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Fit City 2021.' Throughout the challenge, city leaders, county parks, and other organizations partnered to host more than 35 free physical activities to keep citizens involved. Examples of past events include beach clean ups, virtual 5k walks, yoga, and Zumba.

Evaluation Methods: Minutes of physical activity were self-reported by participants weekly. This was tracked through an online program developed by the committee. Additionally, participants were asked to complete an online post-survey, which asked about healthy habits adopted and general feedback of the program.

Results: Last year, 1,877 residents registered with 65% completing the full challenge and reporting over 4.5 million minutes of exercise. Based on post-survey results, 70% of participants reported an increase in the number of days they exercised, development of at least 1 new healthy habit that improved their sleep, mood, and/or focus, and an intent to continue incorporating physical activity into their routine.

Conclusion: These results suggest that participants who are empowered by their community incorporate healthy choices into their lifestyle.

Funding: None.

P113 Parental Correlates of Preschoolers' Physical Activity

Lucy Zheng, MA, University of California Davis; Deepa Srivastava, PhD, dsr@ucanr.edu, University of California Agriculture & Natural Resources, 4437-B South Laspina St, Tulare, CA, 93274; Danae Dinkel, PhD, University of Nebraska Omaha; Dipti Dev, PhD, University of Nebraska Lincoln

Background: In combination with healthy eating, physical activity is an essential component of a healthy lifestyle that can help prevent a range of chronic diseases among children. As role models and gatekeepers, parents can influence children's eating and physical activity behaviors through healthy practices, helping and teaching children to make healthy choices for themselves that will last a lifetime.

Objective: To investigate the associations between demographic characteristics, parental feeding practices, and child physical activity in preschool-age children.

Study Design, Setting, Participants: Participants of this cross-sectional study included parents ($n = 273$) of preschool-age children ages 3 to 5 years, recruited from early childhood education centers ($n = 24$).

Measurable Outcome/Analysis: Independent variables (IVs) included parent and child demographics, parent weight status, feeding practices, parent role modeling, home meal preparation, and child fruit and vegetable consumption. Binary dependent variables (DVs) included participation in moderate-to-vigorous physical activity

(MVPA) and participation in physical activity for more than 60 minutes a day (TPA). Logistic regression models determined associations between IVs and DVs.

Results: The participant's married status (OR = 3.625, CI = 3.609-3.641), child weight (OR = 2.920, CI = 2.905-2.935), and less spousal meal preparation (OR = 0.450, CI = 0.448-0.451) were associated with MVPA. On the other hand, lower parent weight (OR = 0.366, CI = 0.364-0.368), less food restriction (OR = 0.509, CI = 0.508-0.511), and more food monitoring (OR = 1.618, CI = 1.615-1.622) were associated with TPA.

Conclusion: Overall, the results suggest that parent characteristics and feeding practices are associated with child physical activity. Addressing this interconnectedness between eating and physical activity will allow families and providers to better understand how to promote healthy behaviors in children.

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P114 Screen Time and Physical Activity Patterns Among Preschoolers from Rural, Underserved Communities

Alyssa Leib, BA, Colorado State University; Nan Zeng, PhD, University of New Mexico; Susan L Johnson, PhD, University of Colorado Anschutz Medical School; Laura Bellows, PhD, MPH, RDN, laura.bellows@cornell.edu, Cornell University, Martha Van Rensselaer Hall, Ithaca, NY, 14853

Background: High levels of screen time and low levels of physical activity (PA) are associated with childhood obesity. Sixty minutes or less for daily screen time and at least 180 minutes of PA, including 60 minutes of moderate-to-vigorous PA (MVPA), are current recommendations for preschoolers. The home environment, including the physical environment and parent attributes, may impact screen time and PA among children.

Objective: To examine whether screen time and PA levels of preschoolers relate home environment and parental attributes.

Study Design, Setting, Participants: The HEROs (HEalthy EnviRONments) study is a technology-based, interactive intervention to promote healthy eating and PA among preschoolers in rural Colorado.

Measurable Outcomes/Analysis: Data describing the home environment was collected at baseline (Fall 2019/ Winter 2020) including demographics, anthropometrics, child and parent screen time, and home electronic and PA equipment availability and access. Accelerometers were used to collect 7 days of objective PA and sedentary time for children and parents. Descriptive statistics and independent samples t tests were conducted.

Results: Parent-child dyads ($n = 32$; 39.4% Hispanic) were included in the study. Children had low levels of MVPA (mean = 13.3 min, SD = 7.5) and none met MVPA recommendations. Further, 60.6% exceeded screen time recommendations. Parents of children who met screen time

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recommendations were more likely to have a post-high school education ($t = 3.063$, $P = 0.005$ than those who did not meet recommendations. No group differences were noted in child or parent BMI, MVPA, sedentary time, the availability of PA equipment, number or type of screens children had access to, or parent screen time.

