

P058 (continued)

to the previous year across 98% of their network food banks. At that time, an estimated 38% of visitors were new to charitable food assistance.

Objective: To explore food insecure, first-time visitors' experiences seeking food assistance during COVID-19.

Study Design, Setting, Participants: A qualitative study design. Adults (ages 18-64) seeking food assistance at emergency food distribution sites in West Central Florida were recruited to participate in the study between November 2020 and July 2021. Individuals that were food insecure and first-time visitors due to COVID-19 participated in in-depth interviews (N = 18). Using food security as a multidimensional concept, the interview guide explored the impact of emergency food assistance on food availability, access, utilization, and stability.

Measurable Outcome/Analysis: Interviews were recorded, transcribed verbatim, and analyzed on ATLAS.ti 22. Applied thematic analysis was conducted to identify emergent themes.

Results: Participants were predominantly White (55.6%), female (72.2%), and between 40 and 59 years old (55.6%). There were seven salient themes including (1) crisis, added burdens, and barriers to pandemic assistance caused the need to seek food assistance, (2) fear of COVID-19 exposure and reducing risks, (3) new food purchasing behaviors to reduce spending, (4) pantry environments impact clients' feelings, (5) pantry foods – hit or miss, (6) mixed quality of pantry foods, and (7) gaining firsthand insight on hunger as a societal problem and appreciation for services. These themes describe how emergency food assistance increased participants' food availability and access during COVID-19, however, there were challenges in being able to use the pantry foods. Seeking food assistance made a difference in the way participants felt and impacted how they viewed hunger.

Conclusions: Study findings suggest that emergency food providers can support clients by helping navigate pandemic recovery as they experience food insecurity as a temporary situation.

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Background: Through the Children's Food and Beverage Advertising Initiative (CFBAI), major food companies in the US pledge to only advertise products that meet CFBAI nutrition criteria in child-directed media. In 2020, the CFBAI implemented revised nutrition criteria to align with US dietary guidelines and federal Nutrition Facts label changes. The CFBAI periodically updates their list of products that may be advertised directly to children (i.e., the Product List).

Objective: Evaluate the nutrition quality of products on the 2020 CFBAI Product List following implementation of revised nutrition criteria.

Study Design, Setting, Participants: Repeated cross-sectional design, assessing differences in products between 2017 (n = 307) and 2020 (n = 245).

Measurable Outcome/Analysis: We assessed changes between 2017 and 2020 CFBAI Product Lists in energy and nutrients to limit (saturated fats, sodium and total sugars) for products overall and food and drink categories. Applying the OFCOM nutrient profile model yielded a nutrition quality score (Nutrition Profile Index, NPI) for each product. Wilcoxon rank-sum test evaluated differences in NPI score, nutrients, and energy density between years. Chi-square test assessed differences in drinks containing sweeteners between years.

Results: The nutrition quality of foods on the CFBAI Product List improved slightly from 2017 to 2020 (median NPI = 66 vs. 68), with median NPI increases found only in two categories: sweet snacks (+28) and yogurts (+2). However, the overall percent of foods with healthy NPI scores remained unchanged (62% vs. 63%, $P = 0.8$), and healthy products included primarily yogurts not advertised to children. Fewer drinks contained sweeteners in 2020 than in 2017 (23% vs. 78%, $P < 0.05$). Median energy, saturated fat, sodium, and total sugar content across all products were lower in 2020 compared with 2017, although the magnitude and direction of change varied between categories.

Conclusions: Continued advertising of unhealthy foods contradicts nutrition education efforts to promote healthy eating in children. Additional improvements to CFBAI nutrition criteria and exclusion of unhealthy product categories are necessary.

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P059 Food Industry Self-regulation: Nutrition Quality of Products Marketed to Children Before and After Revised Nutrition Criteria

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Food and Nutrition Policy

P060 Impact of a Produce Prescription Program on Shopping Habits and Fruit and Vegetable Consumption Among New Yorkers With Hypertension

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