



plums green salad



baseball bicycling soccer



peaches peas corn



California Children's 5 a Day—Power Play! Campaign

Presented by:

David Ginsburg

Assistant Chief, Cancer Prevention and Nutrition Section
California Department of Health Services

Additional Authors:

Tanya Garbolino, Manager, *5 a Day—Power Play! Campaign*

Angie Keihner, Research Scientist

Desiree Backman, Manager, *California 5 a Day Campaign*

Susan Foerster, Chief, Cancer Prevention and Nutrition Section

2005 FNS Conference

September 14, 2005



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swimming in-line skating



100% fruit juice broccoli



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Funding

- United States Department of Agriculture Food Stamp Program (1997-present)
- The California Endowment (1997-2002)
- California Department of Food and Agriculture (2002-2003)



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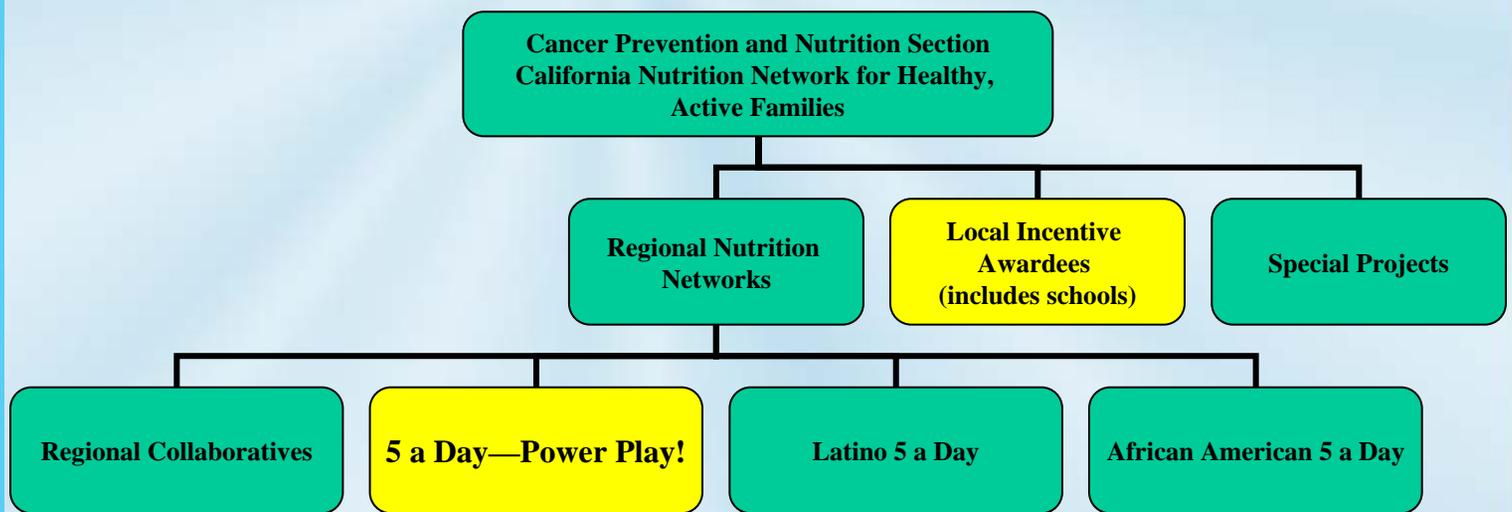


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Cancer Prevention and Nutrition Section

The *5 a Day—Power Play! Campaign* is a part of the larger *California Nutrition Network for Healthy, Active Families*





California Children's 5 a Day—Power Play! Campaign



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Campaign Description

Behavioral Objectives

- Eat 5 or more servings of FV every day
- Engage in at least 60 minutes of PA every day
- Increase participation in federal food assistance programs to increase FV consumption

Primary Target

- ~550K FSNE-eligible 9- to 11-year-old children

Secondary Targets

- FSNE-eligible parents of 9- to 11-year-old children
- Adult intermediaries, communities, and leaders serving FSNE-eligible children



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Campaign Components

- State program development
- Implementation in 6 low-resource channels
 - Schools (~3,000 eligible elementary schools)
 - ~1,100 participate in Power Play!
 - ~1,600 participate as LIAs
 - CYOs (~2,000 sites participate)
 - Supermarkets
 - Farmers' Markets
 - Food Services/Restaurants
 - Local Promotions/Media
- Regional lead agencies coordinate channels and partners



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Campaign Components

- Target audience and intermediary tested, then evaluated w/FSP-eligible children
- User-friendly and appealing to kids
- English and Spanish handouts





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Eat 5 servings of fruits and vegetables every day.