Conclusion: Screen time is high and physical activity is low among this sample of preschoolers. Given children's high engagement in screen time, future intervention efforts using digital strategies to increase PA could be undertaken.

Funding: NIFA.

Written Oral and Social Media Communication

P115 Updating Website Workflows to Efficiently Meet Changing User Needs During the COVID-19 Pandemic

Lisa Franzen-Castle, PhD, MS, RD, lfranz2@unl.edu, University of Nebraska-Lincoln, 110 Ruth Leverton Hall, Lincoln, NE, 68583; Kayla Colgrove, MS, RDN, ACSM-CPT, University of Nebraska-Lincoln; Cami Wells, MS, RD, University of Nebraska-Lincoln

Objective: Assess whether changes implemented to an Extension website increased website traffic and met user needs.

Use of Theory or Research: Social distancing, quarantining, and staying at home due to COVID-19 had significant impacts on media consumption (Nielson Insights, 2020). According to the Pew Research Center, about 53% of US adults reported the internet was essential for them during the pandemic, with another 34% saying it was important (Vogels et al, 2020).

Target Audience: General public and multiplier groups (eg, educators, health professionals, media).

Program Description: The website team coordinated new, updated, and curated content for consumers and health professionals around timely food, nutrition and health information related to the pandemic.

Evaluation Methods: Google Analytics was used to assess website statistics. A web feedback form was added to new articles. Social media was used to promote/market content.

Results: Google Analytics (2019 vs 2020) showed increases in: pageviews (2.4 vs 3 million), site users (1.6 vs 2 million), and sessions (1.8 vs 2.4 million). There were positive increases in percent change for website traffic: direct traffic (36%); organic search (29%); and social media (53%). Specifically, positive increases in percent change for Facebook (112%) and Twitter (90%). Over 2,500 web feedback form responses were included in the analysis. Respondents said information was helpful to them (89%) and shared information with over 157,800 people (eg, friends, family, neighbors, colleagues, students, parents, clients, and seniors). Approximately 90% of responses were unique. Themes from open-ended comments included: helping keep families safe (food safety); recipes and activities for families at home with children; and food resource management tips.

Conclusion: Curating and creating content relevant to COVID-19 and promoting on social media increased website traffic. Using a standard web feedback form provided information about what content was useful to users. Templates and organizational structures helped state and county level Extension, support staff, and college students easily add content that was reviewed.

Funding: None.

P116 Using Facebook to Promote Healthy Eating Behaviors Among Low-income American Caregivers of Young Children

Qi Zhang, PhD, Old Dominion University; Jillian Panichelli, MHS, jpanichelli@strength.org, Share Our Strength, 1030 15th St NW Ste 1100W, Washington, DC, 20005; Leigh Ann Hall, MPH, RD, Share Our Strength

Background: The impact of nutrition education-related Facebook pages on the food-related behaviors of low-income caregivers of young children is unknown. Given the popularity of Facebook and the restricted opportunities for off-line activities during the COVID-19 pandemic, assessment of this question could generate important results to shape future interventions.

Objective: To evaluate the impact of the Cooking Matters (CM) Facebook page on healthy eating behaviors among low-income caregivers of young children.

Study Design, Setting, Participants: A pre-post survey of new CM Facebook followers in early 2020 was used. A convenience sample was recruited from low-income app users and the CM Facebook page. The baseline survey included 397 low-income caregivers of a child younger than 5 who never followed CM Facebook; 184 of them completed the follow-up survey.

Measurable Outcome/Analysis: Paired t test and McNemar-Bowker tests were conducted to compare the outcomes before and after following CM Facebook. A binary indicator was developed to measure whether the outcomes were improved (1 = Improved; 0 = Not improved). Multi-variate logistic regressions were applied to examine the relationship between whether the outcome was improved with reference to the baseline socio-demographics.

Results: New followers had active exposure to CM Facebook content. About 75% of new followers viewed the CM page at least a few times a week. Additionally, 28.7% of followers commented on CM posts and 48.5% of followers watched CM videos. Approximately 60% of respondents rated CM as having impacted them "somewhat" or "a great deal." Single-parent families were more likely to achieve improvement in attitude toward cooking and younger age caregivers were more likely to achieve improvement in preparing healthy meals with the time available ($P < 0.05$).

Conclusion: The CM Facebook page could be an important platform to improve the attitudes or healthy eating behaviors among certain low-income caregivers of young children.

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