RYD components. Respondents received a \$10 e-gift card.

Results: The survey response rate was 7.5%, including 64 households from the intervention county and 86 households from the comparison county. The results showed that the intervention county respondents with moderate or high exposure to the RYD campaign more often limited their child's intake of SSB vs the comparison county ($P < .05$). In addition, the intervention group respondents (all exposure groups) had higher knowledge of whoa, slow, and go drinks vs the comparison county respondents ($P < .001$).

Conclusions: These findings suggest that the RYD campaign may be useful in changing behaviors and increasing knowledge related to SSB.

Funding: Supplemental Nutrition Assistance Program - Education.

P63 “Connecting all the Dots”: Exposure, Access, and School Culture in SNAP-Ed Nutrition Education Programs

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Background: Schools are key spaces for promoting healthy behaviors vital for student achievement. School-community partnerships can deliver resources, but are hindered by challenges to organizational integration. This study examines collaborative efforts by 7 SNAP-Ed nutrition education community partners working within a large, urban school district.

Objective: The overall study provides an in-depth understanding of how SNAP-Ed partners collaborate with schools to address complex health problems. This paper provides insight into participant understandings of program components that might be included in shared measurement systems to achieve collective impact (Kania and Kramer, 2011).

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