1-888-EAT-FIVE

Eat 5 servings of fruits and vegetables every day.
EAT 5 A DAY
WITH BE ACTIVE
1-888-EAT-FIVE
It's So Easy.

Eat 5 a day for better

Eat 5 servings of fruits and vegetables every day.

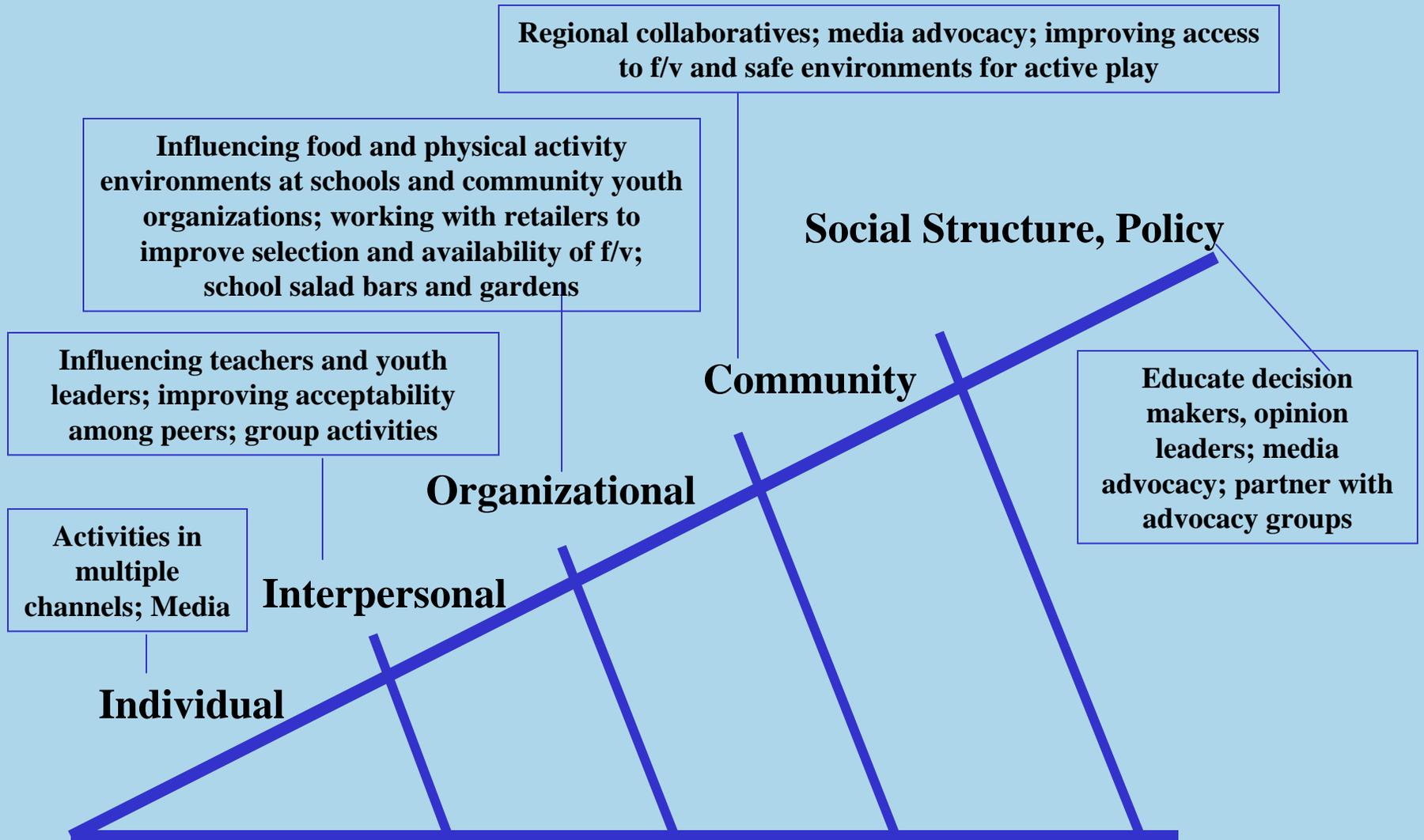
1 888 EAT FIVE

The Art Of Healthy Living.

