

2001 CalCHEEPS TELEPHONE QUESTIONNAIRE

NOTE TO INTERVIEWERS: PARENTS' QUESTIONS ABOUT THIS SURVEY CAN BE DIRECTED TO CALIFORNIA DEPARTMENT OF HEALTH SERVICES.

ASK FOR PARENT/HEAD OF HOUSEHOLD:

Hello, my name is _____ and I'm calling on behalf of Marie Brighton of the Consumer Mail Panel. I am calling on behalf of the California Department of Health Services. You and your ____ year-old child recently completed a survey for Market Facts. As you may recall, your child identified various foods that he or she eats as well as his or her exercise habits. We are conducting follow-up interviews with children who participated in this important study. Is this child available to speak with us?

IF YES: CONTINUE.

IF NO: SET UP CALL BACK APPOINTMENT.

We want to ask your child what he/she thinks about healthy eating and exercise. The interview will take about 12 to 15 minutes. Many children like to participate in this kind of study because their opinion will be used to design health programs for children like themselves, and it makes the child feel important. This survey is confidential, and information about your child will not be disclosed. You or your child may stop the interview at any time, and he/she does not have to answer any questions that he or she does not want to answer. May we speak with your ____-year old child?

- 1 YES/CHILD AT HOME – CONTINUE INTERVIEW WITH CHILD
- 2 YES/CHILD NOT AT HOME: When may I call back? (RECORD APPROPRIATE DATE/TIME FOR APPOINTMENT.)
- 3 NO; For what reasons do you not want your child participating in this interview? RECORD VERBATIM.

WHEN SPEAKING WITH CHILD:

Hello. My name is ___ from Market Facts Research. I work for the company that asked you to write down, in a booklet, the different types of foods you eat and the amount of exercise you get. We are asking you these questions because the California Department of Health Services wants to know what you think. Your answers to my questions will be used to plan healthy eating and exercise programs for children like you. Your ideas are very important to us. Your answers will be combined with other children's so that after this interview we will not be able to tell which answers were yours, and your answers will always be kept confidential. You can stop the interview whenever you want, and you do not have to answer questions that you don't want to answer. This will take about 12 to 15 minutes.

VERIFY FROM RECORDS:

A. Just to check, are you the ___ year-old boy/girl in your home who filled out our booklet? TRACKING

- 1 YES; CONTINUE
- 2 NO; May I speak with your mother or father? (RE-ASK FOR CHILD WHO PARTICIPATED IN STUDY.)

B. I want to ask you how you feel about eating certain foods and exercising. Is now a good time? TRACING

- 1 YES; CONTINUE
- 2 NO; When may I call back? (RECORD APPROPRIATE DATE/TIME FOR APPOINTMENT.)

As we talk, please keep in mind that there are no right or wrong answers to my questions.

1. Do you think you eat the right amount of fruits and vegetables every day, too much, or do you think you should you eat more? TRACKING

- 1 RIGHT AMOUNT
- 2 TOO MUCH
- 3 NEED MORE
- 9 DON'T KNOW/REFUSED

2. How many total servings of fruits, fruit juices, vegetables, and salads do you think you should eat every day for good health? PAUSE: That's a combined total of fruits, fruit juices, vegetables and salads. DO NOT ACCEPT A RANGE. PROBE FOR A NUMBER. Is that closer to ___ or ___? TRACKING

- _____ NUMBER OF SERVINGS
- 00 NONE
 - 99 DON'T KNOW/REFUSED

INTERVIEWER NOTE: FOR Q.3, IF CHILD SAYS THEY ARE ALLERGIC TO MILK OR LACTOSE INTOLERANT, ASK "IN GENERAL, HOW MANY GLASSES OF MILK SHOULD A CHILD YOUR AGE DRINK A DAY FOR GOOD HEALTH"

3. About how many glasses or servings of milk do you think you **should** drink each day for good health? IF ASKED: A serving is one cup or eight ounces which is similar to a carton of milk you would get at school. TRACKING
DO NOT ACCEPT A RANGE. PROBE FOR A NUMBER. Is that closer to ___ or ___?

