

O12 (continued)

Objective: To better understand attitudes related to access, availability, and consumption of SSBs by conducting virtual focus groups among youth in North Carolina.

Study Design, Setting, Participants: Youth ages 11-17 in communities with a high proportion of SNAP eligible households were selected to participate in virtual focus groups during the summer of 2021. Semi-structured focus groups were used to explore youth perceptions, attitudes, and behaviors around SSBs and SSB messaging.

Measurable Outcomes/Analysis: Focus group discussions centered around general health perceptions; SSB perceptions and behaviors; information sources and messaging preferences; and reactions to previous SSB campaign materials and messages. A thematic analysis was used to summarize knowledge, beliefs, attitudes, and perceptions around SSBs and advertising preferences.

Results: Thirty-six youth participated across 4 focus groups. Parents/caregivers influenced youth the most when it came to making beverage choices. Positive SSB opinions included liking the taste and the association with special times and social events. Negative opinions focused on associated health risks (diet-related chronic disease and poor oral health). Some youth acknowledged SSBs were not healthy but suggested they could be consumed occasionally. Very few participants mentioned any benefits from SSBs; those that mentioned benefits stated they provided energy, replaced electrolytes, and tasted good. Youth suggested SSB campaigns focus on short- and long-term health consequences. Youth saw advertising about health topics through a range of channels; however, youth were mixed on whether they paid attention.

Conclusions: Findings provide several key insights that can contribute to the development of messages aimed at curbing SSB consumption. For example, focusing on catching youth attention, and sharing short- and long-term health consequences of high SSB consumption resonated with youth, but occasional SSB intake was not seen as consequential.

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Apps and Social Media Applied to Nutrition Education

O13 Photo-Based Food Journaling and Self-Reflection on SMART Eating in Adults

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Background: Photo-based food journaling as means to improve SMART (Small, Measurable and Achievable dietary changes by Reducing fat, sugar and salt consumption and Trying different fruits and vegetables) eating is still elusive in Sri Lanka.

Objective: To explore the effectiveness of photo-based food journaling on meal tracking experience, self-reflection, and self-assessment of SMART eating of adults using a meal tracking app developed in the Sri Lankan context named 'SnaT' (Snap & Track).

Study Design, Setting, Participants: A sequential explanatory mixed-method was used. Data were collected via a telephone survey focusing on the food consumption pattern, perceived benefits, and barriers for photo-based food journaling from a conveniently selected group of adults (n=25) through snowball sampling technique. SnaT included about 180 commonly consumed Sri Lankan food items with app outputs showcasing under 7-major food groups, with photo capturing to enhance the self-reflection on meals.

Measurable Outcome/Analysis: The participants were asked to maintain a three-day photo food diary manually and by meal tracking using the 'SnaT'. The pre and post-food consumption changes were analyzed using significance testing while evaluating the benefits and barriers to photo-based food journaling and acceptance of SnaT.

Results: Participants (n=25; mean age=24±6.08; females=80%; graduates=56%) show a significant increase in healthy food consumption [fruits and vegetables ($P = 0.00$), legumes ($P = 0.001$), fish, meat and poultry ($P = 0.00$), eggs ($P = 0.00$), and milk ($P = 0.001$)] and a significant decrease in unhealthy food consumption [salt ($P = 0.025$), sugar and sweet food ($P = 0.00$)]. Improved self-awareness on meals was identified as the major benefit of photo-based food journaling while forgetting to capture photos before eating was identified as the main barrier. However, SnaT was widely accepted (21/25; 84%) as an easy and accessible novel tool to replace manual photo-based food journaling in the Sri Lankan context.

Conclusions: SnaT as a meal tracking application was well received. Though, further evaluation of acceptance of SnaT in different demographic groups by restructuring the app to include features of digital nutrition education to promote healthy eating should be warranted.

Funding: None.

O14 Digital Nudging as a Trigger for Healthy Eating Among Young Adults

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Background: A diet rich in fruits and vegetables is associated with a myriad of health and nutritional benefits. Although the use of digital nudging concepts to improve health behaviors are popular in other countries, in Sri Lanka, such research is scanty.

Objective: To evaluate the effectiveness and acceptance of a text and email messaging digital nudging concept

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