P69 (continued)

recommended health behaviors. Of those not currently practicing promoted behaviors, 40-100% reported intentions to improve their behaviors.

Conclusions: Single sessions can shape positive behavioral intentions related to diet, FRM, and PA. ITC surveys also provide useful insight for prioritizing education topics that deserve greater emphasis given participants' current behaviors.

Funding: Supplemental Nutrition Assistance Program - Education.

P70 A Mixed Methods, Multilingual Evaluation of the Neighborhood Produce Market Participant Experience

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Objective: To evaluate the participant experience of the Neighborhood Produce Market (NPM), a mobile fresh food pantry, in a small Mid-Atlantic city.

Use of Theory or Research: A participatory approach used to implement a mixed-methods, cross-sectional study.

Target Audience: Adult NPM participants with children in the household and primary language of English, Spanish, and/or Arabic.

Program Description: Through a collaboration of food bank, university, and hospital community outreach partners, NPM offers fresh, free produce and nutrition education with food samples to families at risk of food insecurity. Since its inception in 2017, NPM has served over 300 families and 500 children in 20 neighborhoods.

Evaluation Methods: Four phases informed by collaborative partners with assistance from Spanish and Arabic interpreters/translators: 16 interviews to inform survey development; survey development with closed- and open-ended items and testing; survey translation and testing; and survey data collection using Qualtrics. Content analysis and descriptive statistics conducted for interview and survey data, respectively.

Results: Among interviewees (14 females; 2 males), half of the interviews were conducted in English, 31% in Spanish, and 19% in Arabic. Major themes categorized by benefits, impact on family fruit and vegetable intake, food access norms, and suggestions. Survey completed by 40 participants (34 females; 6 males) in Spanish (40%), Arabic (32%), English (28%). Over 95% reported NPM connected people in the communities and had a positive impact on physical or financial health of families. Most respondents (97%) were introduced to new foods, with 80% reporting their children tried new foods. Over 85% reported they and their household members ate more fresh vegetables due to the NPM. Only 11% reported being uncomfortable

getting food from the NPM. Suggestions included marketing, accessibility, and variety/quantity of foods.

Conclusions: There may be benefits to using a mobile fresh food pantry model like NPM for multilingual communities. Findings may be useful to nutrition educators to meet participant fruit and vegetable needs in similar communities.

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P71 Nutrition Education with Incentive at NYC Farmers Markets May Contribute to Longer-Term Increases in Produce Consumption

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Background: Farmers' markets (FMs) present opportunities for health promotion. In New York City (NYC), the Just Say Yes to Fruits and Vegetables Stellar FM Program (Stellar) provides free nutrition and cooking demonstrations for adults from July-November at select FMs coupled with distribution of one \$2 Health Bucks (HB) coupon, redeemable toward fresh produce at all NYC FMs.

Objective: Evaluate the relative impact of Stellar and HB distribution on initial and longer-term changes in produce consumption.

Study Design, Setting, Participants: This quasi-experimental, longitudinal evaluation recruited the following groups from NYC FMs located in neighborhoods with low incomes from July-August 2016: Stellar (n = 110): Stellar attendees from 2 FMs; HB (n = 330): shoppers at 2 non-Stellar FMs who received \$6 HB at recruitment, and \$6 HB/month for 3 months; Controls (n = 325): shoppers at 2 other non-Stellar FMs. Baseline surveys were conducted at recruitment. Phone/mail follow-up surveys were conducted from August-September 2016 (Wave 2) and February-April 2017 (Wave 3). Participant retention at Waves 2 and 3, respectively, were: Stellar 67%/49%; HB 37%/33%; Controls 38%/37%.

Measurable Outcome/Analysis: Daily fruit and vegetable (FV) consumption were measured using the NHANES Dietary Screener Questionnaire. Linear regression models accounting for participant-level clustering and fixed

Continued on page S50