- _____ NUMBER OF GLASSES/SERVINGS
- 00 NONE
 - 99 DON'T KNOW/REFUSED

4. During the school week, who most often (INSERT STATEMENT) for you? Is it usually your mom, dad or some other adult; (PAUSE) do you make it yourself; (PAUSE) do you and your mom, dad or some other adult make it together; (PAUSE) or is it served at school? CLARIFY IF MORE THAN ONE ANSWER: Who is it that does this most often? IF RESPONDENT VOLUNTEERS, "WITH ANOTHER CHILD" OR "WITH NON-ADULT BROTHER/SISTER," CODE AS 4. TRACKING

	Mom/ Dad/ Adult	Child Alone	Both Adult & Child	Child with Child	School	Don't Eat	Don't Know/ Refused	Other (Record "other")
Makes breakfast?	1	2	3	4	5	6	9	7
Makes lunch?	1	2	3	4	5	6	9	7
Makes after -school snacks?	1	2	3	4	5	6	9	7
Makes dinner or supper?	1	2	3	4	5	6	9	7
Makes evening or after-supper snacks?	1	2	3	4	5	6	9	7

5. Does your school: ROTATE. TRACKING

	YES	NO	DON'T KNOW REFUSED
Have a soda vending machine that students can use?	1	2	3
Have a vending machine filled with snacks like chips, cookies, or candy that students can use?	1	2	3
Cafeteria <u>usually</u> serve students fast food made by restaurants like McDonald's, Burger King, Taco Bell, or Pizza Hut?	1	2	3

6. For each statement that I read to you, please tell me if this describes you or not. Do you agree or disagree that this statement describes you? WHEN ANSWERED, ASK: Do you agree/disagree a lot or a little?
ROTATE QUESTION ITEMS. TRACKING (SCALE REVISED); T = TRACKING; N = NEW

	--Agree--		--Disagree--		Non Response
	A Lot	A Little	A Little	A Lot	Don't know/ Refused
Your parents buy the types of fruits and vegetables that you like. T	1	2	3	4	9
Your parents drink milk. T	1	2	3	4	9
Your parents eat lots of fruits or vegetables. T	1	2	3	4	9
Your parents eat high-fat foods like French fries, chips, or desserts. T	1	2	3	4	9
Your parents ask you what school is teaching you about nutrition and health. T	1	2	3	4	9
You want to have fruit for an afternoon snack. T	1	2	3	4	9
Your parents tell you why eating "healthy" is important. T	1	2	3	4	9
Your friends at school usually eat healthy foods. T	1	2	3	4	9
Your parents say something nice to you when you eat "healthy" foods. T	1	2	3	4	9
You get rewarded at school for completing activities about nutrition. T	1	2	3	4	9
You don't like to try new fruits and vegetables. N	1	2	3	4	9
There are not enough fruits and vegetables to eat in your home. N	1	2	3	4	9
You help fix fruits, vegetables, or salads for dinner. N	1	2	3	4	9
School cafeteria workers want you to eat fruits and vegetables. N	1	2	3	4	9
Your parents limit the amount of chips, soda, and sweets you can eat each day. N	1	2	3	4	9

7. Which one of the following types of restaurants is your favorite type? Is it: ROTATE. TRACKING

- 1 Fast food restaurants like McDonald's, Taco Bell, or Pizza Hut,
- 2 Buffet-style restaurants like Sizzler or Fresh Choice, or
- 3 Table service restaurants where you order from a menu and a waiter or waitress serves you?
- 4 ALL OF THE ABOVE (VOLUNTEERED)
- 5 SOMETHING ELSE; SPECIFY: _____
- 9 DON'T KNOW/REFUSED

8. In the past week, about how many times did you eat a meal or snack from a fast food restaurant such as McDonald's, Pizza Hut, Burger King, KFC (Kentucky Fried Chicken), Wendy's, and so on? DO NOT ACCEPT A RANGE. Is that closer to ___ or ___? TRACKING

_____ NUMBER OF TIMES LAST WEEK

- 00 NONE/NEVER
- 99 DON'T KNOW/REFUSED

9. Have you ever worked in a garden to grow fruits and vegetables? NEW

- 1 YES
- 2 NO
- 9 DON'T KNOW/REFUSED

10. Thinking of the most recent school year, did you work in a garden **at school** to help grow fruits and vegetables? NEW

- 1 YES
- 2 NO
- 9 DON'T KNOW/REFUSED

11. About how many **minutes** do you think you should exercise or be physically active **each day** for good health – this includes all activities like bicycling, dancing, and playing basketball that you do at school, at home, and anywhere else you get exercise? **DO NOT ACCEPT A RANGE.** Is that closer to ___ or ___? **IF NECESSARY BECAUSE CHILD RESPONDS “ONE HOUR”:** How many minutes is that? **IF NECESSARY: So you would say 60 minutes? NEW**

_____NUMBER OF MINUTES (VALID RANGE = 1 TO 180; IF >180; ASK: ___ minutes equals more than three hours of exercise each day. I want to double check that this is your answer. Is this correct?)

