P82 Nutrition-Related Recommendations Provided by Health Care Providers Following Hypertension Diagnosis: Findings from the 2015 Kenya STEPS-Survey

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Background: Hypertension (HTN) is the main modifiable risk factor in the prevention and management of cardiovascular diseases. Lifestyle modification may prevent development or reverse symptoms of HTN.

Objective: To determine the proportion of individuals diagnosed with HTN that were provided lifestyle modification advice by Health Care Providers (HCP) in Kenya.

Study Design, Setting, Participants: Secondary data analysis of cross-sectional data collected among 4500 Kenyan adults (18-69 years) participating in the 2015 Kenya STEPwise Approach to Surveillance study (STEPS).

Measurable Outcome/Analysis: Lifestyle modification advice was assessed using the question: "During any of your visits to a doctor or other health worker in the past 12 months, were you advised to do any of the following? a) Eat at least 5 servings of fruit and/or vegetables each day, b) Reduce fat in your diet, c) Start or do more physical activity, d) Maintain a healthy body weight or lose weight, e) Reduce sugary beverages in your diet." Diagnosis of HTN was determined by the response to the question, "Have you ever been told by a doctor or other health worker that you have raised blood pressure or hypertension?" Descriptive statistics and cross tabulations were used for data analysis.

Results: Almost half (49%) of the participants had been screened for HTN with 484 (21.8%) reporting that they were diagnosed with HTN. Of those diagnosed, 37% were advised to increase intake fruits and vegetables; 37%, 27% and 25% were advised to reduce salt, fat, and sugary beverages intake respectively; and 21% and 22% were advised to start or do more physical activity, and maintain a healthy body weight or lose weight, respectively. Those with no education, low wealth status and younger were significantly ($P < .005$) less likely to have received this advice.

Conclusions: Majority of those diagnosed with HTN had not received lifestyle modification advice from HCP despite this being a policy recommendation in Kenya. Policy makers need to work closely with HCP to develop appropriate policy implementation strategies.

Funding: None.

Written Oral and Social Media Communication

P83 A Creative Approach to Developing Branding and Marketing Materials for the NC Summer Nutrition Program

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Public Instruction; Tamara Baker, BA, No Kid Hungry NC, Center for Health Promotion and Disease Prevention, University of North Carolina at Chapel Hill

Objective: To support NC Summer Nutrition Program (NC SNP) sponsors and sites with marketing the program by developing statewide branding and marketing materials.

Use of Theory or Research: Federal SNPs, including the Summer Food Service Program and National School Lunch Program Seamless Summer Option, provide free meals to children in low-income areas during the summer. These programs are highly underutilized and a major challenge faced by sponsors and sites is marketing and awareness of the SNP.

Target Audience: 2018 and 2019 NC SNP sponsors and sites.

Program Description: In the spring of 2017, the NC Department of Public Instruction and No Kid Hungry NC held a NC SNP logo contest for high school students. A logo and mascot, a sun character named Ray, were selected from the entries. Over the course of the next year, a variety of promotional materials were developed featuring the logo and Ray including posters, postcards, banners, stickers, refrigerator magnets, yard signs, and videos. Ray was brought to life with a mascot costume and makes appearances throughout the state. Ray even has his own social media pages. The materials were made available to organizations running the SNP prior to the summer of 2018 and are promoted through trainings, events, websites, email campaigns, and social media.

Evaluation Methods: Online surveys with questions related to marketing strategies, including use of NC SNP marketing materials, were sent to NC SNP sponsors and sites in October of 2018 and 2019.

Results: The percentage of respondents using at least one type of NC SNP marketing material was 93% for sponsors and 68% for sites in 2018 and 83% for sponsors and 67% for sites in 2019. Sponsors and sites also gave positive feedback on the materials.

Conclusions: The statewide branding and marketing materials developed for the NC SNP were well-received by sponsors and sites, and helped them with marketing the program.

Funding: None.

