

2007 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 3: Proportion of Children who Reported Eating One or More Servings of Fruits and Vegetables by Meal Times and for Snacks (N=823)

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

Meal Times	Percent of Children Eating 1 or More Servings of...				
	Fruits and Juices	Vegetables and Salads	Vegetables and Salads ¹	Fruits and Vegetables	Fruits and Vegetables ¹
Breakfast	24.7	1.9	1.1	26.3	26.1
Lunch	35.9	21.1	17.7	57.6	54.1
Dinner	16.9	52.3	47.5	67.3	63.1
Snacks	26.2	3.5	3.1	29.8	29.3

¹ Excludes fried vegetables, which primarily consisted of fried potatoes.

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Table PP! 3a: Proportion of Children who Reported Eating Half a Cup or More of Fruits and Vegetables by Meal Times and for Snacks (N=823)

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

Meal Times	Percent of Children Eating ½ or More Cups of...				
	Fruits and Juices	Vegetables and Salads	Vegetables and Salads ¹	Fruits and Vegetables	Fruits and Vegetables ¹
Breakfast	32.5	2.4	1.7	33.8	33.7
Lunch	38.2	25.3	22.6	59.6	56.7
Dinner	21.0	52.5	47.7	67.4	63.3
Snacks	31.6	3.9	3.5	33.9	33.6

¹ Excludes fried vegetables, which primarily consisted of fried potatoes.

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

The following assumptions were used to calculate cups from servings: A fruit serving is 1/2 cup, a juice serving is 1 cup, a vegetable and fried vegetable serving is 1/2 cup, a salad serving is 1 cup, and a beans serving is 1/2 cup.

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Table PP! 5: Percentage of California Children Reporting Awareness of the *Power Play! Campaign's* Television Spots (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?

	Aware of the <i>Campaign's</i> Television Spots, Percent
Total	37.1
Gender	
Males	36.7
Females	37.4
Ethnicity	
White	32.4
African American	33.3
Latino	44.3
Asian/Other	26.3
Food Stamp Status, % FPL	
Participant, ≤ 130%	36.4
Likely Eligible, ≤ 130%	40.7
Potentially Eligible, 131-≤ 185%	48.9
Not Eligible, >185%	34.6
Overweight Status	
Not Overweight	38.4
Overweight/Obese	34.2
Physical Activity	
≥60 minutes	35.2
<60 minutes	38.6
School Breakfast	
Yes	41.5
No	35.8
School Lunch	
Yes	34.7
No	40.5
Nutrition Lesson	
Yes	40.2
No	32.8
Exercise Lesson	
Yes	36.4
No	54.5

Campaign recall was asked using two questions. One asked directly about recall from television commercials. Paid advertising for the *Campaign* aired through November 2004. *Campaign* public service announcements (unpaid advertising) were and continue to be periodically aired in some regions of California. The other recall question assessed *Campaign* awareness from any other sources.

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Table PP! 5a: Percentage of California Children Reporting Awareness of the *Power Play! Campaign* Other than Television Spots (N=327)

Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	<i>Aware of the Campaign Other than Television Spots, Percent</i>
Total	18.9
Gender	
Males	18.6
Females	19.1
Ethnicity	
White	15.4
African American	37.5
Latino	19.1
Asian/Other	18.3
Food Stamp Status, % FPL	
Participant, ≤ 130%	29.8
Likely Eligible, ≤ 130%	24.1
Potentially Eligible, 131-≤ 185%	32.7
Not Eligible, >185%	13.7
Overweight Status	
Not Overweight	15.9
Overweight/Obese	23.6
Physical Activity	
≥60 minutes	18.2
<60 minutes	19.4
School Breakfast	
Yes	23.8
No	17.5
School Lunch	
Yes	20.7
No	16.2
Nutrition Lesson	
Yes	20.3
No	16.8
Exercise Lesson	
Yes	18.5
No	28.2

Campaign recall was asked using two questions. One asked directly about recall from television commercials. Paid advertising for the *Campaign* aired through November 2004. *Campaign* public service announcements (unpaid advertising) were and continue to be periodically aired in some regions of California. The other recall question assessed *Campaign* awareness from any other sources.

