

P37 (continued)

program and apply for recognition. Results of focus groups with program participants and other evaluation underway will be reported in the poster.

Conclusions and Implications: This program is successful in promoting positive changes in child care center feeding programs. This model may be replicated by others.

Funding: USDA Team Nutrition.

P38 FoodFight's Teacher Wellness Program Educates School Staff Based on Theory: Healthy Teachers Equals Healthy Students

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Objective: Working to combat the obesity epidemic and pervasive chronic diet-related disease, FoodFight's Teacher Wellness Program is designed to arm teachers, principals and school staff with the knowledge necessary to transform their own health and wellbeing, serve as role models for students and become agents of change in their schools and communities.

Target audience: Our program targets school staff directly but also reaches students, parents and their communities through the additional resources we offer (student curriculum, parent wellness workshops, garden grants, etc.).

Theory, Prior Research, Rationale: FoodFight recognized that the ability to effect lasting change in the culture of health and wellness in schools is limited without educating and gaining the buy-in of school staff, whose attitudes and behavior shape school culture.

Description: FoodFight educators and chefs teach participants about: the basic principles of a healthy diet, reading food labels, navigating the supermarket, the impact of marketing on consumer choices, and the politics influencing our food system. Teachers also have the opportunity to be paired with a wellness coach for 6 months to help them make lasting behavioral changes.

Evaluation: FoodFight partners with the Program in Nutrition at Columbia University. Using a pre-test and post-test survey, information is gathered on baseline and post-intervention data related to participants' behaviors toward food, attitudes, knowledge and skills.

Conclusions and Implications: FoodFight's ultimate goal is a national, systemic change in the culture of health and wellness in schools. In 2013, through a partnership with the Whole Kids Foundation, we are expanding our Teacher Wellness Program to serve 1,200 educators in up to 6 additional U.S. cities.

Funding: Whole Kids Foundation.

P39 Idaho's SNAP-Ed Program from Good to Great

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Objective: Idaho SNAP-Ed objectives: to increase dietary quality in adults by increasing fruit and vegetable, whole-grains and low-fat dairy consumption; to ultimately, reduce health care costs.

Target audience: Idaho's SNAP-Ed Program, Eat Smart Idaho, is designed to help limited resource adults and families better manage food resources and encourage healthy lifestyles.

Theory, Prior Research, Rationale: Idaho's SNAP-Ed (Supplemental Nutrition Assistance Program Education) program is Eat Smart Idaho and is administered through University of Idaho (UI) Extension. In 2010 the Child Nutrition Reauthorization: Healthy Hunger Free Kids Act included provisions that made major changes to SNAP-Ed. The Food Research and Action Center reported a 23.7% increase in SNAP participation in Idaho from December 2009 to December 2010. The economic downturn and the increase in SNAP clientele has lead for the need for highly impactful and improved programing from Idaho SNAP-Ed.

Description: UI faculty spent the last year using evidence-based information to move Eat Smart Idaho from good to great in programming and evaluation. Poster will include: focus group results from both target audiences and partnering agencies; results from a validated Food Behavior Checklist from University of California, Davis; system management tools, using Snap Survey Software; cost benefit analysis results of Idaho's program, and Idaho's SNAP-Ed public value statement.

Evaluation: Food Behavior Checklist changes included a 50% increase in fruit consumption, a 50% increase in vegetable consumption, a 49% increase in consumption of low-fat dairy, a 54% increase in whole grains, and a 47% increase physical activity.

Conclusions and Implications: Information shared in this poster will be applicable to other SNAP-Ed programming sites.

Funding: Supplemental Nutrition Assistance Program - Education.

P40 Plan, Shop, Save, Cook: Influence of SNAP on Program Outcomes

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Objective: The objective of this study was to determine characteristics of Plan, Shop, Save, Cook (PSSC) participants that are associated with greater response to the program.

Target audience: n=1373 adults, 62% Hispanic, 24% non-Hispanic white, 8% non-Hispanic black, 6% other.

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