P5 The Baltimore Urban Food Distribution (BUD) Pilot Study: A Food Systems Intervention Leveraging Technology and Community-Based Strategies

Emma Lewis, MS, elewis40@jhu.edu, Johns Hopkins Bloomberg School of Public Health, 615 North Wolfe St, Baltimore, MD, 21205; Lisa Poirier, MS, Johns Hopkins Bloomberg School of Public Health; Siyao Zhu, MS, Johns Hopkins Whiting School of Engineering; Nina Martin, PhD, Johns Hopkins Bloomberg School of Public Health; Antonio Trujillo, PhD, Johns Hopkins Bloomberg School of Public Health; Joel Gittelsohn, PhD, Johns Hopkins Bloomberg School of Public Health

Background: Under-resourced urban communities in the United States commonly lack access to healthy foods, largely due to a food system that favors the provision of calorie-dense processed foods to main food sources. The Baltimore Urban food Distribution (BUD) study is a multi-level, multi-component systems intervention that leverages technology to move fresh foods from local suppliers to corner stores located in food-scarce neighborhoods of Baltimore, Maryland.

Objective: To develop, pilot test, and evaluate the BUD application (app) among 1 producer and 2-3 corner stores.

Study Design, Setting, Participants: Formative research to design the BUD app began in 2016 and is ongoing. We will recruit 2-3 corner stores to participate in a first-round pilot test. These stores will receive subsidized kale and mustard greens through in-app purchasing and delivery directly from the supplier between May 1-July 31, 2021. Point-of-purchase marketing strategies (shelf-talkers, recipe cards, display cases) will increase consumer awareness and demand. Adobe Photoshop, Illustrator, and XD will aid in the design of the app user interface. Google Firebase will ensure security of in-app purchasing and data tracking.

Measurable Outcome/Analysis: This first-round pilot test will be evaluated pre- and post-intervention at the supplier- and retailer-levels using structured impact questionnaires, and open-ended questions. Quantitative analyses will assess number of promoted items ordered, stocked, and sold biweekly, and daily app usage, captured in-app.

Results: Stakeholders (n = 27) at multiple levels of the food system found a prototype of the app to have high feasibility for use, demonstrating particular support for collective purchasing and delivery. This pilot test will further identify psychosocial changes, biweekly stocking and sales data, daily app usage, and key challenges and strengths of the app.

Conclusion: BUD uniquely intervenes at multiple levels of the local food system. This first-round pilot test will inform a randomized controlled trial set to begin in Fall 2021 among a sample of 38 corner stores.

Funding: NIH.

P6 The Seed to Supper Online Program and Its Effect on Motivation to Consume Fruit and Vegetables Among Beginning Gardeners in New Mexico

Sally Cassady, MA, MPH, scassady@nmsu.edu, New Mexico State University, 1780 E University Ave, Las Cruces, NM, 88003

Objective: To assess whether Seed to Supper Online, an online, self-paced, beginning vegetable gardening program designed for adults gardening on a budget, impacts participants' motivation to consume more fruits and vegetables.

Use of Theory or Research: The Social Cognitive Theory guides the Seed to Supper Online program. Additionally, Seed to Supper Online was developed following the Quality Matters Standards.

Target Audience: Thirty-three adults who participated in Seed to Supper Online, a self-paced online course offered statewide in New Mexico.

Program Description: Using the Canvas course management system, Seed to Supper, traditionally a face-to-face program, was adapted and converted to an online self-paced program. The course consists of 7 modules that include lecture videos, hands on activities, quizzes, and self-reflection. Participants can optionally join a private Facebook group and bi-monthly live virtual Q&A sessions. Topics covered include planning, soil, planting, garden care, and harvesting.

Evaluation Methods: Participants completed an electronic pre and post intervention survey. The surveys collected information on participants' gardening experience, learning goals, and motivations regarding fruit and vegetable consumption.

Results: The survey showed positive results, with 90% of participants reporting they had more motivation to eat more fruits and vegetables after completing the Seed to Supper Online course.

Conclusion: The findings from this test suggest participating in the Seed to Supper Online course increases participants' motivation to eat fruits and vegetables, which may lead to increased fruit and vegetable consumption among adults.

Funding: Supplemental Nutrition Assistance Program - Education Expanded Food and Nutrition Program.

P7 You SNAP, We Match: Improving Food Access and Stimulating a Rural, Local Food System During a Public Health Crisis

Katherine Seals, MPH, kseals@agcenter.lsu.edu, LSU AgCenter, 202B Knapp Hall, Baton Rouge, LA, 70808; Jamila Freightman, BA, LSU AgCenter; Makenzie Miller, MS, LSU AgCenter; Denise Holston, PhD, LDN, RDN, LSU AgCenter