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

Chi Square Test

** p<.01

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Table PP! 5b: Percentage of California Children Reporting Awareness of the *Power Play!* Campaign from All Sources (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	<i>Aware of the Campaign from All Sources, Percent</i>
Total	47.4
Gender	
Males	46.8
Females	47.9
Ethnicity	
White	42.4
African American	54.2
Latino	52.9
Asian/Other	38.4
Food Stamp Status, % FPL	
Participant, ≤ 130%	49.3
Likely Eligible, ≤ 130%	51.4
Potentially Eligible, 131-≤ 185%	55.5
Not Eligible, >185%	45.0
Overweight Status	
Not Overweight	47.7
Overweight/Obese	45.6
Physical Activity	
≥60 minutes	44.0
<60 minutes	50.1
School Breakfast	
Yes	48.9
No	46.9
School Lunch	
Yes	45.0
No	50.8
Nutrition Lesson	
Yes	51.7
No	41.4
Exercise Lesson	
Yes	47.1
No	54.5

Campaign recall was asked using two questions. One asked directly about recall from television commercials. Paid advertising for the *Campaign* aired through November 2004. *Campaign* public service announcements (unpaid advertising) were and continue to be periodically aired in some regions of California. The other recall question assessed *Campaign* awareness from any other sources.

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Table PP! 5c: Distribution of California Children Reporting Points of Contact with the *Power Play! Campaign* (N=327)

Where have you seen or heard about *Power Play!*? PROBE: Where else? Anywhere else?

	Points of Contact with the <i>Campaign</i> , Percent of Children		
	0	1	2+
Total	57.8	33.7	8.6
Gender			
Males	58.6	33.1	8.4
Females	57.1	34.3	8.7
Ethnicity			
White	61.1	32.2	6.7
African American	54.2	29.2	16.7
Latino	53.2	37.3	9.6
Asian/Other	66.2	27.7	6.2
Food Stamp Status, % FPL			
Participant, ≤ 130%	58.9	24.7	16.4
Likely Eligible, ≤ 130%	55.2	35.0	9.9
Potentially Eligible, 131-≤ 185%	48.8	25.1	26.1
Not Eligible, >185%	59.5	36.4	4.1
Overweight Status			
Not Overweight	56.8	35.9	7.3
Overweight/Obese	60.1	29.0	10.8
Physical Activity			
≥60 minutes	59.9	29.7	10.4
<60 minutes	56.0	37.0	7.0
School Breakfast			
Yes	54.9	28.7	16.4
No	58.6	35.1	6.3
School Lunch			
Yes	60.3	29.8	10.0
No	54.1	39.3	6.5
Nutrition Lesson			
Yes	54.0	36.3	9.7
No	63.0	30.0	7.0
Exercise Lesson			
Yes	58.2	34.0	7.8
No	45.5	26.3	28.2

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

Chi Square Test

* p<.05

** p<.01

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Table PP! 5d: Points of Contact with the *Power Play! Campaign* and Associations with Fruit and Vegetable Intake and Belief Based on the MyPyramid Recommendations (N=327)

Where have you seen or heard about *Power Play!*? PROBE: Where else? Anywhere else?
 How many servings of each (fruits, vegetables, 100% juices, salads) did your child eat/drink in this category?
 How many total cups of fruits and vegetables do you think you should eat every day for good health?

	Points of Contact with the <i>Campaign</i> , Percent of Children		
	0	1	2+
Total	57.8	33.7	8.6
Met Recommendation for Cups of Fruit			
Yes	32.5	27.7	34.1
No	67.5	72.3	65.9
Met Recommendation for Cups of Vegetables			
Yes	9.6	11.2	23.4
No	90.4	88.8	76.6
Met Recommendation for Cups of Fruits and Vegetables			
Yes	5.8	2.4	16.8
No	94.2	97.6	83.2
Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health			
Yes	46.6	40.2	39.9
No	53.4	59.8	60.1

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

Column percents 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

* p<.05

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Table PP! 5aa: Top Ranking *Power Play!* Campaign Exposure Sources Reported by Children (N=327)

Where have you seen or heard about *Power Play!*?

Rank	<i>Power Play!</i> Exposure Source	N
1	School	23
2	Other	18
3	Television Program	4
4	Church	2
4	Billboards	2
5	Radio	2
6	Community youth organizations, boys and girls clubs, YMCA/YWCA, boy and girl scouts, and 4-H	1

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Table PP! 5bb: Main Ideas About the *Power Play!* Campaign Reported by Children (N=327)

What was the main idea of *Power Play!*?

Main Idea of <i>Power Play!</i>	Child Recall, Percent
Specific Ideas Reported	
Have a physically active lifestyle	74.3
Eat 5 servings of fruits and vegetables every day	21.0
60 minutes or more of physical activity	14.3
Eating fruits and vegetables is good for your health	12.7
<i>5 a Day—Power Play!</i>	2.2
Other Comments Reported	
Other comments related to diet, nutrition, healthful eating	9.5
Other comments unrelated to diet, nutrition, healthful eating	6.9
Other comments related to fruits and vegetables	0.5

Column does not add up to 100% due to multiple responses.

