P107 (continued)

purchases or address. For each, we saved a screenshot, noting whether the product was produce, a sugar-sweetened beverage, or a salty/sweet snack. Price: We collected base and price promotion data for unhealthy and healthy market baskets using USDA's Foods Typically Purchased by SNAP Households. Placement: From the same USDA resource, we developed a list of staple items with healthy and less-healthy versions. We recorded top search results for these items, saving a screenshot to later analyze the placement of healthy items. Delivery: We adapted the SNAP-Ed Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) Toolkit to assess quality of produce delivered.

Measurable Outcome/Analysis: Promotions: We assessed nutritional quality of homepage, search page, email, and targeted promotions using the National Alliance for Nutrition and Activity Vending Standards. Price: We calculated the percentage discount for healthy products and compared to the discount for unhealthy products. Placement: We assessed the nutritional quality of products featured prominently in search results. Delivery: We used the CX3 Toolkit to assess produce firmness, freshness, and color.

Results: A majority of homepage, search page, email, and targeted promotions were unhealthy. Price data is inconclusive. A majority of items featured prominently in search results for staple foods were unhealthy. Produce quality was typically good.

Conclusions: Retailers should promote, competitively price, and prominently place healthy items online.

Funding: None.

Behavior and Education Theory

P108 Mood and Eating Behaviors in College Students

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Background: Self-regulation seems to be an important factor in weight maintenance in college students. After college enrollment, some students experience impactful circumstances causing mood change, which may lead to weight gain. Not much is known about the relationship between mood and self-regulation of food in college students.

Objective: To examine the correlation between mood and self-regulation of food intake in college students using an objective methodology.

Study Design, Setting, Participants: Sixty undergraduate students (male and female with the mean age of 19.8 [SD = 1.43]) completed the study (2 visits with lunch buffets). Participants were offered a preload drink (with different calorie content each visit) 30 minutes prior to lunch. Students were asked to watch an emotional (sad) movie before lunch to change their emotional status.

Measurable Outcome/Analysis: Participants completed baseline questionnaires, and anthropometric measures. Compensation index (COMPX) was used to measure self-regulation. Regression analysis and ANOVA were used to examine the relationship between self-regulation and mood in different genders and Body Mass Index (BMI) categories.

Results: Female students had significantly better COMPX scores (72.34 ± 60.75) compared to male students (130.87 ± 83.59) ($F = 9.223$, $P = .004$). The average mood change was -2.021 (SD = 2.75) and -3.057 (SD = 3.53) in males and females respectively. The data indicated a significant correlation between COMPX scores and general mood change ($F = 5.486$, $P = .026$, $R^2 = 0.159$) in female college students. No correlation was found among males. There was no correlation between COMPX scores, self-regulation questionnaires, and BMI ($P > .05$). Data showed no significant association between mood change and COMPX scores when comparing different BMI categories ($P > .05$).

Conclusions: There was no relationship between self-reported and objective data regarding self-regulation. In general, there seems to be better self-regulatory skills in females compared to males. However, when exposed to a mood stimulus, female students appear to be more affected with a higher influence on their eating behaviors, whereas male students' eating behaviors were not altered by the mood changes.

Funding: None.

Food and Nutrition Policy

P109 The Blue Zone Project: A Multi-sector Community Well-Being Initiative

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Objective: Klamath Falls was selected as Oregon's first Blue Zones Project (BZP) demonstration community with the goal of improving health/well-being by influencing people, places, and policies.

Use of Theory or Research: According to author Dan Buettner, "blue zones" are geographically-defined areas where people live longer, high-quality lives. Buettner identified common attributes in these regions—moving naturally, having the right outlook, eating wisely, and maintaining social connections. The BZP was designed from this research. Klamath Falls was selected because of poor health indicators coupled with a readiness to undertake a large-scale initiative.

Target Audience: The target audience was all residents in the rural community of Klamath Falls, approximately 20,000 people.

Program Description: The BZP was administered by community teams consisting of a steering committee and sector committee chairs that developed goals, objectives, and action plans to achieve benchmarks. Teams

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