

2014-15 PSESD Early Learning Program Self-Assessment: Healthy Habits¹ - Parent/Family Input

What is parents'/families' experience with sites promoting culturally responsive healthy habits?

Successful Aspects

- **Change in family habits based on 5-2-1-0 information**
 - **82%** of 276 **parents** who know about the 5-2-1-0 campaign ($n=225$) report that their families *eat more fruits and vegetables*.
 - Only 3% of 276 **parents** who know about 5-2-1-0 ($n=9$) reported that, despite information from the 5-2-1-0 campaign, there was *no change* in their families' health habits.
 - Among 109 **parents** who identify as *persons of color* and know about the campaign:
 - **86%** ($n=94$) said that their families eat more fruits and vegetables.
 - Among 128 **parents** who do *not* identify as *persons of color* and know about the campaign:
 - **79%** ($n=101$) said that their families eat more fruits and vegetables.
 - Among **160 parents** whose *families speak a language other than English* and know about the campaign:
 - **87%** ($n=139$) said that their families *eat more fruits and vegetables*.
 - Among **112 parents** whose *families do not speak a language other than English* and know about the campaign:
 - **76%** ($n=85$) said that their families *eat more fruits and vegetables*.
- **Parents** describe the following actions that have helped in moving towards healthy habits:
 - Promoting the 5-2-1-0 campaign by helping inform other parents (e.g., creating posters; talking about it with other parents).
 - A few parents shared what they learned from their sites or from WIC (e.g., "It takes about 10 times of trying if children don't like something. Eventually they will try it but you have to eat it too." Or, "make the shape of the vegetables different.")
 - Some parents say their children used to watch a lot of television but have stopped demanding TV time because of what they have learned at school and because of parent encouragement.
 - Families report cooking or adding more vegetables to the family table. Some parents present vegetables in fun patterns, or only put out healthy food like carrots or fruits for snacks.
 - Parents report encouraging their children to drink more water.
 - Some parents noted that they have physically active children who like to play outdoors. And a few parents said that good weather helps in getting their children to play outdoors.

Challenges

- **Parent knowledge about the 5-2-1-0 Campaign**
 - **Only 47%** of 584 **parents** ($n=276$) know about the 5-2-1-0 campaign for healthy habits. **38%** of parents ($n=223$) said they *don't know about the campaign* and 15% ($n=85$) were not sure.
 - **54%** of 201 **parents** who identify as *persons of color* ($n=109$) said that they know about the campaign.
 - **43%** of 297 **parents** who do *not* identify as *persons of color* ($n=128$) reported that they know about the campaign.
 - **51%** of 314 **parents** whose *families speak a language other than English* ($n=160$) said that they know about the 5-2-1-0 campaign.
 - **43%** of 262 **parents** whose *families do not speak a language other than English* ($n=112$) said that they know about the 5-2-1-0 campaign.
- **Change in family's habits based on 5-2-1-0 information**

¹ Data Sources: Summary of results for this topic area are based on analysis of responses from 649 parent/family surveys. Responses are also based on 11 focus groups participated by 74 parents or other family members (e.g., grandparents).

Challenges

- Among **parents** who know about 5-2-1-0, **less than 67%** reported changes in their family's habits in the following areas—physical activity, screen time, and consumption of sugary drinks.
 - **Only 58%** of 276 **parents** who know about the 5-2-10 campaign ($n=160$) reported that their families *get more physical activity*.
 - **Only 55%** ($n=151$) reported that their families *drink less sugary drinks*.
 - **Only 54%** ($n=148$) reported that their families *have less screen time*.
- Among **109 parents** who identify as *persons of color* and know about the campaign:
 - **54%** ($n=59$) reported that their families *get more physical activity*.
 - **53%** ($n=58$) say that their families *drink less sugary drinks*.
 - **53%** ($n=58$) said that their families *have less screen time*.
- Among **128 parents** who do not identify as *persons of color* and know about the campaign:
 - **60%** ($n=77$) reported that their families *get more physical activity*.
 - **55%** ($n=70$) said that their families *drink less sugary drinks*.
 - **53%** ($n=68$) said that their families *have less screen time*.
- Among **160 parents** whose *families speak a language other than English* and know about 5-2-1-0:
 - **56%** ($n=90$) reported that their families *get more physical activity*.
 - **56%** ($n=90$) say that their families *drink less sugary drinks*.
 - **51%** ($n=81$) said that their families *have less screen time*.
- Among **112 parents** whose *families do not speak a language other than English* and know about the campaign:
 - **63%** ($n=70$) reported that their families *get more physical activity*.
 - **58%** ($n=65$) said that their families *have less screen time*.
 - **54%** ($n=61$) said that their families *drink less sugary drinks*.
- **Parents** described the following challenges to engaging in healthy habits:
 - It is difficult to get some children to eat a variety of vegetables.
 - Many parents shared that it is hard to get their children to give up TV time. Parents acknowledge that there is much work to be done to decrease TV watching time.
 - Some parents noted that it is hard to stop eating food (e.g., rice at every meal) that you have known when growing up. For example: “We Hispanics are used to eating a lot of flour-based foods like tortillas but it is something we are learning, though it is hard to replace tortillas with something else. I am working on that.” Another parent said, “We like the potatoes and my mom likes making gravy all the time. I am trying to push her out of the kitchen. They revert to what they know.”
 - A few parents talked about other issues such as “My children just love eating meat like I do, although I am trying to eat more salad with every meal now.” And another said, “My husband would like to give our kids what he did not have like a lot of sweets and meat on their plates.”
 - A few parents mentioned that prices for healthy food/produce are higher than fast-food prices.

Suggestions for Improvement

- **Parents** suggested the following improvements to support the focus on healthy choices/5-2-1-0:
 - Share healthy recipes through newsletters.
 - Provide fun tips that help parents know how to talk about healthy habits with children (e.g., 5 ways to eat carrots with your kid; or, how to make a carrot not look like a carrot); and tips to help parents know better why they would want to have them.
 - Share tips from other parents: For example, one parent said that for grocery-shopping she makes the list with her children and lets them have only one treat each. Another said that she learned how to cook food in other ways from food other parents have shared in cultural evenings or parent meetings.