

## P204 Chronic Disease Self Management Behaviors of South Asian Women in an Inner-City Minority Neighborhood

Meena Mahadevan, PhD, [mahadevanm@mail.montclair.edu](mailto:mahadevanm@mail.montclair.edu), Montclair State University, 1 Normal Avenue, Montclair, NJ 07043; M. Bose; K. Gatto, MS

**Objective:** To examine the contextual factors influencing the self-management behaviors of a group of Bangladeshi Muslim immigrant women faced with the diagnosis of one or more chronic diseases.

**Design, Setting, and Participants:** Data was collected using focus groups and a demographic questionnaire. A total of 44 women (aged 22–55 years, mean age 43 years) receiving supportive services from a local community health clinic were recruited to participate in the study. All the women had been diagnosed with one or more chronic diseases including diabetes, hypertension or heart disease.

**Outcome Measures and Analysis:** The focus group transcripts were analyzed using deductive content analysis procedures. A codebook was developed integrating themes emerging from the participants' own words and themes based on relevant literature. This process generated a parsimonious final set of four major themes that explained the dynamic and complex process of the participants' health-care behaviors as they were more grounded in their own experiences.

**Results:** Data analysis revealed that a repertoire of individual (knowledge, attitudes, and beliefs, locus of control, and self efficacy), interpersonal (social, cultural and religious norms, and social support), and environmental (access to programs in their neighborhood) factors might play a significant role in their ability to make healthy food choices, and seek adequate health care.

**Conclusions and Implications:** This study highlights the need for comprehensive policies and health promotion programs that not only include culturally sensitive nutrition education components, but also strengthen and facilitate a woman's existing personal, social, and environmental support networks. Findings from this preliminary research provide the foundation necessary to understand the health and nutritional needs of urban ethnic minority immigrants facing a diagnosis of one or more chronic conditions.

**Funding:** None

## P205 Measuring the Food Environment of the East Lubbock Community by Using Geographic Information System

Oak-Hee Park, PhD, RD, [oak-hee.park@ttu.edu](mailto:oak-hee.park@ttu.edu), Texas Tech University, 1301 Akron Avenue, Lubbock, TX 79409; J. Jun; L. Hoover, PhD, RD

**Objective:** The East Lubbock is a low-income and ethnic minority community that might have a greater difficulty meeting dietary guidelines, setting the community at greater risk for health problems. The objective of the study was to investigate the East Lubbock community food envi-

ronment by examining accessibility and availability of food outlets.

**Design, Setting, and Participants:** Geographic Information System (GIS) was used to map all food outlets in the City of Lubbock and analyze spatial relationships of these locations in relation to neighborhood centroids. A list of all food outlets (n=1,524) provided by the City of Lubbock were classified into six categories including supermarket, grocery, convenience, specialty, full-service restaurants, and fast foods on the basis of North American Industry Classification System's definition. A series of maps were created using a GIS mapping system.

**Outcome Measures and Analysis:** Three population-weighted centroids were mapped in the East Lubbock from which accessibility and availability to food outlets were measured (i.e. by distance, driving time, walking time, and public transportation).

**Results:** Findings indicated that East Lubbock Community residents required traveling farther to access certain food outlets than did other Lubbock residents and lack of accessible public transportation contributed to fewer food locations within the same distance as for other Lubbock neighborhoods. Supermarkets were inaccessible to residents up to 0.5 miles, while fast food restaurants were accessible to about half of the population in this same distance. All residents were able to reach each of the six classified food outlets within 10 minutes driving time.

**Conclusions and Implications:** Outcomes will be utilized to improve public health policies in Lubbock city.

**Funding:** U.S. Department of Education

## P206 Teacher Perceptions of Multilevel Policies and the Influence on Nutrition Education in North Carolina Head Start Preschools

Amanda D. Peterson, RD, [amanda.peterson@vidanthhealth.com](mailto:amanda.peterson@vidanthhealth.com), East Carolina University, College of Allied Health Sciences, Department of Nutrition Science, Mail Stop 668, East Carolina University, Greenville, NC 27858; L. S. Goodell, PhD, RDN, North Carolina State University; V. Stage, PhD, RDN, LDN, East Carolina University

**Objective:** The purpose of this study is to explore the effect of multilevel policies on nutrition education in North Carolina Head Start preschools.

**Design, Setting, and Participants:** Researchers conducted 32 semi-structured telephone interviews with North Carolina Head Start teachers.

**Outcome Measures and Analysis:** Interviews were transcribed and coded for emergent themes following a grounded theory approach.

