

O24 (continued)

course uses multiple technology elements focused on skill-building and participant engagement while addressing common barriers to face-to-face program participation. Each of the six lessons features videos with Extension educators and relatable moms delivering nutrition messages, recipe videos, a physical activity video, games to practice, tips to apply between lessons, and goal-setting activities. Extension educators were trained to facilitate the course and engage pregnant moms.

Evaluation Methods: Key informant interviews were used with limited resource moms throughout the development process; focus groups and journals were used to collect data among Extension educators who taught the course pilot. Data were reviewed for themes.

Results: Interviews with limited resource moms (n = 10) throughout the development process suggested ways to improve the course experience (e.g., clarifying the enrollment process and improving usability). Interviewees validated the course could be completed on mobile phones and found the course look/feel and content to be relevant. In fall 2021, the course was piloted with pregnant moms (n = 4) and mothers who had recently delivered babies (n = 6). Formative data collected among Extension educators during the pilot suggest a need for building trust and engagement between educators and limited resource moms.

Conclusions: Continued evaluation is needed to inform further course development and means of engaging the audience. Learning about processes used to adapt SNAP-Ed nutrition education curricula for digital delivery may provide a framework for others desiring to develop technology-based nutrition education.

Funding: Supplemental Nutrition Assistance Program - Education.

Objective: Assess the quality of commercially available IF apps and their appropriateness for a low-income audience using the AQEL.

Study Design, Setting, Participants: Researchers used an iterative process to selected apps for evaluation, only including free apps with breastfeeding and solid foods information. Registered dietitians, lactation consultants, and healthcare providers (n = 10) who work with low-income mothers of infants were recruited to complete the AQEL for each selected app.

Measurable Outcome/Analysis: Five standard AQEL domains (behavior change potential, knowledge support, skill development potential, app functionality, and meeting intended purpose) and two modifiable domains (appropriateness for low-income audience and relevance for those seeking IF information or support). Each domains' score ranged between 0-10 with score > 8 considered high quality. Average scores for each domain were calculated for every app. Interrater reliability was assessed using interclass correlation coefficients (ICC; ICC > 0.6 considered good agreement).

Results: Researchers selected six apps for evaluation: WebMD Baby, Baby+, Text4Baby, BabyCenter, What to Expect, and The Bump. All evaluators were white, female, with a bachelor's degree or higher. Evaluators highly rated app function and app purpose for WebMD Baby (8.0+1.8 and 8.2+0.9) and Baby Center (8.0+2.1 and 8.0+2.6). For other apps, no domains were rated highly. For appropriateness for low-income audiences, no apps were rated highly (range: 5.7-7.7). There was good agreement (ICC > 0.6) across evaluators for all apps.

Conclusions: Commercially available IF apps are of limited quality and may not be appropriate for low-income audiences. This indicates a need for developing apps that effectively support healthful IF behaviors among low-income mothers.

Funding: Northern Illinois University.

Integrating Technology Into Nutrition Education and Behavior

O25 Evaluation of Commercially Available Infant Feeding Mobile Applications Using the App Quality Evaluation Tool

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Background: Mobile applications (apps) are a promising tool for healthful infant-feeding (IF) promotion among low-income mothers, helping establish healthy dietary patterns in children with high obesity risk. Mothers frequently use health apps, but the quality of existing IF apps is unknown. The App Quality Evaluation Tool (AQEL) is a valid and reliable tool for evaluating nutrition app quality.

O26 “These Texts Really Changed My Life”: Outcome Evaluation Findings of a Text Message Intervention for Low-Income Adults

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Objective: The objective of this program was to evaluate a SNAP-Ed mobile text message intervention to encourage low-income adults to drink more water and less sugar-sweetened beverages (SSBs).

Use of Theory or Research: A comprehensive needs assessment, including a literature review and qualitative focus groups and interviews with low-income adults informed the development of the intervention, including

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