00 NONE/NOT NECESSARY (VOLUNTEERED)
99 DON'T KNOW/REFUSED

12. About how many **days each week** do you think you should exercise or be physically active by doing things like bicycling, dancing, or playing basketball **for at least one hour**? **DO NOT ACCEPT A RANGE.** Is that closer to ___ or ___? **IF NECESSARY BECAUSE CHILD RESPONDS WITH ONE WEEK:** Knowing that there are seven days in a week, please tell me the number of days – one, two, three, four, five, six, or seven – each week you think you should exercise or be physically active for at least one hour? **IF NECESSARY: So you would say 7 days a week? NEW**

_____NUMBER OF DAYS (NOTE: VALID RANGE = 1-7)

00 NONE/NOT NECESSARY (VOLUNTEERED)
99 DON'T KNOW/REFUSED

13. Thinking of this most recent school year, where did you usually spend your time **after** school? Was it at: **ROTATE. MULTIPLE RESPONSES ACCEPTABLE. TRACKING**

1 Home,
2 A friend's house,
3 A relative's house, or
4 Some type of day care or after-school program supervised by adults?
5 OTHER; SPECIFY: _____
9 DON'T KNOW/REFUSED

EVERYONE:

14. For each statement that I read to you, please tell me if this describes you or not. Do you agree or disagree that this statement describes you? WHEN ANSWERED, ASK: Do you agree/disagree a lot or a little?
 ROTATE QUESTION ITEMS. TRACKING; T = TRACKING; N = NEW

	--Agree--		--Disagree--		Non Response
	A Lot	A Little	A Little	A Lot	Don't know/ Refused
Your parents ask you what school is teaching you about exercise, physical activity, and health. T	1	2	3	4	9
You think you're good at most sports. T	1	2	3	4	9
You would rather watch TV than play outside right after school or during weekends. N	1	2	3	4	9
Your parents say something nice to you when you exercise or are physically active a lot. T	1	2	3	4	9
Your family exercises or is active together by doing things like going to the park, playing sports, or riding bikes. T	1	2	3	4	9
Your friends exercise or are physically active by doing things like going to the park, playing sports, or riding bikes. N	1	2	3	4	9
Your parents limit the amount of time you spend watching TV or playing video games. N	1	2	3	4	9
Your parents make you stay inside after school rather than letting you play outside. N	1	2	3	4	9

For the next question you can answer “yes”, “no” or “DK”

15. Do you recall seeing or hearing any TV commercials that tried to encourage you to eat more fruits and vegetables? NOTE: GIVE NO OTHER INFORMATION. TRACKING/REVISED

- 1 YES
 2 NO – SKIP TO Q.17
 9 DON’T KNOW/REFUSED – SKIP TO Q.17

IF “YES.” ASK:

16. What was the main idea of what you saw or heard?
 PROBE: What else? Anything else? DO NOT READ LIST. TRACKING

CODE; DO NOT RECORD VERBATIM:

- 1 5 A DAY POWER PLAY – SKIP TO Q. 18**
 2 EAT 5 SERVINGS OF FRUITS AND VEGETABLES EVERY DAY
 3 HAVE A PHYSICALLY ACTIVE LIFESTYLE
 4 EATING FRUITS AND VEGETABLES IS GOOD FOR YOUR HEALTH
 5 OTHER COMMENTS RELATED TO FRUITS AND VEGETABLES
 6 EAT A HIGH-FIBER DIET
 7 EAT A LOW-FAT DIET
 8 ALL OTHER COMMENTS RELATED TO DIET, NUTRITION, HEALTHY EATING
 9 ALL OTHER COMMENTS UNRELATED TO DIET, NUTRITION, HEALTHY EATING
 10 60 MINUTES OR MORE OF PHYSICAL ACTIVITY (NEW)
 99 DON’T KNOW/REFUSED