Nutrition Education Research Methods

P84 Perceived Healthfulness of Environment of Low-Income Communities by Community Extension Nutrition Educators

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Background: The environment in which people live affects food and physical activity decisions, but low-income communities often lack the resources to support more healthful choices. Understanding the perceived barriers and facilitators to engaging in healthful practices in communities is an important first step in developing targeted interventions to improve health.

Objective: To determine Extension nutrition educators' perceptions about the healthfulness of the environment in the communities they serve.

Study Design, Setting, Participants: Focus groups (n = 16) and in-depth interviews (n = 6) were conducted in English (n = 11) and Spanish (n = 5) with Extension nutrition educators (n = 84) working in low-income communities in Kansas, Florida, New Hampshire, Rhode Island, South Dakota, Tennessee, and West Virginia. Trained focus group moderators used a semi-structured script to ask questions about the healthfulness of the community environment in which they work.

Measurable Outcome/Analysis: Audio recorded focus groups and in-depth interviews were transcribed verbatim and content analyzed to identify themes.

Results: Across all states, participants described a healthy lifestyle as a multifaceted approach to wellness that promotes healthy eating, physical activity, and mental and spiritual health. Perceived barriers for English and Spanish participants included the lack of access to and availability of healthy food and public transportation; lack of nutrition education and nutrition resources; and limited mental health resources. Spanish participants emphasized the need for culturally and linguistically appropriate nutrition materials and suggested that participant attrition from education programs was due to the increased anxiety related to participants' immigration status. Perceived facilitators were limited but included access to trustworthy education resources and food banks/pantries.

Conclusions: Extension nutrition educators across several states listed similar barriers and facilitators to a healthy lifestyle for low-income individuals. Data will be used to develop focus group questions for low-income community residents with a long-range goal of developing a survey to measure perceived healthfulness of low-income communities.

Funding: Agricultural Experiment Stations from Participating Universities.

Agricultural Production and Food Systems

P85 The Seed to Supper Program and Its Effect on Fruit and Vegetable Consumption Among Low-Income Beginning Gardeners in New Mexico

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Objective: To assess whether Seed to Supper, a beginning vegetable gardening program designed for adults

gardening on a budget, is associated with healthy behavior changes among participants.

Use of Theory or Research: The Diffusion of Innovation theory guides the Seed to Supper program and its use of a train-the-trainer model utilizing Master Gardener volunteers.

Target Audience: Twenty-two adults who participated in Seed to Supper classes in 3 counties in New Mexico.

Program Description: Using a train-the-trainer model, New Mexico State University Master Gardener volunteers were trained to teach the Seed to Supper series in the community at SNAP-Ed and EFNEP eligible sites. Each series consisted of 6 classroom based garden education lessons. Topics covered included planning, soil, planting, garden care, and harvesting.

Evaluation Methods: Participants completed a pre- and post-intervention survey. The surveys collected information on participants' gardening experience, learning goals, and fruit and vegetable consumption. The Master Gardener volunteers were trained in data collection methods.

Results: The survey showed positive results, with 62% of participants reporting eating fruits more often and 33% of participants eating vegetables more often after completing the Seed to Supper series.

Conclusions: The findings from this pilot test suggest participating in the Seed to Supper series can increase fruit and vegetable consumption among adults.

Funding: Supplemental Nutrition Assistance Program – Education; Expanded Food and Nutrition Education Program.

Physical Activity

P86 Evaluation of the Bodywise Program for Older Adults Residents of the District of Columbia

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Objective: To evaluate the implementation of the Bodywise program, a free program designed to promote health, wellness, and fitness for elder DC residents.

Use of Theory or Research: Physical activity and its association with healthy aging is an important public health issue. Physical activity decreases different causes of mortality and plays an important role in the prevention of many aging-related chronic diseases. However, the number of older adults who are physically active enough to maintain wellness is low and decreases with age. The University of the District of Columbia (UDC) worked to improve physical activity in older adults by offering free exercise classes.

Target Audience: Participants were DC residents aged 60 or older.

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