

### What Marketing Messages Do Adults Remember About Health and Nutrition? (P04-179-19)

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**Objectives:** To determine the salient elements of nutrition and health marketing messages recalled by U.S. adults in a Midwestern state.

**Methods:** Convenience sample of 700 adults was collected via an intercept survey to elicit up to six marketing messages respondents could recall pertaining to nutrition or health.

**Results:** 2689 individual messages ( $M = 3.8$  messages per person;  $SD = 1.79$ ;  $CI = 3.71-3.97$ ) were coded for food group or macronutrient content; additional codes emerged for specific marketing messages that emerged. Participants who identified as a racial or ethnic minority

listed fewer messages on average ( $M = 3.5$ ;  $SD = 1.83$ ) as compared to those identifying as non-Hispanic White ( $M = 3.9$ ;  $SD = 1.78$ ),  $t(698) = 2.424$ ,  $P = .016$  ( $CI_{diff} = 0.07-0.75$ ). Men listed fewer messages ( $M = 3.4$ ;  $SD = 1.83$ ) than women ( $M = 3.9$ ;  $SD = 1.76$ ),  $t(698) = 3.548$ ,  $P = .000$  ( $CI_{diff} = 0.25-0.88$ ; ). The correlation between the number of messages reported and participant age was not significant;  $r = .07$ ,  $P > .05$ . Stepwise binary logistic regression indicated that older respondents, males, and those identifying as racial or ethnic minorities were less likely to name a message coded as a Fruit, Vegetable, Protein Group, or Grain. Similarly, older respondents and those identifying as a racial or ethnic minority were less likely to have a message coded as Fat or Water.

**Conclusions:** Greater degree of recall of messages by women and adults who are not racial/ethnic minorities may indicate more successful marketing of these messages to these target groups.

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