that this approach won’t exacerbate rural health disparities. The literature has not explored the use of interactive human-like virtual avatars as health-promoting online grocery shopping assistants.

**Objective:** Conduct a mixed-methods formative evaluation to understand the perceptions of an interactive Rural Online Shopping Assistant (ROSA, a virtual human-like avatar) among low-income rural shoppers.

**Study Design, Settings, Participants:** We recruited WIC participants (n= 12) (aged 18+, fluent in English, and able to shop online) in a rural North Carolina WIC clinic. Participants completed a single structured online shopping simulation on an actual grocery website that included pop-up video messages from ROSA throughout the shopping experience (front page, select items, checkout cart), with questions after each interaction to assess the helpfulness and potential impact. An in-depth qualitative interview followed to understand perceptions of ROSA, its potential impact on dietary behaviors, and suggested revisions. Participants then completed a choice experiment to understand preferences for avatar appearance.

**Measurable Outcome/Analysis:** Descriptive statistics were used to analyze the structured shopping experience and the choice experiment data. In-depth interviews were audio-recorded and transcribed, transcripts were independently coded using qualitative software, and a content analysis was conducted to identify themes and salient quotes.

**Results:** Most participants (88%) enjoyed using the program, found it helpful, and wanted to use it in the future. Most participants described it as “cool”, “helpful”, and “beneficial” to shopping more healthily. The instrumental social support provided by the avatar (reminders and suggestions) could break less healthy shopping habits, add healthy items, and diversify foods purchased. Most participants preferred a cartoon-like, clinically-dressed avatar. Participants discussed that the avatar should be “approachable” and half mentioned being racially inclusive.

**Conclusion:** This formative study suggests that ROSA could be a beneficial tool for facilitating healthy online grocery shopping among low-income rural shoppers. Future research should further investigate the impact of ROSA on dietary behaviors in this population.

**Funding:** UNC Greensboro School of Health and Human Sciences

**Withdrawn**

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**Stay Independent: Promoting Healthy Aging in Iowa and Louisiana**

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**Objective:** This evaluation study assessed the impact of Stay Independent (SI) participation on topic familiarity and likelihood to make a recommended behavior change.

**Use of Theory or Research:** SI was developed using Social Marketing Theory and is centered on Whole Person Wellness.

**Target Audience:** Community-dwelling adults ages 60 years and older in Iowa and Louisiana.

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