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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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collaborated with sectors (schools, worksites, restaurants, grocery stores, media, and faith-based groups) to earn BZP certification by implementing best-practice strategies for healthier choices.

Evaluation Methods: BZP teams measured progress towards the goal of achieving community-wide Blue Zones certification in 3 years by collecting data on benchmarks including number of certified sectors, number of policies adopted, improvement in well-being, and other measures of community health and vitality.

Results: After 3 years, the BZP had measurable impacts that include 20 policies addressing the built environment, food system, or tobacco; an online farmers' market that accepts food benefits; reopening of a shuttered grocery store by county government; and decrease in tobacco use. Klamath Falls did not receive Blue Zones' community certification due to insufficient improvement in well-being. However, Klamath County won the Robert Wood Johnson Culture of Health Prize, in part, because of BZP outcomes and the level of community collaboration.

Conclusions: The BZP is 1 example of a community-wide initiative that can positively influence people, places and policies. Strong collaboration across multiple sectors is needed to improve the health and well-being of a community.

Funding: Cambia Health Foundation, Sky Lakes Medical Center.

Behavior and Education Theory

P110 Understanding the Impact of the Opening of a Supermarket on a College Campus on College Students: A Qualitative Study

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Background: Many college campus areas are food deserts, with limited access to healthy foods. In the Fall of 2018, the University of North Carolina Greensboro (UNCG) opened a mix-used development area that includes a full-service grocery store. Little research has focused on the impact of supermarket openings as part of a mixed-used environment. Our team conducted an evaluation of this natural experiment, which included a qualitative study, aiming to understand the impact of this environmental change.

Objective: Understand the impact of the opening of a supermarket on food shopping experiences and dietary behaviors of college students using focus groups.

Study Design, Setting, Participants: Six focus groups were conducted with students by a moderator, using open-ended questions and probes. Participants were recruited from the quasi-experimental intervention arm of

this study and were at least 18 years old, English-speaking, and a UNCG student living in Spartan Village. Focus groups were audio-recorded, transcribed verbatim, and thematically analyzed.

Measurable Outcome/Analysis: Overall experiences with, and facilitators and barriers to food shopping and healthy eating at the new supermarket.

Results: Overall, students suggested that the mixed-use residence positively influenced dietary intake. Convenience, small store footprint, ability to use university FLEX card, visible produce, and friendly service were perceived as facilitators of healthy eating and shopping. Prices, food acceptability, small-item sizes, limited variety, insufficient stocking, and lack of cooking equipment/tools were identified barriers. Prices decreased staple food purchases, but also deterred snack food item purchases. Nutrition and food preparation education, along with access to cooking equipment were identified as potential supports.

Conclusions: Development of mixed-used college residential areas, that includes a full-service grocery store, may present an opportunity to increase access to healthier foods. Consideration of student needs plays a key role in the use of facilities as promoters of dietary intake.

Funding: None.

Food and Nutrition Policy

P111 A Content and Thematic Analysis of Lunch Shaming in the News Media

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Background: Lunch shaming is the stigmatization of students that are unable to pay for their school meals. The phenomenon of lunch shaming is frequently highlighted in the media.

Objective: The purpose of this study was to perform a content analysis on news sources covering the topic of lunch shaming in order to see trends in the media.

Study Design, Setting, Participants: A content analysis of national, international, and local online, print, and broadcast news was conducted to examine news stories that covered lunch shaming across the US. News stories were retrieved from 5 news media databases using predetermined search terms. Two trained coders analyzed the news stories for common themes and classified each story by state and type of news source.

Measurable Outcome/Analysis: Frequencies were summarized for the content analysis and articles were coded for themes.

Results: Of the 355 news stories analyzed, the majority came from local print newspapers (73.5%). The highest

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