P136 (continued)

Evaluation Methods: Semi-structured interviews were conducted, transcribed verbatim, and coded deductively by 3 coders using RE-AIM dimensions as a priori codes and placed into sub-themes and themes using thematic analysis.

Results: All participants perceived EAT Family Style improved children's nutritional and developmental outcomes and encouraged a positive mealtime environment (Effectiveness). Coaches and directors reported EAT Family Style aligned with their professional goals and beliefs. Coaches found incentives to PD important, whereas directors/teachers valued in-service hours followed by other incentives (Adoption). Teachers reported successful implementation of EAT Family Style practices in the classroom. Directors and coaches supported the teachers through administrative and coaching strategies (Implementation). All participants reported they intended to continue using the intervention. Directors and teachers discussed incorporating EAT Family Style practices into handbook/school policy (Maintenance).

Conclusions: EAT Family Style was viewed as feasible by participants. Its implementation strategy has the potential to improve the uptake of evidence-informed feeding practices in childcare centers.

Funding: USDA.

P137 Evaluation of Social Marketing Campaign to Improve Fruit and Vegetable Intake in SNAP-Ed Eligible Adult Georgians, 2017-2019

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Background: Social marketing (SM) has the potential to deliver nutrition education messages targeted to low-income individuals, but limited evidence is available on its feasibility in SNAP-Ed programs.

Objective: To examine the process and impact of the Partnership for a Healthier America's FNV campaign to promote fruit and vegetable consumption in SNAP-Ed eligible adults in Georgia during the 3 consecutive summers in 2017-2019.

Study Design, Setting, Participants: Process evaluation was conducted throughout the campaign using commercial administrative data reporting tools. After each year's FNV campaign, outcome and impact evaluation implemented the same self-administered post-intervention survey using 3 modalities (ie, online, intercept, and direct mail surveys) while employing a non-randomized control study design (2017-2018) or one-group posttest-only design (2019). During the 3-year campaign, 1,904 Georgians (mean age 49.3 ± 16.6 , 77.9% female, 62.6% minority, 82.6% from intervention counties) from

7 intervention and 3 control counties participated in the survey.

Intervention: Each year's FNV campaign used a mix of billboards, radio ads, newspaper ads, food retail ads, and Facebook available in the selected SNAP-Ed eligible zip code areas to saturate FNV messages while partnering with local stakeholders including County Extension Agents.

Outcome Measures/Analysis: Process evaluation estimated program reach, impressions, dosage, and engagement. Outcome and impact evaluation assessed participants' awareness and intention to change due to campaign exposure.

Results: Over the 3 summers, the FNV campaign reached over 2 million people and generated 10.3 million impressions with 154,403 engagements and provided critical process evaluation data on the successes and challenges of the programmatic and evaluation strategies tested. Those exposed to the FNV campaign were more likely to report willingness and actual behaviors of eating of >1 fruits and vegetables/day than those not exposed.

Conclusions and Implications: The findings of the 3-year FNV campaign suggest the feasibility and impact of SM for low-income audiences and will inform a new statewide SNAP-Ed SM intervention development in Georgia.

Funding: Supplemental Nutrition Assistance Program - Education.

P138 An Exploration of Nutrition Education Needs and Barriers of Uninsured Clients of Free Clinics in Western North Carolina

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Background: North Carolina has an uninsured population of 10.7%, the tenth highest in the country, and many uninsured adults must rely on free health clinics for prevention and treatment of chronic disease. However, little is known about the nutrition education needs of uninsured adults served by free health clinics, and potential acceptable strategies for intervention.

Objective: To conduct a needs assessment in western North Carolina to explore nutrition education needs, internet access, barriers, and feasibility of potential nutrition interventions for adults served by free health clinics.

Study Design, Setting, Participants: A semi-quantitative survey was distributed to 156 clients in waiting rooms of 2 free health clinics in western North Carolina.

Measurable Outcome/Analysis: Descriptive analyses were conducted using IBM's SPSS version 26 to determine frequencies for demographics, current nutrition knowledge, barriers, and internet access.

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