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Table PP! 6: California Children Reporting Awareness of the *Power Play!* Campaign¹ and Associations with Fruit and Vegetable Intake (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

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

	Aware of the <i>Campaign</i> , Percent	
	Yes	No
2 or More Servings of Fruits and Juices		
Yes	43.4	47.6
No	56.6	52.4
3 or More Servings of Vegetables and Salads		
Yes	13.4	13.1
No	86.6	86.9
Both 2 or More Servings of Fruits/Juices and 3 or More Servings of Vegetables/Salads		
Yes	9.7	8.1
No	90.3	91.9
5 or More Servings of Any Fruits and Vegetables		
Yes	22.5	24.2
No	77.5	75.8
	Aware of the <i>Campaign</i> , Mean	
	Yes	No
Servings of Fruits and Vegetables	3.2	3.4
Servings of Fruits and Juices	1.7	2.0
Servings of Vegetables and Salads	1.5	1.4
Servings of Fruits	1.1	1.5
Servings of Juices	0.6	0.5
Servings of Vegetables	1.2	1.1
Servings of Salads	0.2	0.2

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

Column percents 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

ANOVA

* p<.05

** p<.01

2007 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6a: California Children Reporting Awareness of the *Power Play!* Campaign¹ and Associations with Fruit and Vegetable Intake Based on the MyPyramid Recommendations (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

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

	Aware of the Campaign , Percent	
	Yes	No
Met Recommendation for Cups of Fruit		
Yes	29.6	32.3
No	70.4	67.7
Met Recommendation for Cups of Vegetables		
Yes	13.1	9.7
No	86.9	90.3
Met Recommendation for Cups of Fruits and Vegetables		
Yes	5.7	5.6
No	94.3	94.4

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.

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Table PP! 10: Awareness of the *Power Play!* Campaign¹ and Associations with Dietary Factors: Self-Efficacy (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?
Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> , Percent	
	Yes	No
Self-Efficacy		
Confidence in Writing Favorite Fruit or Vegetable on Shopping List		
Agree	94.1	83.7
Disagree	5.9	16.3
**		
Confidence in Asking Someone in Family to Make Favorite Vegetable at Dinner		
Agree	95.3	87.7
Disagree	4.7	12.3
*		

¹ Not aware includes those reporting "no" and "don't know."
Only statistically significant findings reported.

Column percents may not add up to 100% due to rounding.
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Chi Square Test

* p<.05

** p<.01

2007 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 11: Awareness of the *Power Play! Campaign*¹ and Associations with Physical Activity and Screen Time² (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*? Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> , Mean	
	Yes	No
Minutes Exercised by Intensity		
Light Exercise	18.1	11.6
Moderate Exercise	30.5	27.2
Vigorous Exercise	29.9	40.6
Total Minutes Exercised	84.5	82.5
Minutes Watched Television and Played Video Games	85.3	72.7
	Aware of the <i>Campaign</i> , Percent	
	Yes	No
Sedentary Activity		
≤2 Hours	76.3	84.6
>2 Hours	23.7	15.4
Total Minutes Exercised		
<30 Minutes	10.1	12.2
30-59 Minutes	26.5	26.3
60+ Minutes	63.4	61.5
Physical Activity Believed Needed		
<7 Days/<60 Minutes	65.5	63.3
7 Days/60+ Minutes	34.5	36.7

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

² This includes time spent watching television/videos and playing video/computer games for fun.

Column percents 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.

ANOVA

Chi Square Test

* p<.05

** p<.01

2007 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 12: Awareness of the *Power Play!* Campaign¹ and Associations with Physical Activity Factors: Self-Efficacy and Availability/Environment (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?
Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> , Percent	
	Yes	No
<u>Self-Efficacy</u>		
Confidence in Asking Parent to Take Him/Her to Physical Activity or Sport Practice		
Yes	97.1	89.7
No	2.9	10.3
<u>Availability/Environment</u>		
Parents Limit Screen Time to Less Than 2 Hours Per Day		
Yes	58.1	70.2
No	41.9	29.8

¹ Not aware includes those reporting "no" and "don't know."
Only statistically significant findings reported.

Column percents 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

* p<.05

** p<.01

2007 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 13: Awareness of the *Power Play!* Campaign¹ and Associations with School Factors: Availability/Environment (N=327)

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*?
Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else?

	Aware of the Campaign, Percent		
	Yes	No	
Availability/Environment			
School Have Bake/Candy Sale to Raise Money			
Yes	73.8	51.6	***
No	26.2	48.4	
School Have Soda, Sports Drinks, Cookies, etc. Students Can Buy After School			
Yes	32.5	20.1	*
No	67.5	79.9	

¹ Not aware includes those reporting "no" and "don't know."
Only statistically significant findings reported.

Column percents 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

* p<.05

*** p<.001