

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the *Power Play!* Campaign (Phone Sample)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

	Aware of the <i>Campaign</i> , Percent
Total	15.7
Gender	
Males	15.0
Females	16.3
Ethnicity	
White	12.4
African American	16.7
Latino	19.8
Asian/Other	7.1
Food Stamp/FPL	
Food Stamp Participant	22.4
No FS/ ≤130% FPL	18.7
No FS/ >130%-≤185% FPL	8.1
No FS/ >185% FPL	15.3
Overweight Status	
Not Overweight	15.0
Overweight/Obese	18.8
Physical Activity	
≥60 minutes	15.3
<60 minutes	16.0
School Breakfast	
Yes	18.7
No	14.7
School Lunch	
Yes	16.3
No	14.5
Nutrition Lesson	
Yes	19.5
No	10.0
Exercise Lesson	
Yes	15.4
No	18.7

Prior to 2009, *Campaign* recall was asked using two questions. One asked directly about recall from television commercials and the other assessed recall from any other sources. Beginning in 2009, only one question is asked (see above). There was a sharp drop in *Campaign* recall from 2007 (47.4%) to 2009 (15.7%), which coincides with the change in recall questions.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6: California Children Reporting Awareness of the *Power Play!* Campaign¹ and Associations with Fruit and Vegetable Intake (Phone Sample)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?

How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads, high fat snacks) did your child eat/drink in this category?

	Aware of the <i>Campaign</i> , Percent ¹	
	Yes	No
2 or More Servings of Fruits and Juices		
Yes	44.3	40.9
No	55.7	59.1
3 or More Servings of Vegetables and Salads		
Yes	10.5	6.4
No	89.5	93.6
Both 2 or More Servings of Fruits/Juices and 3 or More Servings of Vegetables/Salads		
Yes	8.1	4.0
No	91.9	96.0
5 or More Servings of Any Fruits and Vegetables		
Yes	10.9	13.4
No	89.1	86.6
	Aware of the <i>Campaign</i> , Mean ²	
	Yes	No
Servings of Fruits and Vegetables	2.8	2.8
Servings of Fruits and Juices	1.6	1.7
Servings of Vegetables and Salads	1.2	1.0
Servings of Fruits	1.0	1.2
Servings of Juices	0.5	0.5
Servings of Vegetables	0.9	0.9
Servings of Salads	0.2	0.3

**

¹ Not aware includes those reporting "no" and "don't know."

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

¹ Chi Square Test

² ANOVA

** p<.01

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6a: California Children Reporting Awareness of the *Power Play! Campaign*¹ and Associations with Fruit and Vegetable Consumption Based on the MyPyramid Recommendations (Phone Sample)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*?
 How many servings of each (fruits, vegetables, 100% juices (vegetable or fruit), salads, high fat snacks) did your child eat/drink in this category?

	Aware of the <i>Campaign</i> , Percent	
	Yes	No
Met Recommendation for Cups of Fruit		
Yes	23.5	28.3
No	76.5	71.7
Met Recommendation for Cups of Vegetables		
Yes	12.5	6.6
No	87.5	93.4
Met Recommendation for Cups of Fruits and Vegetables		
Yes	5.6	2.9
No	94.4	97.1

¹ Not aware includes those reporting "no" and "don't know."

Based on the 2005 *Dietary Guidelines for Americans*; Recommendations vary by age, gender, and level of physical activity.

Columns may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test