

UP32 (continued)

Objective: Comprehensive program for capacity-building and catalyzing change to prevent young child obesity.

Description: US-Affiliated Pacific Land Grant Colleges and local partners used community-based processes and settings to conduct a randomized, controlled environmental intervention and childhood obesity prevalence survey, implement degree-providing scholarship and training, and disseminate and integrate findings into regional infrastructures.

Evaluation: Data systems monitor and evaluate intervention, survey and training activities, and provide data for outreach and policy development.

Conclusions and Implications: Multi-level, multi-sectorial alignment of CHL program actions with local community programs, resources, and attributes is vital for sustainable childhood obesity prevention.

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UP33 Choose to Change: The West Virginia Early Childhood Obesity Prevention Project

Susan Partington, PhD, RD, susan.partington@mail.wvu.edu, Regional Research Institute, West Virginia University, P.O. Box 6825, Morgantown, WV 26506-6825; E. Murphy, PhD, West Virginia University Extension Service; E. Bowen, EdD; D. Lacombe, PhD, Regional Research Institute, West Virginia University; G. Piras, PhD, Choosy Kids, LLC; L. Cottrell, PhD, West Virginia University School of Medicine, Department of Pediatrics; T. Menzies, PhD, West Virginia University, Lane Department of Computer Science and Electrical Engineering

Objective: Choose to Change is a five year study designed to assess contributors to early childhood and design, implement and evaluate home-school- and community-level obesity prevention initiatives.

Description: Components: multi-level assessment of behavioral and environmental contributors to childhood obesity, implementation of community-, school-, and home-level interventions, and assessment of intervention efficacy. Study population: 286 children in HeadStart/pre-kindergarten in two West Virginia counties.

Evaluation: Change in physical activity and eating behavior in children and families from pre- to post intervention.

Conclusions and Implications: Characteristics of home and neighborhood environments may be important influences on eating and physical activity behaviors in families of very young children.

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UP34 Mobilizing Rural Low-Income Communities to Assess and Improve the Ecological Environment to Prevent Childhood Obesity

Paula Peters, PhD, ppeters@ksu.edu, Kansas State University, 340 Justin Hall, Manhattan, KS 66503; A. R. Mobley, PhD, RD, Purdue University; S. Procter, PhD,

RD, Kansas State University; D. Contreras, PhD, Michigan State University; A. L. Gold, PhD, North Dakota State University; C. Smathers, PhD, The Ohio State University; R. Oscarson, PhD, South Dakota State University; A. Keim, PhD, University of Wisconsin

Objective: Enhance capacity of rural, low-income communities to prevent childhood obesity.

Description: Seven intervention and seven comparative communities (with their community coalitions) completed Child Ecological Model assessments and selected nutrition and physical activity interventions from a developed "menu" of approaches to prevent childhood obesity. Community Coaches in the intervention communities support community capacity building.

Evaluation: Compare effectiveness of coached communities to change environments and policies to prevent childhood obesity.

Conclusions and Implications: Community capacity building with socio-ecological basis and coaching will result in greatest changes in nutrition and physical activity behaviors among those caring for 4-year-olds.

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UP35 Using In-Home Behavioral Economic Strategies And Enhanced Food Preparation Skills To Increase Vegetable Intake And Variety Among Children

Marla Reicks, PhD, RD, mreicks@umn.edu, University of Minnesota, 1334 Eckles Avenue, St. Paul, MN 55108; T. Leak, MS; A. Swenson, MS; Z. Vickers

Objective: To test the effectiveness of in-home behavioral economics strategies to improve vegetable intake, variety and liking in low-income children (9-12 years).

Description: A randomized controlled trial with intervention group families (n=4 incorporating a different strategy each week for 6 weeks during dinner meals. Control group families (n=20) are not assigned strategies.

Evaluation: Food records (3 days/week) used to assess change in child dinner vegetable consumption by strategy. Differences in overall change in intake, liking and variety of vegetables consumed determined between intervention and control groups.

Conclusions and Implications: The most effective strategies will be implemented in a randomized-controlled intervention in Cooking Matters for Families programs.

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UP36 Efficacy of School-based Physical Activity Curriculum in Intervention and Comparison Schools

Linda Whent, PhD, lswhent@ucdavis.edu, Center for Transnational Health, University of California at Davis, One Shields Avenue, Davis, CA 95616; R. Gomez-Comacho, MS; D. Mercado-Rodas; A. de la Torre, PhD

Continued on page S198