California's Social Ecological Model for Nutrition, Physical Activity and Obesity Prevention Program Design and Evaluation



Social Ecological Model





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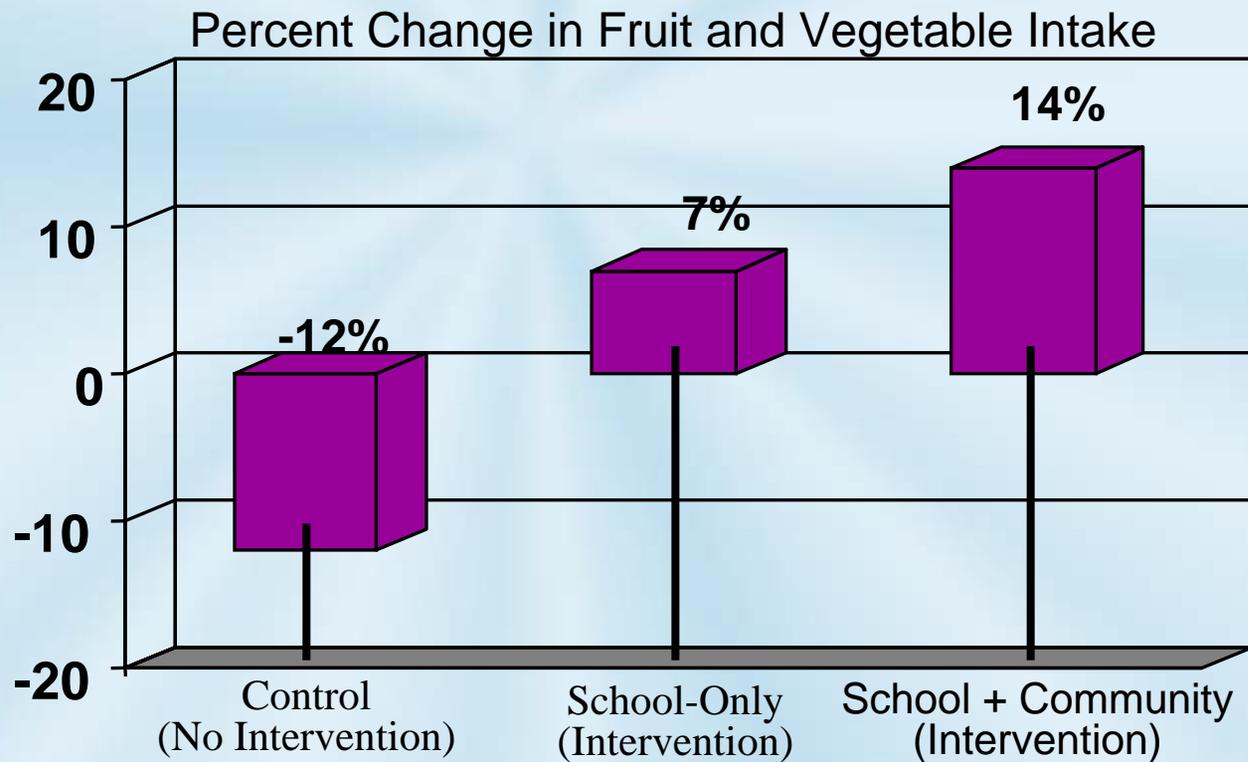


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1995 Evaluation Study

Children Who Participated in *5 a Day—Power Play!* Ate More Fruits and Vegetables



Source: California Department of Health Services

Sample: 2,684



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Program Growth

	1998	1999	2000	2001	2002	2003
Campaign Regional Lead Agencies	3	4	7	11	10	11
Region Funding	\$225 K	\$480 K	\$765 K	\$1.15 M	\$1.1 M	\$2.2 M
Campaign Direct Reach	50 K	100 K	247 K	205 K	225 K	250 K
Campaign Media Impressions	N/A	530 K	6 M	25.2 M	26.2 M	61.1 M
School District Local Incentive Awardees	10	26	33	36	44	42
County Offices of Education	0	1	3	5	7	11

Notes: Direct contacts are person to person interactions with targeted children lasting 5 or more minutes. Media impressions or indirect contacts are generated from local promotions and media.



