

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 110: Percentage of California Children Reporting Awareness of the *Power Play!* Campaign (N=334)

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

	Aware of <i>Power Play!</i>, Percent
Total	15.6
Gender	
Boy	18.3
Girl	13.3
Ethnicity	
Hispanic	13.2
Non-Hispanic	22.6
Parent Education	
Less than High School	15.3
High School Graduate	16.9
Some College/Graduate	15.6
Overweight Status	
Not Overweight	14.9
Overweight/Obese	18.3
Physical Activity	
≥ 60 minutes	15.3
< 60 minutes	16.0
School Breakfast	
Yes	4.5
No	17.2
School Lunch	
Yes	14.1
No	16.1
Fast Food	
Yes	18.6
No	15.1
Nutrition Lesson	
Yes	19.1
No	9.2

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

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

Chi Square Test

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 111: California Children Reporting Awareness of the *Power Play!* Campaign and Associations with Fruit and Vegetable Intake (N=334)

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

	Aware of <i>Power Play!</i> , Percent	
	Yes	No
5 or More Servings of Any Fruits and Vegetables		
Yes	28.8	28.0
No	71.2	72.0
	Aware of <i>Power Play!</i> , Mean Servings (½ cup-eq)	
	Yes	No
Fruits and Vegetables	3.4	3.4
Fruits and Juices	1.9	1.9
Vegetables	1.5	1.5

Fruit servings are defined per the *Dietary Guidelines for Americans 2005* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2005* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2000* recommendation to eat 5 or more servings of fruits and vegetables every day for good health.

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.

Chi Square Test

ANOVA

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 112: California Children Reporting Awareness of the *Power Play!* Campaign and Associations with Fruit and Vegetable Intake Based on the MyPlate Recommendations (N=334)

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

	Aware of <i>Power Play!</i> , Percent	
	Yes	No
Met Recommendation for Cups of Fruit		
Yes	23.1	24.1
No	76.9	75.9
Met Recommendation for Cups of Vegetables	Insufficient Sample Size	
Yes		
No		
Met Recommendation for Cups of Fruits and Vegetables¹		
Yes	11.5	12.4
No	88.5	87.6
Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health		
Yes	35.4	30.3
No	64.6	69.7

Fruit servings are defined per the *Dietary Guidelines for Americans 2005* as one medium apple, banana, orange or pear, ½ cup of chopped, cooked, or canned fruit, ¼ of cup dried fruit or ½ cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2005* as 1 cup of raw leafy vegetables, ½ cup of other cooked or raw vegetables, or ½ cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2010*. Recommendations vary by age, gender, and level of physical activity. For children ages 9-11, the recommended amount of fruits is 1½-2 cups and 1½-3 cups of vegetables with a combined total of 3-5 cups per day.

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

¹ Total fruits and vegetables includes all fruits and vegetables combined. It is not limited to children meeting both the individual fruit and vegetable criteria.

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

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 114: Awareness of the *Power Play! Campaign* and Associations with Physical Activity and Screen Time (N=334)

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

	Aware of <i>Power Play!</i>, Mean	
	Yes	No
Minutes of Physical Activity Yesterday	102.5	97.9
Minutes Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹	73.6	86.1
Minutes Spent Using the Computer or Playing Computer Games Yesterday²	9.2	18.3
	**	
	Aware of <i>Power Play!</i>, Percent	
	Yes	No
Minutes of Physical Activity Yesterday		
<30 Minutes	19.6	17.0
30-59 Minutes	17.6	19.1
60+ Minutes	62.7	63.9
Physical Activity Believed Needed		
7 Days/60+ Minutes	19.6	28.5
Time Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹		
≤2 Hours	81.6	80.4

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

¹ Excludes television or video watching at school or on a computer.

² Excludes any schoolwork or homework completed on the computer.

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.

ANOVA

Chi Square Test

* p<.05

** p<.01

*** p<.001

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Table 115: Awareness of the *Power Play! Campaign* and Associations with Physical Activity Factors: Social Norms (N=334)

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

	Aware of <i>Power Play!</i> , Percent	
	Yes	No
<u>Social Norms</u>		
How many of your friends do physical activities every day?		
Most or All	73.1	57.9*
Some or None	26.9	42.1

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

*** p<.001

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Table 116: Awareness of the *Power Play!* Campaign and Associations with School Factors: Behavioral Capability (N=334)

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

	Aware of <i>Power Play!</i> , Percent	
	Yes	No
<u>Behavioral Capability</u>		
In the past school week, did you have any lessons about food, nutrition and your health?		
Yes	78.4	61.0 *
No	21.6	39.0

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
- *** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 117: Percentage of California Children Reporting Awareness of Harvest of the Month (N=334)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

	Aware of <i>Harvest of the Month</i>, Percent
Total	29.9
Gender	
Boy	31.4
Girl	28.7
Ethnicity	
Hispanic	27.2
Non-Hispanic	38.1
Parent Education	
Less than High School	25.2
High School Graduate	31.0
Some College/Graduate	35.2
Overweight Status	
Not Overweight	30.4
Overweight/Obese	31.7
Physical Activity	
≥ 60 minutes	29.2
< 60 minutes	31.1
School Breakfast	
Yes	22.7
No	31.0
School Lunch	
Yes	25.9
No	31.3
Fast Food	
Yes	30.2
No	29.9
Nutrition Lesson	
Yes	32.5
No	26.1

