

POSTER SESSION: WELLNESS AND PUBLIC HEALTH**Content Analysis of Television Advertisements Aired during Saturday Morning Children Programming**

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Learning Outcome: To describe the environment of television advertisements during Saturday morning children's programming and how these advertisements compare to nutrition standards.

On average children watch approximately 20 hours of TV/week and the greatest amount of TV watched was during weekends. Food marketing has been demonstrated to influence children's food preferences. Hence, the purpose of this study is to explore the different types of television advertisements, appeals, and messages during Saturday morning children's programming and whether or not those advertisements are meeting nutrition standards.

Design: A total of 46.25 hours of Saturday morning TV advertisements were tapped. Content analysis of 481 food related television ads was performed.

Outcome Measures: Advertisements were classified according to type of commercial, product classification code (beverages, candy, etc.), appeals, messages, and nutritional content.

Analysis: Descriptive and frequency analysis were used to evaluate the advertisements.

Results: Within the 1580 television ads, 30.4% were food related, 47% were non-food related, and 22% were programming ads. Within the food related ads (481), 64% were for food products, 26% fast-food restaurants, and 10% non fast-food restaurants. The primary advertising appeals used were action, fun, and cartoon-animation. Seventy three percent of ads did not meet 3 or more nutrition standards. Ninety percent of the food ads were high in fat, added sugars, or sodium.

Conclusions: These conclusions demonstrate the state of food related TV ads during Saturday morning children's programming. This data indicates that there is serious need for nutrition professionals to get involved in policy making regarding the amount and type of advertising that children should be exposed to and also help them counsel children about healthy eating.

Funding Disclosure: None

Higher Body Mass Indices of College Students Are Correlated with Feeling Less Rested

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Learning Outcome: After reading the poster, the participants will be able to describe the correlation between body mass index and feeling rested in a sample of college students.

The purpose of this study was to examine the relationship between college student body mass index (BMI) and the number of days per week students obtained enough sleep to feel rested. College years pose a time of transition and lifestyle change for young adults. Research has shown an association between sleep and BMI, yet research examining this relationship among college students is limited. A secondary analysis of National College Health Assessment data collected at a southeastern university was conducted. The study was exempt from IRB approval. Frequencies were completed and weight ranges were categorized. Cases with BMI values exceeding two standard deviations above or below the mean were excluded. The final sample ($n=535$) BMI range was 16.34 to 38.82 ($M=25.47$). Descriptive statistics revealed 3%, 49%, 29%, and 19% of students were underweight, normal weight, overweight, and obese, respectively. Students reported 4.2 mean days of rest. A significant Pearson correlation $r(533) = -.121, p < .01$ indicated a very weak, negative relationship between BMI and obtaining enough sleep to feel rested. Pearson correlations were conducted separately for females, $r(382) = -.113, p < .05$, and males $r(148) = -.163, p < .05$, indicating a very weak, negative relationship between BMI and feeling rested. The Pearson correlation analyses indicate that as BMI increased, the number of days that students felt rested decreased. Results corroborate research demonstrating a relationship between sleep and BMI. Further research should examine specific student sleep habits, a controllable lifestyle factor that may play a role in the development of overweight and obesity.

Funding Disclosure: None

Comparison of Nutrient Intakes for Vegetarians, Non-Vegetarians, and Dieters: Results from the National Health and Nutrition Examination Survey 1999-2004

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Learning Outcome: Dietetics professionals will understand nutrient intake differences for vegetarians, non-vegetarians, and dieters; and be able to confidently recommend a vegetarian diet for weight management.

Population-based studies have shown that vegetarians have lower body mass index than non-vegetarians, suggesting that vegetarian diets may be an option for weight management. The purpose of this study was to compare nutrient intakes of vegetarians, non-vegetarians, and dieters to test the hypothesis that a vegetarian diet does not increase the risk for inadequate nutrient intake when used as a method for weight management. National Health and Nutrition Examination Survey (1999-2004) demographic, diet, and anthropometric data were analyzed for persons 19 years of age and older ($n=13,292$). Pregnant and lactating women were excluded. Vegetarians were defined as those who did not eat meat, poultry, or fish on the day of the survey ($n= 851$). Dieters were defined as those who consumed 500 kcal less than their estimated energy requirements on the day of the survey ($n= 4,635$). Percentages of the dietary reference intakes (DRIs) were calculated for the mean and contrast values of micronutrients. After adjustment for gender, ethnicity, and caloric intake, vegetarians had higher intakes of fiber, vitamins E, A, and C, thiamin, riboflavin, folate, calcium, magnesium, iron, and potassium than non-vegetarian dieters. While vegetarian intakes of vitamin E, vitamin A, magnesium, and potassium exceeded that of non-vegetarian dieters, neither group met the DRIs. Niacin, vitamin B₁₂, and zinc were lower for vegetarians compared to non-vegetarian dieters; however, only zinc intake was below the DRI for the vegetarians. These findings suggest that a vegetarian diet can be recommended for weight management without increasing the risk for inadequate nutrient intake.

Funding Disclosure: None

WIC Facilitates a Dialogue for Change through a Local Breastfeeding Coalition

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Learning Outcome: Participants will be able to identify how WIC can work within a local breastfeeding coalition to improve communication with community health partners and capitalize on WIC's strengths to provide multicultural breastfeeding support in the community.

As cornerstones to build healthy communities, local WIC agencies can facilitate effective working relationships with community partners. In Boulder County, Colorado, Boulder County Public Health (BCPH) WIC served as a keystone in establishing the Boulder County Breastfeeding Coalition (BCBC), to promote breastfeeding best practices and collaboration between hospital lactation staff, WIC, community health centers, and other community partners. BCBC provides a forum to share information, successes, and to discuss areas for improvement. Over the course of these meetings, several areas of community need have been identified, including a lack of clear understanding of breastfeeding promotion services provided by WIC, and a need for Spanish-language services. With its high level of competency at providing services targeted toward and reflective of the community it serves, BCPH WIC is ideally positioned to address these areas of need. To facilitate communication between community partners and local WIC staff, BCPH WIC developed a comprehensive WIC breastfeeding resource list for Boulder County and surrounding counties, including clinic locations, contact information, and breastfeeding promotion and support services offered. Enhanced communication with community partners has enabled Boulder County Public Health WIC to expand its pump loan program to into three-quarters of the county's hospitals. BCPH WIC has also initiated a bilingual weekly breastfeeding walk-in clinic for Boulder County WIC clients to help meet the needs of the county's monolingual Spanish-speaking residents. Building ongoing relationships with community partners allows for creative sharing of ideas and improved breastfeeding promotion services for the community as a whole.

Funding Disclosure: None