

P109 (continued)

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Background: Research examining the implementation of online nutrition education programs for low-income populations is lacking. Understanding perceived feasibility and related contextual factors from the perspective of program facilitators is needed to determine best implementation practices.

Objective: To understand the perspectives of Cooperative Extension Services (CES) employees regarding perceived feasibility of implementing the University of Georgia Supplemental Nutrition Assistance Program-Education (UGA SNAP-Ed) online nutrition education program, Food eTalk, in their professional settings to the communities they serve.

Study Design, Setting, Participants: In-depth, individual interviews were conducted with 15 UGA CES employees (100% female, 13.3% African American, 53.3% from urban counties) interested in offering Food eTalk to their low-income clientele. The Consolidated Framework for Implementation Research (CFIR), an implementation science meta-theory for evaluating interventions, informed the development of semi-structured interview guides. Topics included nutrition education, community collaboration, and the feasibility of implementing Food eTalk through UGA CES.

Measurable Outcome/Analysis: Multi-coder data analysis included deductive coding of predefined CFIR constructs and the use of inductive methods to capture emerging themes.

Results: At the time of the interviews, most participants were offering online nutrition education programs due to the COVID-19 pandemic. Contextual factors such as organizational structure and culture, and the types of nutrition education programs UGA CES personnel currently offered to their clients played a role in perceptions of program feasibility. Adequate personnel and time to offer Food eTalk influenced perceptions of program feasibility, as well. Challenges associated with offering Food eTalk included skepticism about the effectiveness of online programs, managing multiple job responsibilities, client SNAP-Ed eligibility for Food eTalk, and concerns about client internet access.

Conclusions: While most UGA CES employees found implementing an online nutrition education program to be a feasible programming opportunity, organizational culture, structure, and target audience influenced educator perceptions of feasibility. The findings from this study will inform and guide statewide Food eTalk implementation efforts in UGA CES.

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P110 Farm to Families: Strategies to Engage Shoppers to Optimize Local Produce Preparation and Intake

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Objective: Choices around food selection and food preparation skills are critical components in creating healthy, affordable meals. Community-supported agriculture (CSA) provides a unique opportunity for targeted food education in cooking skills and safe food handling.

Use of Theory: Offering local, seasonal produce at a discount increased access to healthy foods (social-ecological model). The simple and quick recipe videos motivated and provided skill/instruction on how to prepare the raw ingredient for consumers to take action (social cognitive theory/self-efficacy).

Target Audience: SNAP benefited shoppers

Program Description: Farm to Families video recipe series aimed to increase awareness of locally grown produce and take the mystery out of preparing raw/whole produce to create family favorites. The video recipes were intended to motivate the SNAP shopper to take advantage of the CSA discounted food box and increase consumption of local fruits and vegetables with simple cooking methods.

Evaluation Methods: A Knowledge, Attitude, and Practice (KAP) questionnaire was designed to assess the acceptance of the print and video recipes and changes in SNAP shopper's food preparation skills.

Results: Fifty-six questionnaires were completed by SNAP shoppers viewing the video recipes. The recipes were well received, giving customers ideas on how to use the produce in the CSA produce box. Many of the foods were unfamiliar—kohlrabi, squashes, chard, kale. Participants shared that the recipes helped them learn about different produce grown in the area, the recipes were easy to follow, and the videos provided instructions to make it easy to prepare the produce in the CSA box. Eighty-three percent of responders agreed that they would try the recipe after viewing the video and 100% responded that information on how to store and freeze produce was easy to understand.

Conclusions: The Farm to Families video recipe series was well-received by SNAP shoppers and program partners. Survey responses demonstrate the effectiveness of the videos in helping the consumer learn how to prepare and store the local produce offered in the CSA produce box.

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P111 Five-a-Day: Medically Tailored Meal Program Supports Intake of Recommended Fruit and Vegetable Servings

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