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Campaign Reach in Operating Regions

	1999	2001	2003
Total 4th & 5th Grade Enrollment	492 K	977 K	986 K
Estimated FSP Eligibility (FRPM)	306 K	539 K	547 K
Direct Contacts w/FSP Eligible Children	33%	38%	46%
Total Contacts, Per FSP Eligible Child	1.4	26.2	62.5

Notes: Direct contacts are person to person interactions with targeted children. Media impressions or indirect contacts are generated from local promotions and media.



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CalCHEEPS: Survey Purpose

- Fills a monitoring gap –
 - no comprehensive statewide surveys on nutrition for 9-11 year-old age group available for intervention planning
- Includes dietary and physical activity practices on a typical school day; knowledge, attitudes, beliefs; *5 a Day—Power Play! Campaign* awareness
- *Campaign* evaluation and improvement



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Sample Selection

- Market research panel households
- Quota sampling based on CPS
- Demographically representative
- English-speaking sample



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Administration

- Years: 1999, 2001, & 2003
- Conducted April – June/July
- Parent-assisted 2-day food and physical activity diary: Mailed, filled out, and returned
- Unassisted follow-up telephone interview



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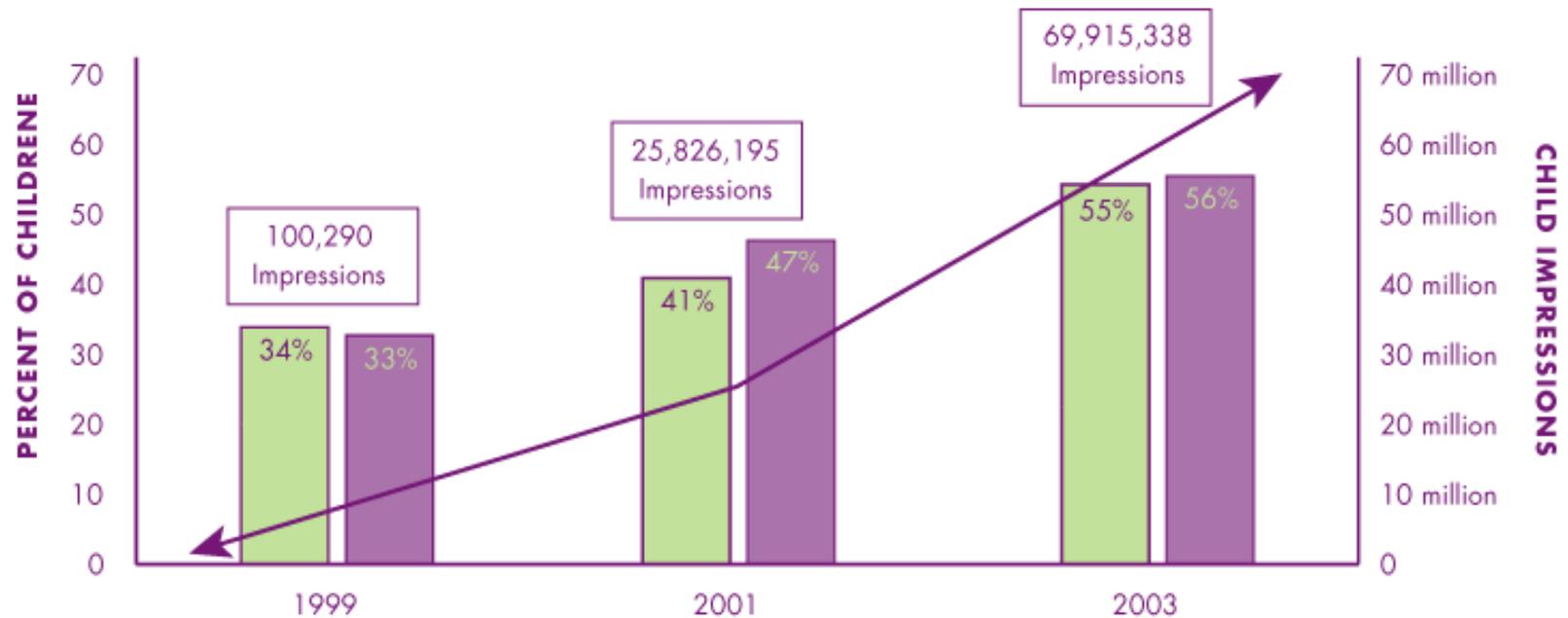
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Sample and Response Rate

