P88 (continued)

SNAP-Ed contractors, and as a vehicle to share resources with community partners who serve SNAP eligibles. We use SEO and promote content on social media using paid ads and boosting to reach and engage persons eligible for SNAP-Ed.

Evaluation Methods: Process evaluation uses Google Analytics, social media metrics, and administrative data to examine usage and growth over time. We track pageviews, form submissions, newsletter opens, video views, direct likes, and follows. In addition, we conducted surveys in FY 2018 and FY 2019 to ensure that SNAP4CT.org reaches our target population.

Results: Process evaluation data shows substantial growth in utilization. In 2019, visitors from 161 of CT's 169 cities/towns engaged with the platform, accounting for 683,276 online interactions. Surveys validate the approach taken to reach our audience - see:

<https://www.snap4ct.org/toolkit.html>

Conclusions: Process evaluation data shows a nearly 20-fold increase in usage of SNAP4CT.org from 2015 to 2019. Survey results suggest that the use of the website and social media is a relevant strategy to reach our target population.

Funding: Supplemental Nutrition Assistance Program - Education.

Agricultural Production and Food Systems

P89 Grocery Store Observations Using the CX3 Tool in Underserved Neighborhoods in Tampa, FL

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Background: Consumers' food choices can be influenced by food availability, marketing/advertisements, and interior/exterior infrastructure of food retail stores. Furthermore, there is a lack of representation of diverse population groups in previous retail store studies, especially studies conducted in low-income, ethnic minority communities.

Objective: To assess food availability, quality, price, and interior/exterior marketing of healthy and unhealthy foods in neighborhood stores using systematic observations.

Study Design, Setting, Participants: A cross-sectional observation study. Trained research staff visited 4 food retail stores identified in low-income, predominantly African American neighborhoods in Tampa, Florida.

Measurable Outcome/Analysis: Two observers conducted an inter-observer reliability test. The store observation was rated on a 100-point scale based on the CX3 (Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention) observation form developed

and validated by the California Department of Health. Food availability, quality, price, interior and exterior marketing/advertisements were measured. To meet healthy retail store standards, the total score should be equal to or greater than 75. Descriptive statistics were used for data analysis.

Results: The mean total score was 71.6, which did not meet the healthy retail store standard score of 75. Two stores reached over 75 points (76.5 and 77.5) and the other 2 stores received a score of 63.0 and 69.5 points. All 4 stores met the standard for providing a wide range and quality of good fruit and vegetables, but 2 stores did not meet the standard for price of fruit and vegetables based on <10% of the county average. Two stores met the standard for availability of other healthy foods and exterior marketing/advertisements. No store met the standard for interior marketing/advertisement.

Conclusions: Although a variety of fruit and vegetables was available, the prices of fresh produce was relatively expensive. Each store had its strengths and weaknesses as a healthy food retail store. Tailored intervention strategies can be recommended for each store including healthy food marketing/advertisements within and outside of the store.

Funding: University of South Florida College of Public Health.

P90 Consumer Use of Food Labels Increases as "Clean Label" Trend Continues

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Background: The "clean label" trend has driven the food industry towards the production of new food products increasingly marketed to consumers looking for wholesome, nutritious, and minimally processed foods. While the number of "clean labels" continue to grow, the term has not been clearly defined and food manufacturers use a range of food labeling strategies to communicate that their products are "natural" and "free-from" industrial ingredients.

Objective: To better understand trends in "clean label" use and resultant food purchasing behaviors, this study examines consumer use of food labels to identify whether food label usage has increased in recent years, and which parts of the food label are used most often when evaluating packaged foods.

Study Design, Setting, Participants: Computer-aided telephone interviews were collected annually over 3 years (2017-2019) in a random, representative sample of Vermont residents (n = 1847).

Measurable Outcome/Analysis: Respondents were asked about their use of nutrition facts panels, ingredient lists, front of package claims (natural, low sodium), and labels related to food production practices (organic, non-GMO) when evaluating food products. The Mantel-Haenszel test of linear trends ($P < .01$) was used to determine

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