IF “NO” OR “DON’T KNOW” OR “REFUSED” TO Q.15 OR CODE 1 NOT MENTIONED IN Q.16, ASK:

17. Do you recall seeing or hearing any TV commercials that promoted an educational program called *5 a Day Power Play!*? TRACKING/REVISED

- 1 YES
- 2 NO – SKIP TO Q.19
- 9 DON’T KNOW/REFUSED– SKIP TO Q.19

IF “YES” TO Q17 OR CODE 1 IN Q.16, ASK:

18. What was the main idea of the *5 a Day Power Play!* TV commercial you saw or heard? PROBE: What else? Anything else? DO NOT READ LIST. TRACKING/REVISED

CODE; DO NOT RECORD VERBATIM:

- 1 5 A DAY POWER PLAY**
- 2 EAT 5 SERVINGS OF FRUITS AND VEGETABLES EVERY DAY
- 3 HAVE A PHYSICALLY ACTIVE LIFESTYLE
- 4 EATING FRUITS AND VEGETABLES IS GOOD FOR YOUR HEALTH
- 5 OTHER COMMENTS RELATED TO FRUITS AND VEGETABLES
- 6 EAT A HIGH-FIBER DIET
- 7 EAT A LOW-FAT DIET
- 8 ALL OTHER COMMENTS RELATED TO DIET, NUTRITION, HEALTHY EATING
- 9 ALL OTHER COMMENTS UNRELATED TO DIET, NUTRITION, HEALTHY EATING
- 10 60 MINUTES OR MORE OF PHYSICAL ACTIVITY (NEW)
- 99 DON’T KNOW/REFUSED

EVERYONE:

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

- 1 YES
- 2 NO – SKIP TO END
- 9 DON'T KNOW/REFUSED– SKIP TO END

IF “YES,” ASK:

20. Where else, other than TV commercials, have you seen or heard about *5 a Day Power Play!*? PROBE: Where else? Anywhere else? DO NOT READ LIST; CIRCLE APPROPRIATE CODES. NEW

- 1 SCHOOL
- 2 COMMUNITY YOUTH ORGANIZATION; BOYS OR GIRLS CLUB;
YMCA/YWCA; BOY/GIRL SCOUTS; 4-H
- 3 FARMERS' MARKET
- 4 SUPERMARKET
- 5 RESTAURANT
- 6 CHURCH
- 7 OTHER; SPECIFY:
- 99 DON'T KNOW/REFUSED

21. What was the main idea of what you saw or heard at the ____, ____, or ____? REPEAT ANSWERS TO PRIOR QUESTION. PROBE: What else? Anything else? NEW

CODE; DO NOT RECORD VERBATIM:

- 1 **5 A DAY POWER PLAY**
- 2 EAT 5 SERVINGS OF FRUITS AND VEGETABLES EVERY DAY
- 3 HAVE A PHYSICALLY ACTIVE LIFESTYLE
- 4 EATING FRUITS AND VEGETABLES IS GOOD FOR YOUR HEALTH
- 5 OTHER COMMENTS RELATED TO FRUITS AND VEGETABLES
- 6 EAT A HIGH-FIBER DIET
- 7 EAT A LOW-FAT DIET
- 8 ALL OTHER COMMENTS RELATED TO DIET, NUTRITION, HEALTHY
EATING
- 9 ALL OTHER COMMENTS UNRELATED TO DIET, NUTRITION, HEALTHY
EATING
- 10 60 MINUTES OR MORE OF PHYSICAL ACTIVITY (NEW)
- 99 DON'T KNOW/REFUSED

END: Thank you! RECORD WITHOUT ASKING:

22. GENDER:

- 1 MALE
- 2 FEMALE

23. Parent listened to interview/child aware parent was listening. RECORD WITHOUT ASKING: (New question implemented 6/20/01)

- 1 YES
- 2 NO

OTHER DEMOGRAPHICS (CHILD'S AGE, HOUSEHOLD CHARACTERISTICS) PROVIDED BY MARKET FACTS. WE WILL BE ABLE TO ASSOCIATE EACH RESPONDENT'S ANSWER TO THE PHONE SURVEY WITH HIS/HER ANSWERS FROM THE FOOD/PHYSICAL ACTIVITY JOURNAL.

INTERVIEWER'S NAME:

DATE:

INTERVIEW LENGTH:

RESPONDENT'S NAME:

RESPONDENT'S TELEPHONE: