

P138 (continued)

Study Design, Setting, Participants, and Intervention: We recruited 502 women from the target demographic (between 20 and 35, non-Asian, non-vegetarian/vegan with some college education) from a national panel and surveyed online in 2012. The participants consist of 42.4% Caucasian, 27.3% African American, 25.1% Hispanic/Latino, and 5.2% other (but not Asian) ethnic groups.

Outcome, Measures and Analysis: Ratings of various motivations for adopting healthy foods—specifically tofu—were regressed on the frequency of one's eating of tofu at restaurants and at home.

Results: Study 1 revealed tofu-users were more likely to purchase firm tofu to cook for an actual meal such as Tofu scramble and grilled tofu rather than to use it as a meat substitute. Study 2 revealed that regardless of tofu-users or non-tofu-user status, the message, "Cooks like chicken! Lean protein that takes on the flavor of marinade" was rated most encouraging message for use of tofu.

Conclusions and Implications: When encouraging future nutritional gatekeepers to change cooking habits, it may be best to not focus on nutrition. Instead, it may be more motivating to focus on what the product does for a person's lifestyle. For instance, the focusing on it can substitute for meat was more persuasive than it's health benefits.

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P139 Maternal Compliance to Child Food Requests at the Grocery Store

Amber Haroldson, PhD, RD, arharoldson@bsu.edu, Ball State University, 14487 Milton Road, Fishers, IN 46038; *L. Haldeman, PhD*, University of North Carolina at Greensboro

Objective: To assess the number and types of child food requests based on food groups, and the frequency of maternal compliance to these food requests in a low-income population.

Study Design, Setting, Participants, and Intervention: Participants consisted of mother/child (7-12 years old) dyads who were fluent in English or Spanish. Recruitment occurred in waiting areas of low-income clinics in Guilford County, NC. Eligible and interested dyads met the researcher at the grocery store of the participants' choosing. After informed consent was obtained, the researcher followed and observed the participants during the shopping trip from beginning through check-out.

Outcome, Measures and Analysis: Child food requests were recorded, as well as whether or not each of the food requests was purchased.

Results: Of the 20 observations completed, 8 participants identified as Hispanic and 12 as non-Hispanic. Wal-Mart was visited most frequently and observations typically lasted 30-90 minutes. The average number of child food requests per shopping trip was 8.4 and the average rate of maternal compliance to these requests was 51.4%. Children requested food items in the Grains group

(mainly sugary cereals and baked goods) and the Vegetable group most (25.7%) and least (2.4%) often, respectively. Mothers complied with child food requests in the Fruit group most often (93.8%) and the Meat group least often (37.5%).

Conclusions and Implications: These results suggest that children have some influence on foods purchased at the grocery store. It may be possible to utilize this influence in future nutrition interventions targeted at promoting the health of the entire family.

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P140 Dietary Intake of Key Food and Beverage Groups Among a Diverse Sample of Low-Income and Food-Insecure Mothers

Cassandra Johnson, MSPH, cassandj@email.unc.edu, University of North Carolina-Chapel Hill, 5 Howell Street, Apartment #3, Chapel Hill, NC 27514; *S. Elliott, PhD*, North Carolina State University; *A. Hardison-Moody, PhD*; *S. Bowen, PhD*

Objective: To describe baseline food insecurity and dietary intake for a diverse sample of low-income mothers in North Carolina.

Study Design, Setting, Participants, and Intervention: Baseline data came from participants in the Voices into Action (VIA) project, who were primary caretaker of at least one child (2-8 years). This analysis included mothers with complete data for sociodemographics, food security status, and dietary recalls (n=101). Participants had household incomes <200% of the federal poverty line, and were racially and ethnically diverse (41% black, 34% white, 25% Latina).

Outcome, Measures and Analysis: Within-person means of dietary variables (servings/day) were calculated across individual recalls (3 recalls per participant). We examined differences in dietary variables by sociodemographics and food insecurity status.

Results: More than half of mothers were food insecure; 19% were very food insecure. Average intake of healthful foods—whole fruits, whole grains, seafood and plant proteins—were somewhat low (0.5, 1.0, and 0.8 servings/day, respectively). Yet, average intake of less healthful foods—salty snacks and sweets—were also fairly low (0.4 and 0.8 servings/day, respectively). Calorically sweetened, non-dairy beverages were somewhat high (2.5 servings/day). There were differences by food insecurity status.

Conclusions and Implications: Low-income and food-insecure populations are often described as relying on low-cost, energy-dense foods for nutritional needs. However, few studies have examined comprehensive dietary intake data for this population. These findings question the assumption that low-income, food-insecure mothers are relying heavily on nutritionally poor, energy dense foods, and suggest that mothers' higher intake of sweetened beverages might be a compensatory behavior related to food insecurity.

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