- ~2000 qualified households
- Returned food/activity diary
 - N = 814, 754, & 632
 - 41%, 35%, & 29% response rate
- Completed telephone interview
 - N = 394, 369, & 379
 - 51%, 53%, & 68% response rate

BELIEF IN 5 A DAY INCREASED 23 PERCENTAGE POINTS AMONG CHILDREN FROM FOOD STAMP HOMES

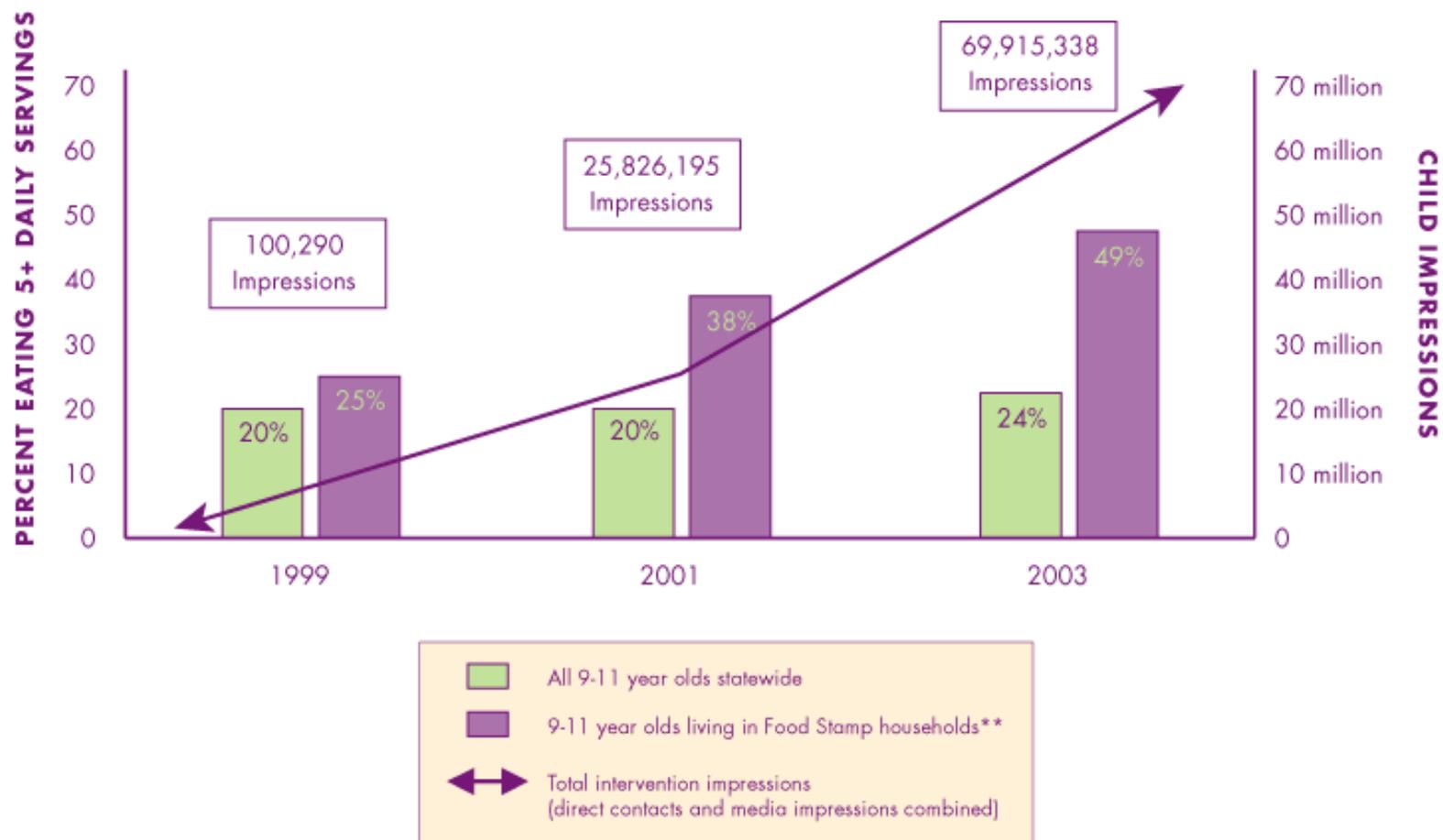


Source: CalCHEEPS; SAAR data for *Power Play!*, school districts, and county offices of education.

