P161 Development of a Nutrition Education Program to Reduce Dietary Sugar Intake of Elementary School Students in Korea
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Objective: The purpose of this study was to develop a nutrition education program regarding the reduction of sugar-intake among elementary school students and to evaluate its effects.

Theory, Prior Research, Rationale: The theory of Health Belief Model and Fun-Integrated-Behavior (FIB) approach were applied to promote, through the nutrition education program in this study, the reduction of dietary sugar intake.

Study Design, Setting, Participants, and Intervention: The subjects were 809 students in the 5th grade from 9 elementary schools in Korean cities. They were divided into a non-education group (416 students) and an education group (393 students). For the education group, a nutrition education program including lesson plans and various multimedia and audio-visual materials were developed and used in a total of 3 lessons, 40 minutes each.

Outcome, Measures and Analysis: The level of nutrition knowledge related to sugar intake, attitudes about sugar intake, and the level of satisfaction regarding the education were measured by survey method and analyzed and compared between the education group and the non-education group.

Results: Regarding nutrition knowledge and attitudes related to sugar intake, the education group scored significantly higher after the education sessions than the non-education group. Furthermore, the scores related to preference for sweet foods among students in the education group decreased significantly after education. There were many students who said “Interesting” or “Satisfying” in all three lessons.

Conclusions and Implications: This nutrition education program was effective in improving sugar-intake-related nutrition knowledge and dietary habits of the students. However, the long-term education is necessary to establish proper dietary habits related to low sugar intake.

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P162 Nutrition Education Delivered by a Registered Dietitian Is Perceived as a Facilitator to Weight Loss
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Objective: To explore perceptions of a nutrition education component in a weight-loss intervention on weight loss and weight-loss maintenance.

Theory, Prior Research, Rationale: This exploratory study was grounded in Theory of Planned Behavior and Social Cognitive Theory.

Study Design, Setting, Participants, and Intervention: Seven focus groups were conducted at a research university with women who participated in an 18-week randomized comparative trial > 20 months ago. The primary intervention promoted weight loss with a reduced-calorie diet and included weekly, interactive group education classes conducted by a registered dietitian. Lessons emphasized portion control, planning ahead, and consuming vegetables for weight loss.

Outcome, Measures and Analysis: Focus groups were held in a private room, conducted according to standard methods, and tape-recorded. Tapes were transcribed verbatim. Phenomenologic analysis was used to evaluate transcripts for common themes.

Results: Basic nutrition education emerged as a key facilitator for weight loss for women (n=23, mean±SD age: 39.4±6.2 y BMI: 30.0±6.2 kg/m2). Women gained general nutrition knowledge which helped them make healthier food choices and incorporate more fruits, vegetables, whole grains, lean protein, and low-fat dairy into their diets. Education classes were perceived as a form of accountability and support. The registered dietitian was perceived as a credible resource compared to other sources of information encountered in previous weight-loss attempts. Loss of this resource after the intervention was identified as a barrier to weight-loss maintenance.

Conclusions and Implications: Nutrition education was an important component of this weight-loss intervention, serving to facilitate weight loss and providing a source of accountability and support. A registered dietitian or other credible source should deliver nutrition education to encourage weight management.

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P163 Innovative Use of Influence Strategies Improves Breastfeeding Initiation Rates among WIC Participants
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Objective: Evaluate the impact of influential strategies integrated throughout the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) clinics on breastfeeding initiation rates.

Theory, Prior Research, Rationale: Human milk provides important health benefits, but breastfeeding initiation rates are below national goals. Cialdini’s influence theory consists of 6 principles shown to affect

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