

2009 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=856)

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	26.7	2.4	1.5	29.8	28.8
Lunch	45.5	20.2	15.8	62.0	59.7
Dinner	14.6	47.3	42.5	62.6	58.4
Snacks	26.4	4.2	3.7	32.2	31.3

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

2009 California Children's Healthy Eating and Exercise Practices Survey

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=856)

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	34.9	2.6	1.7	37.1	36.2
Lunch	46.9	21.6	18.1	62.3	60.0
Dinner	20.8	47.2	43.2	62.2	59.1
Snacks	33.9	4.9	4.4	36.9	36.4

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.

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5: Percentage of California Children Reporting Awareness of the *Power Play!* Campaign (N=390)

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 Status, % FPL	
Participant, ≤ 130%	22.4
Likely Eligible, ≤ 130%	18.7
Potentially Eligible, 131-≤ 185%	8.1
Not Eligible, >185%	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

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2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5c: Distribution of California Children Reporting Points of Contact with the *Power Play! Campaign* (N=390)

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

	Points of Contact with the Campaign, Percent	
	0	1+
Total	88.3	11.7
Gender		
Males	87.6	12.4
Females	89.0	11.0
Ethnicity		
White	88.6	11.4
African American	91.7	8.3
Latino	85.9	14.1
Asian/Other	95.2	4.8
Food Stamp Status, % FPL		
Participant, ≤ 130%	83.5	16.5
Likely Eligible, ≤ 130%	87.8	12.2
Potentially Eligible, 131-≤ 185%	95.0	5.0
Not Eligible, >185%	87.6	12.4
Overweight Status		
Not Overweight	88.0	12.0
Overweight/Obese	86.9	13.1
Physical Activity		
≥60 minutes	89.1	10.9
<60 minutes	87.6	12.4
School Breakfast		
Yes	87.0	13.0
No	88.6	11.4
School Lunch		
Yes	87.1	12.9
No	90.7	9.3
Nutrition Lesson		
Yes	84.4	15.6
No	93.9	6.1
Exercise Lesson		
Yes	88.3	11.7
No	87.8	12.2

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

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2009 California Children's Healthy Eating and Exercise Practices Survey

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=390)

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, Percent</i>	
	0	1+
Total	88.3	11.7
Met Recommendation for Cups of Fruit		
Yes	29.1	16.4
No	70.9	83.6
Met Recommendation for Cups of Vegetables		
Yes	6.5	15.3
No	93.5	84.7
Met Recommendation for Cups of Fruits and Vegetables		
Yes	3.0	6.0
No	97.0	94.0
Believe the Recommended Cups of Fruits and Vegetables Are Needed for Good Health		
Yes	81.2	75.9
No	18.8	24.1

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.

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2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 5aa: Top Ranking *Power Play! Campaign* Exposure Sources Reported by Children (N=390)

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

Rank	<i>Power Play!</i> Exposure Source	N
1	School	37
2	Billboard	6
3	Busses and Other Public Transportation	2
4	Television	2
5	Newspaper	2
6	Community youth organizations, boys and girls clubs, YMCA/YWCA, boy and girl scouts, and 4-H	1

2009 California Children's Healthy Eating and Exercise Practices Survey

**Table PP! 5bb: Main Ideas About the *Power Play!* Campaign
Reported by Children (N=390)**

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	71.6
Eating fruits and vegetables is good for your health	34.0
60 minutes or more of physical activity	14.2
Eat 5 servings of fruits and vegetables every day	8.7
<i>5 a Day—Power Play!</i>	1.9
Other Comments Reported	
Other comments related to diet, nutrition, healthful eating	8.9
Other comments unrelated to diet, nutrition, healthful eating	0.9

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

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 6: California Children Reporting Awareness of the *Power Play! Campaign*¹ and Associations with Fruit and Vegetable Intake (N=390)

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, 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	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	
	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

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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.

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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 Intake Based on the MyPyramid Recommendations (N=390)

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, salads) 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.

2009 California Children's Healthy Eating and Exercise Practices Survey
Table PP! 10: Awareness of the *Power Play! Campaign*¹ and Associations with Dietary Factors: Self-Efficacy (N=390)

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	
	Yes	No
Self-Efficacy		
Confidence in Writing Favorite Fruit or Vegetable on Shopping List		
Agree	100.0	86.5
Disagree	0.0	13.5

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
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2009 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=390)

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> , Mean	
	Yes	No
Minutes Exercised by Intensity		
Light Exercise	13.3	14.7
Moderate Exercise	31.7	31.7
Vigorous Exercise	32.4	30.9
Total Minutes Exercised	79.5	79.1
Minutes Watched Television and Played Video Games	77.5	81.7
	Aware of the <i>Campaign</i> , Percent	
	Yes	No
Sedentary Activity		
≤2 Hours	82.1	77.6
>2 Hours	17.9	22.4
Total Minutes Exercised		
<30 Minutes	19.2	15.6
30-59 Minutes	29.9	24.4
60+ Minutes	50.9	60.0
Physical Activity Believed Needed		
<7 Days/<60 Minutes	67.6	75.4
7 Days/60+ Minutes	32.4	24.6

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.

2009 California Children's Healthy Eating and Exercise Practices Survey

Table PP! 13: Awareness of the *Power Play! Campaign*¹ and Associations with School Factors: Behavioral Capability and Availability/Environment (N=390)

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	
	Yes	No
<u>Behavioral Capability</u>		
Had Lessons on Nutrition		
Yes	74.3	57.1 *
No	25.7	42.9
<u>Availability/Environment</u>		
School Has a Vending Machine With Snacks Like Chips, Cookies, or Candy That Students Can Use		
Yes	11.4	2.7 **
No	88.6	97.3
School Have Bake/Candy Sale to Raise Money		
Yes	72.1	53.2 **
No	27.9	46.8

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.

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