P83 (continued)

they leave sports. The WAVE~Ripples for Change (WAVE) project is a 2-year obesity prevention study, aimed to improve HS soccer players' sports nutrition knowledge, promote healthy eating, physical activity (PA) and life skill building.

Objective: Evaluate the impact of the WAVE project on HS soccer players' fruits and vegetable (FV), saturated fat, and added sugar intake; and their PA in- vs. out-of-soccer season.

Study Design, Setting, Participants, Intervention: Based on geographic location (non-randomized), participants were assigned to the intervention group (IG) or comparison groups (CG) by school teams. IG received sports nutrition lessons, life-skill workshops, newsletters, and virtual experiential learning, while CG received none.

Outcome Measures and Analysis: Participants (n = 388) completed pre-intervention demographic questionnaire, self-reported Block Food Frequency Questionnaire, and measured PA using Fitbit-Zip; 52% completed post-intervention assessments. ANOVA was used to examine pre-/post intervention changes, and ANCOVA models to examine the between-group changes in diet and PA.

Results: The IG significantly decreased in added sugar (12 g/d) and saturated fat (3 g/d) intakes over the 2 years; the decrease of added sugar intake was significantly higher (10g/d) than the CG. No change in pre/post FV intake or differences between-groups. During soccer season, mean steps per day for all participants was 9,937 (M = 10,734; F = 9,353), matching the step threshold consistent with compliance to the 2008 PA Guidelines for Americans. As expected, PA was 1,800 steps per day lower out-of-soccer season vs. in-season.

Conclusions and Implications: Over a 2-year period, the WAVE project successfully decreased added sugar and saturated fat intakes, and maintained FV intake in HS soccer players. Team sports play a critical role in keeping HS youth active.

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P84 Results of a Community Initiative in Rural Georgia: Healthy Retail and Social Marketing

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Objective: To showcase methods and results of implementing a community initiative that focused on healthy retail changes and a social marketing campaign in three low income rural communities in Georgia.

Target Audience: SNAP-Ed practitioners and partners, nutrition educators, program implementers and evaluators, retail industry representatives.

Theory, Prior Research, Rationale: In 2016 HealthMPowers and the Public Health Institute collaborated to implement a community initiative to increase access to fresh fruits and vegetables (FV) at local retailers, establish an engaging social marketing campaign to influence behavior changes among residents, and ultimately increase purchasing and consumption of fresh FV. Extensive formative research in summer 2016 informed the social marketing campaign and healthy retail strategies: focus groups, key informant interviews, Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) store environmental scans, and baseline shopper intercept surveys.

Description: Three low resource counties were selected for the initiative: Baldwin (Milledgeville), Washington (Sandersville) and Chatham (West Savannah) based on organizational readiness and local partnerships, existing obesity prevention infrastructure and community involvement efforts, and high poverty areas with strong participation in the Supplemental Nutrition Assistance Program and other federal food assistance nutrition programs. Based on formative research, the initiative developed a social marketing campaign, secured billboards in the communities, and provided participating retail stores with point of sales marketing materials and cues for consumers to easily identify healthier foods and beverages when shopping.

Evaluation: Survey respondents who recalled at least one social marketing ad also reported thinking more frequently about healthy food choices when deciding what to feed their family ($P = .0293$). Seventy-one percent of residents who recalled at least one social marketing ad also reported purchasing fresh fruits and vegetables at least one time per week. About half of respondents indicated that they were eating more fruits and vegetables since last July (50.4% and 45.1%, respectively), and more than half (60.1%) reported drinking less soda. Survey respondents that recalled at least one social marketing ad had a significantly higher self-efficacy score for fruit and vegetable consumption compared to respondents that did not recall social marketing ads ($P = .0022$). In addition, the total number of social marketing images recalled by respondents was positively correlated with fruit and vegetable consumption self-efficacy, such that respondents who recalled more social marketing images had a higher self-efficacy score ($P = .0122$).

Conclusions and Implications: Retail environmental changes coupled with social marketing campaigns can influence shoppers to make healthier choices. This program's success demonstrates to businesses that residents want healthier choices in their neighborhoods, making the case for future policies that reduce unhealthy food options and incentivize healthy ones.

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P85 Self-Efficacy of Low-Income 5th Grade Students who Participated in a Policy, Systems, and Environmental Intervention

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