Notes: *** p<.001;

† Approaching statistical significance at p=.074

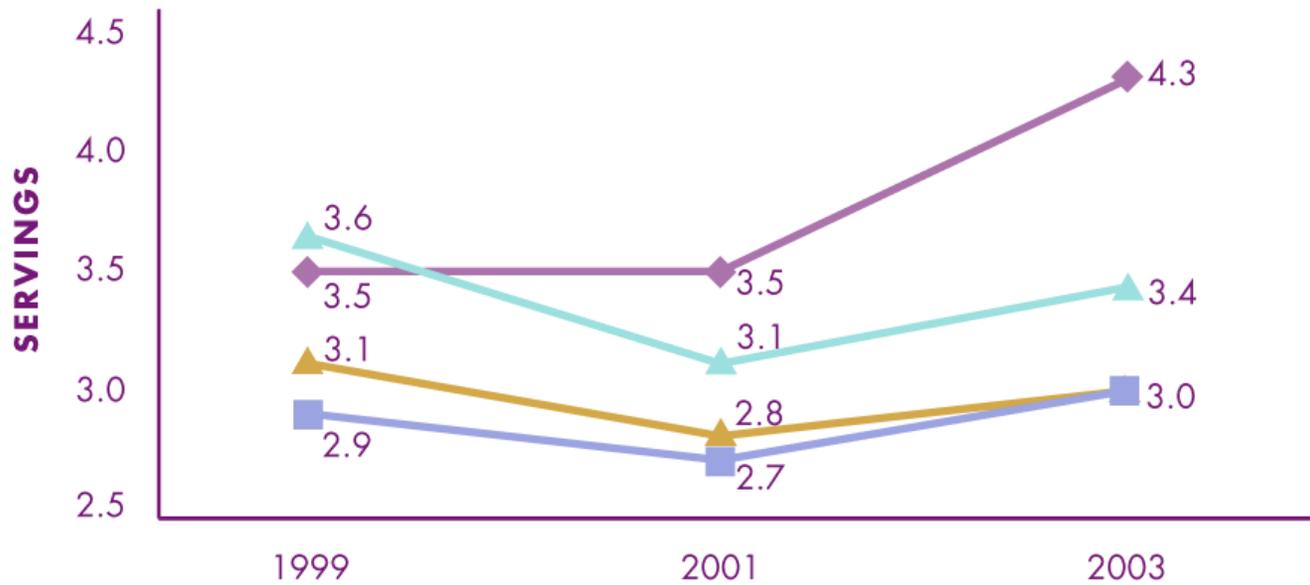
CALIFORNIA FSNE INTERVENTIONS ARE POSITIVELY ASSOCIATED WITH INCREASED FRUIT AND VEGETABLE CONSUMPTION REPORTED BY CHILDREN FROM FOOD STAMP HOUSEHOLDS



Source: CalCHEEPS; SAAR data for *Power Play!*, school districts, and county offices of education.

