

P33 From Start to Finish: Developing a ReFresh-ing Curriculum for 4th and 5th Grades

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Objective: To develop and pilot a nutrition education curriculum for 4th and 5th graders that reinforces concepts from several elementary school content areas and is aligned with Maryland Common Core Standards.

Target audience: 4th and 5th grade students, teachers and school community.

Theory, Prior Research, Rationale: Theory of Planned Behavior.

Description: ReRefresh curriculum focuses on encouraging students to consume more fruits, vegetables and whole grains and become more physically active through interactive experiences, food demonstrations and tastings. Each of the 8 monthly units include(s) lessons that link to common 4th and 5th grade curriculum themes, and seasons throughout the year. Units include an overview with teacher tips to link to the Common Core, pre-teaching activities, an introductory lesson with food tasting and associated hand-outs, materials list, reinforcement lessons, student journal, morning announcements, parent newsletter and optional activities to reinforce the nutrition education messages. Send-home materials are translated into Spanish. Pilot curriculum was developed and adopted in 14 schools throughout the state during the 2011 school year.

Evaluation: Standardized evaluation form was developed and used during telephone interviews providing feedback from instructors. Curriculum revisions included input on application for classroom use by elementary school teachers and incorporation of evaluation comments.

Conclusions and Implications: Revised curriculum includes change in graphic design and format for ease of use by FSNE educators and classroom teachers. During 2012-2013 school-year the program has expanded to after-school programs. Program re-evaluation will occur Summer 2013.

Funding: Supplemental Nutrition Assistance Program - Education.

P34 Expanding Online Guidance: Creating a Consumer-oriented Website with Practical Solutions for Healthy Eating on a Budget

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Objective: To provide practical guidance for following a nutritious diet while on a limited food budget using web-based information and tools.

Target audience: Low-income families; also the general public and nutrition educators.

Theory, Prior Research, Rationale: N/A.

Description: USDA's Center for Nutrition Policy & Promotion (CNPP) demonstrated that online applications can successfully impart dietary guidance to a large audience at a lower cost through its ChooseMyPlate.gov website and SuperTracker food and activity tracking tool. Creation of a consumer-oriented website focused on how to make healthy food choices on a finite budget expands and complements current CNPP online offerings. The website covers 3 themes: Get Started, Go Shopping, and Dine Healthy. Users are able to explore a number of topic areas under each theme, including meal planning and shopping strategies; low-cost, nutritious recipes; and basic cooking instructions. Content was developed for a low health-literacy population, with liberal use of itemized lists and/or bullets; positive, action-oriented language; little or no technical jargon; and a 6th to 8th grade readability level.

Evaluation: Prior to launch, a content evaluation by external nutrition education experts and a usability test with a sample of the target population were completed. Website content was revised to reflect comments from peer evaluators and feedback from the usability testing.

Conclusions and Implications: Access to the Internet is becoming less of a barrier, with 50 to 75% of low-income households now reporting Internet access. This project builds on that transformation by providing practical guidance regarding healthy eating on a budget. This information will benefit both educators and consumers, and has the potential for further expansion.

Funding: USDA.

P35 Food, Health & Choices: Using the DESIGN Stepwise Procedure to Develop a Childhood Obesity Prevention Program

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Objective: To address the high rates of childhood obesity, well designed, behaviorally focused, theory-based programs are needed. This project used the DESIGN Stepwise Procedure of Contento to develop an innovative program, Food, Health & Choices.

Target audience: Upper elementary students.

Theory, Prior Research, Rationale: DESIGN is based on the integration of behavioral theory with educational design principles.

Description: Followed the DESIGN process: 1) Decide issue (obesity prevention) and behaviors (choose more

Continued on page S14