P114 (continued)

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.

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Written Oral and Social Media Communication

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

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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

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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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