Notes: ** p<.01

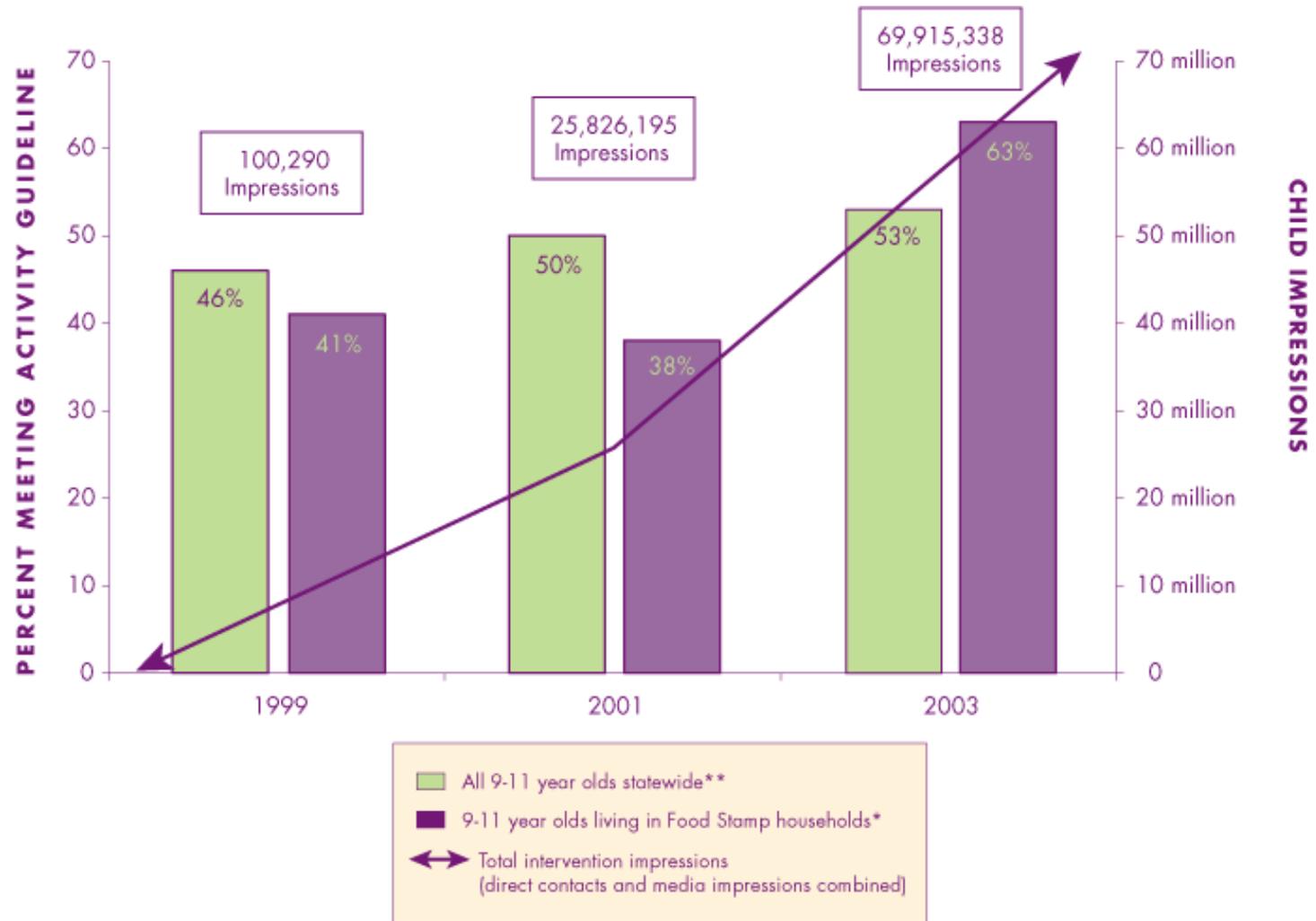
The Reported Increase in Fruit and Vegetable Consumption Exceeded All Expectations!



Source: CalCHEEPS

Notes: * $p < .05$

CALIFORNIA FSNE INTERVENTIONS ARE POSITIVELY ASSOCIATED WITH MORE PHYSICAL ACTIVITY REPORTED BY CHILDREN FROM FOOD STAMP HOUSEHOLDS



Source: CalCHEEPS; SAAR data for Power Play!, school districts, and county offices of education.

Notes: * p<.05; ** p<.01



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Summary of Results

Children from Food Stamp households reported significant improvements in:

- *Campaign* recall
- Fruit and vegetable knowledge
- Fruit and vegetable consumption
- Physical activity



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Campaign Strengths

- Child-driven, user-friendly design
- Rigorous, ongoing evaluation
- Regional infrastructure
- Collaboration among partners
- Synergy of efforts
- Individual, family, community, and environmental changes are all critical



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Contacts

For more information about the *California Children's 5 a Day—Power Play! Campaign*:

- Tanya Garbolino
tgarboli@dhs.ca.gov
- Visit www.ca5aday.com