

1999-2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP1 5b: Trends in the Proportion of Children Reporting Awareness¹ of the *California Children's Power Play! Campaign*

Do you remember seeing or hearing any TV commercials about *Power Play!* or *5 a Day-Power Play!*? (1999-2007)

Other than TV commercials, have you seen or heard about *Power Play!* or *5 a Day-Power Play!* anywhere else? (1999-2007)

During this school year, do you remember seeing or hearing anything about a program for kids called *Power Play!*? (2009)

	Percents						Trend Analysis					
	1999 N=394	2001 N=369	2003 N=379	2005 N=402	2007 N=327	2009 N=390	99-01	01-03	03-05	05-07	07-09	99-09
Total	25.0%	30.5%	48.3%	57.8%	47.4%	15.7%	5.5	17.9	9.5	-10.4	-31.7	-9.3
Gender												
Males	33.1%	36.7%	50.0%	63.7%	46.8%	15.0%	3.6	13.3	13.7	-16.9	-31.7	-18.1
Females	17.7%	24.0%	46.2%	51.4%	47.9%	16.3%	6.3	22.2	5.2	-3.5	-31.6	-1.4
Ethnicity												
White	23.3%	23.9%	42.7%	52.3%	42.4%	12.4%	0.6	18.8	9.6	-9.9	-29.9	-10.9
African American	48.2%	28.4%	53.8%	72.4%	54.2%	16.7%	-19.9	25.4	18.7	-18.3	-37.5	-31.6
Latino	22.9%	39.9%	52.5%	60.4%	52.9%	19.8%	17.0	12.6	8.0	-7.6	-33.1	-3.1
Asian/ Other	24.2%	25.0%	47.2%	57.8%	38.4%	7.1%	0.8	22.2	10.6	-19.4	-31.2	-17.1
Food Stamp Status, % FPL												
Participant, ≤ 130%	14.0%	42.4%	39.4%	57.8%	49.3%	22.4%	28.4	-3.0	18.3	-8.4	-26.9	8.4
Likely Eligible, ≤ 130%	50.4%	33.6%	67.8%	67.5%	51.4%	18.7%	-16.8	34.2	-0.2	-16.2	-32.7	-31.7
Potentially Eligible, 131-≤ 185%	13.3%	36.5%	47.9%	54.6%	55.5%	8.1%	23.2	11.4	6.6	0.9	-47.4	-5.2
Not Eligible, >185%	21.9%	26.3%	45.6%	56.8%	45.0%	15.3%	4.4	19.3	11.2	-11.8	-29.6	-6.6
Overweight Status												
Not Overweight	23.5%	27.8%	46.8%	56.2%	47.7%	15.0%	4.3	18.9	9.4	-8.4	-32.7	-8.5
Overweight/Obese	28.4%	37.4%	52.6%	60.7%	45.6%	18.8%	8.9	15.2	8.2	-15.2	-26.8	-9.6
Physical Activity												
≥ 60 Minutes	26.6%	28.1%	46.2%	60.9%	44.0%	15.3%	1.5	18.2	14.7	-16.9	-28.7	-11.3
<60 Minutes	23.5%	33.2%	50.9%	55.2%	50.1%	16.0%	9.6	17.8	4.3	-5.1	-34.1	-7.5

¹ In 1999, *Campaign* recall was only collected for television commercials. Beginning in 2001, recall was asked using two questions: one asked directly about recall from television commercials and the other assessed recall of the *Campaign* anywhere else. 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. In 2009, the television-specific question was dropped, leaving only one question about recall of the *Campaign*. The sharp drop in *Campaign* recall between 2007 (47.4%) and 2009 (15.7%) coincides with this change in the recall questions.

Z-test

* p<.05

** p<.01

*** p<.001