**Results:** Interrelated themes were condensed into three broad categories, and a substantive-level model emerged to explain how policy-related factors (i.e. actual policies vs. policy perceptions) influenced nutrition education (e.g. frequency, strategies) and child-related outcomes (i.e. learning outcomes, exposure). Multilevel policies and teachers' perceptions of those policies directly and

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indirectly affect the quality and frequency of nutrition education. For instance, teachers described sanitation policies that limited or restricted the use of food-based activities (e.g. taste testing, cooking), while policies regarding hygiene (e.g. hand washing) and regulatory schedules created time constraints in the classroom. Findings suggest that teachers' perceive their ability to provide quality nutrition education in the classroom is most affected by policies at the state and center-level.

**Conclusions and Implications:** Although supportive of nutrition education, policies originating at the federal-level lead to competing priorities in the classroom (e.g. school readiness) and may conflict with the use of standardized nutrition education curricula (e.g. educating on child interest vs. using standard lessons). Additional research is needed to further investigate the origin, intentions, and implications of multilevel policies on nutrition education in the Head Start setting.

**Funding:** None

### **P207 Creating Collaborative Solutions to Food Access Concerns Among Food System Stakeholders Using the Socioecological Model**

*Diane Smith, RD, MA, [diane.smith@wsu.edu](mailto:diane.smith@wsu.edu), Washington State University Extension, Skagit County, 11768 Westar Lane, Suite A, Burlington, WA 98233; R. Ordonez, MA; E. Lamson, MPH, RD, IBCLC, Community Action of Skagit County*

**Objective:** Though rich in agriculture bounty, nearly one in seven households in Skagit County, Washington experience difficulty accessing healthy food. The Skagit Food for Skagit People community planning project created a common understanding of food access concerns based on listening sessions from low income consumers and coordinated collaborative working relationships among stakeholders to develop a comprehensive response.

**Design, Setting, Participants, and Intervention:** Six listening sessions were held in low-income areas of Skagit County to document food access concerns. Transcripts were analyzed for emerging themes which were graphically displayed using mind maps. Two facilitated stakeholder meetings were convened to share findings and present food security data. Using the socioecological model as the framework for discussion, stakeholders identified how their work influences and impacts each sphere - from the personal (skills, values) through policy levels (bus schedules) to identify current efforts to build upon and gaps where more work is needed.

**Outcome Measures and Analysis:** Stakeholders identified collaborative solutions to facilitate access to healthy food: establish community food hub; promote community gardening; support food banks to reduce food waste.

**Results:** Participants identified how their work in the community impacts each sphere of influence within the Socioecological model. This activity demonstrated the breadth and depth of food access issues across multiple

spheres of influence and identified collaborative opportunities.

**Conclusions and Implications:** The act of convening people in listening sessions and stakeholder meetings created new connections. The socioecological model anchored the discussion and generated a ripple effect which led to additional healthy food access activities outside the scope of this project. Information gathered helped to identify priorities for community health strategies and guide transportation planning.

**Funding:** NIFA

### **P208 What Would Brad Pitt Eat? How Popularity Can Make Food Tasty**

*Aner Tal, PhD, MBA, MA, BA, [at425@cornell.edu](mailto:at425@cornell.edu), Cornell University and Ono Academic College, 110 Warren Hall, Cornell University, Ithaca, NY 14850; B. Wansink, PhD*

**Objective:** Examine whether the ostensible popularity of a food can make it taste better, and specifically whether that may be responsible for making vegan foods seem tastier.

**Design, Setting, and Participants:** Participants (N = 57) were randomly divided into three groups. Each group was presented with a picture of a group of people presented as typically representative of vegans, and subsequently asked to sample a vegan cupcake. The first group was presented with pictures of a group of celebrities who are all vegan and told veganism is trendy and linked to people such as those depicted. The second group was presented with a picture of a group of hippies, presented as "uncool", and told that veganism is a fringe phenomenon linked to such people. Both groups were told the cupcake was vegan. The third group (the control) did not see a picture nor were they told the cupcake was vegan.

**Outcomes Measures and Analysis:** Participants rated the cupcakes on a 9-point likert scale. Data was analyzed using an ANOVA.

**Results:** Mean taste rating for the "hip" celebrities group was 4.17, 2.52 for the "uncool" hippies, and 3.00 for the control group. Differences were significant at a <.05 level.

**Conclusions and Implications:** The results demonstrate that the link between a particular food and a popular or trendy group can make it tastier. This offers a chance to promote eating of nutritionally desirable food by linking them to desirable social images.

**Funding:** Cornell University

### **P209 Tastes Like Who I Want to Be: Making Foods Tastier by Linking to Desirable Social Image**

*Aner Tal, PhD, MBA, MA, BA, [at425@cornell.edu](mailto:at425@cornell.edu), Cornell University and Ono Academic College, 110 Warren Hall, Cornell University, Ithaca, NY 14850; B. Wansink, PhD; Y. Gvili, Ono Academic College; Y. Halak; M. Amar*