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

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

Chi Square Test

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 118: California Children Reporting Awareness of *Harvest of the Month* and Associations with Fruit and Vegetable Intake (N=334)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

	Aware of <i>Harvest of the Month</i>, Percent	
	Yes	No
5 or More Servings of Any Fruits and Vegetables		
Yes	26.0	29.1
No	74.0	70.9

	Aware of <i>Harvest of the Month</i>, Mean Servings (1/2 cup-eq)	
	Yes	No
Fruits and Vegetables	3.3	3.5
Fruits and Juices	1.8	2.0
Vegetables	1.5	1.5

Fruit servings are defined per the *Dietary Guidelines for Americans 2005* as one medium apple, banana, orange or pear, 1/2 cup of chopped, cooked, or canned fruit, 1/4 of cup dried fruit or 1/2 cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2005* as 1 cup of raw leafy vegetables, 1/2 cup of other cooked or raw vegetables, or 1/2 cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2000* recommendation to eat 5 or more servings of fruits and vegetables every day for good health.

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.

Chi Square Test

ANOVA

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 119: California Children Reporting Awareness of *Harvest of the Month* and Associations with Fruit and Vegetable Intake Based on the MyPlate Recommendations (N=334)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

	Aware of <i>Harvest of the Month</i> , Percent	
	Yes	No
Met Recommendation for Cups of Fruit		
Yes	21.0	25.2
No	79.0	74.8
Met Recommendation for Cups of Vegetables		
Yes	10.0	9.4
No	90.0	90.6
Met Recommendation for Cups of Fruits and Vegetables¹		
Yes	13.0	12.0
No	87.0	88.0
Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health		
Yes	28.0	32.4
No	72.0	67.6

Fruit servings are defined per the *Dietary Guidelines for Americans 2005* as one medium apple, banana, orange or pear, 1/2 cup of chopped, cooked, or canned fruit, 1/4 of cup dried fruit or 1/2 cup of fruit juice. Fruit servings include fruit and juice consumed separately (plain) and in fruit salad. Fruit in baked goods is generally excluded from the fruit servings count.

Vegetable servings are defined per the *Dietary Guidelines for Americans 2005* as 1 cup of raw leafy vegetables, 1/2 cup of other cooked or raw vegetables, or 1/2 cup of vegetable juice. When multiple forms of a food are available for a given food, the most common form is selected to represent the serving weight for the food, e.g., chopped, sliced, and grated. Vegetable servings include vegetables and vegetable juice consumed separately (plain) and in recipes containing vegetables, e.g., stew, soup, lasagna, pizza, salad, casseroles, commercial entrees.

Based on the *Dietary Guidelines for Americans 2010*. Recommendations vary by age, gender, and level of physical activity. For children ages 9-11, the recommended amount of fruits is 1 1/2-2 cups and 1 1/2-3 cups of vegetables with a combined total of 3-5 cups per day.

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

¹ Total fruits and vegetables includes all fruits and vegetables combined. It is not limited to children meeting both the individual fruit and vegetable criteria.

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

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Chi Square Test

* p<.05

** p<.01

*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 121: Awareness of *Harvest of the Month* and Associations with Physical Activity and Screen Time¹ (N=334)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

	Aware of <i>Harvest of the Month</i>, Mean	
	Yes	No
Minutes of Physical Activity Yesterday	111.7	93.0
Minutes Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹	80.2	85.8
Minutes Spent Using the Computer or Playing Computer Games Yesterday²	17.6	16.4

	Aware of <i>Harvest of the Month</i>, Percent	
	Yes	No
Minutes of Physical Activity Yesterday		
<30 Minutes	20.4	16.1
30-59 Minutes	17.3	19.6
60+ Minutes	62.2	64.3
Physical Activity Believed Needed		
7 Days/60+ Minutes	35.4	23.3
Time Spent Watching TV, Videos/DVDs, or Playing Video Games Yesterday¹		
≤2 Hours	80.9	80.5

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

¹ Excludes television or video watching at school or on a computer.

² Excludes any schoolwork or homework completed on the computer.

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

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*** p<.001

2011 California Children's Healthy Eating and Exercise Practices Survey

Table 123: Awareness of *Harvest of the Month* and Associations with School Factors: Reinforcement and Availability/Environment (N=334)

During this school year, do you remember seeing or hearing anything about a program for kids called *Harvest of the Month*?

	Aware of <i>Harvest of the Month</i>, Percent	
	Yes	No
<u>Reinforcement</u>		
Does your teacher reward students by giving out treats like candy, cookies, soda or chips?		
Yes	55.1	67.0 *
No	44.9	33.0
<u>Availability/Environment</u>		
Did you get to taste any fruits or vegetables in the classroom this year?		
Yes	68.0	53.9 *
No	32.0	46.1

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

*** p<.001