P49 (continued)

useful in their lives. The interest in future classes provides the opportunity for students to develop their cooking abilities and build confidence in meal planning to get them moving from good to great!
Funding: None.

P50 Jumpin' Jacks: Social Marketing Campaign Aimed to Increase Awareness of Healthful Behavior in Fourth Grade Students

Megan Olesen, BS, megan.olesen@sdstate.edu, South Dakota State University, 327 North 12th Street, Estherville, IA 51334; *K. Kattelmann, PhD, RD, LDN; S. Stluka, MS, RD*

Objective: To determine the acceptability of using the South Dakota State University (SDSU) Jackrabbit mascot as a marketing tool to promote fruit and vegetable (FV) consumption and physical activity (PA) among fourth grade students.
Target audience: The Jumpin' Jacks social marketing campaign was targeted to 4th grade students in 3 schools within a 50 mile radius of Brookings, SD.
Theory, Prior Research, Rationale: The Social Cognitive Learning Theory was used in addressing expected behavior change outcomes of the Jumpin' Jacks campaign.
Description: Nutrition faculty and students cooperating with collegiate graphic design students developed 8 posters that feature the SDSU Jackrabbit mascot and slogans promoting FV intake and PA. The Jumpin' Jacks Campaign included the posters displayed in common areas of the school, nutrition and physical activity lesson, and a visit from the Jackrabbit mascot.
Evaluation: In-depth interviews with 90 students were conducted at post-assessment to determine awareness and understanding of the campaign. The in-depth interview questions were adopted from the VERB™ campaign and formatted for the Jumpin' Jacks campaign assessment.
Conclusions and Implications: Overall, the students interviewed were aware of the campaign and the messages promoted by the Jackrabbit Mascot. Students were able to recognize the Jumpin' Jack mascot and associate the Jumpin' Jack messages with appropriate behavior. An example of a student's common interview response is "Jumpin' Jacks encourages you to eat good food and go outside and have fun exercising."
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P51 Development of a Smartphone Application to Guide a Balanced Diet for Korean Pregnant Women

Sook-Bae Kim, PhD, RD, sbkim@jbnu.ac.kr, Chonbuk National University, 567 Baekje-Daero, Deokjin-Gu, Jeonju, 561-756 South Korea; *M. H. Kim, PhD, RD*, Kangwon National University; *S. K. Kim, PhD, RD*, Soonchunhyang University; *J. W. Kim, PhD, RD*, Seoul National University of Education; *H. J. Seo, BS*, Chonbuk National University; *S. N. Kim, MS, RD*, Rural Development Administration

Objective: The purpose of this study was to develop a smart-learning device to improve dietary intakes and health for pregnant women.
Target audience: We developed a smartphone App to guide a balanced diet for Korean pregnant women.
Theory, Prior Research, Rationale: Recently, the smartphone has changed people's lives in many ways and it is expected that more people will use smartphones in the future. Effective nutrition education devices, smartphone application (App) are needed to help a balanced diet for improving health.
Description: Nutrition problems of Korean pregnant women were analyzed through the results of Korean National Health and Nutrition Examination Survey (KNHANES), related journals, and nutritional surveys. Needs assessment of pregnant women regarding nutrition information was conducted. Contents were included a dietary guideline, a balanced menu, weight management and nutrition problems for pregnant women. The balanced menu was based on the components of the typical Korean diet: 1 carbohydrate staple dish such as rice or noodles, 1 soup including vegetables and/or protein sources' foods, 2 vegetable side dishes, and 1 protein sources' side dish. Dish was based on a 1 portion size of food items frequently consumed for convenient use by Korean women of childbearing age from 2010 KNHANES. Developed contents were assessed by evaluators and revised.
Evaluation: The App. was developed by needed based dietary guidelines and contents for pregnant women. It could be widely used for pregnant women as a smart-learning device for a balanced diet.
Conclusions and Implications: The App may contribute to help a balanced diet and to improve Korean pregnant women's health.
Funding: Rural Development Administration PJ008237.

P52 Development of a Website for Meal Planning and a Nutrition Education Program for Child-Care Food Service in Korea

Yeon-Kyung Lee, PhD, yklee@knu.ac.kr, Department of Food Science and Nutrition, Kyungpook National University, 1370 Sankyuk Dong Buk-ku, Daegu, 702-701, South Korea; *Y. Y. Jung, MS; Y. H. Kim, PhD; E. K. Shin, PhD; Y. J. Choi, PhD*, Children's Dietary Life Safety Division, Korea Food and Drug Administration; *G. N. Park, PhD*

Objective: The purpose of this program was to build a website for active usage of teachers in the field of child-care food service and to develop nutrition educational materials and guidelines for improvement of children's dietary intake and habits.

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