



United States Department of Agriculture

Food and Nutrition Service, Child Nutrition Programs

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FORMATIVE RESEARCH ON NUTRITION, PHYSICAL ACTIVITY, AND ELECTRONIC MEDIA USE IN THE CHILD AND ADULT CARE FOOD PROGRAM

Appendix 2: Structured Qualitative Interviews

Authors:

Mark Richards
Anita Sharma
Mara Hollander
John Almond
Beth Eagleton

Submitted by:

FCB Garfinkel
100 W. 33rd Street
New York, NY 10001

KRC Research
Weber Shandwick
733 Tenth Street, NW
Washington, DC 20001

Project Director:

Mark Richards

Submitted to:

Child Nutrition Programs
Food and Nutrition Service
3101 Park Center Drive
Alexandria, VA 22302

Project Officer:

Andrea Farmer

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I. Appendix A: Demographics of Survey Respondents

Demographics of State Agency and Tribal Organization Participants

Gender	<ul style="list-style-type: none">• Female: 88%• Male: 12%
Education	<ul style="list-style-type: none">• Some college or less: 4%• College: 96%
Race	<ul style="list-style-type: none">• White: 69%• Black or African American: 17%• Hispanic: 4%• Other: 2%• Don't know/Refused: 8%
FNS Region	<ul style="list-style-type: none">• Mountain Plains: 13%• Northeast: 17%• Mid-Atlantic: 17%• Mid-West: 12%• Southeast: 15%• Southwest: 8%• Western: 17%
Current Job Title/Role	<ul style="list-style-type: none">• Program Manager/Supervisor/Administrator: 40%• Director/Chief: 33%• Program Specialist: 25%• Education/Training Specialist: 2%
Average Number of CACFP Contracts	<ul style="list-style-type: none">• Sponsoring organizations: 279• Independent child care centers: 405

Demographics of Sponsoring Organization Participants

Gender	<ul style="list-style-type: none">• Female: 95%• Male: 5%
Education	<ul style="list-style-type: none">• Some college or less: 23%• College: 76%
Race	<ul style="list-style-type: none">• White: 70%• Black or African American: 14%• Hispanic: 7%• Asian: 1%• Native Hawaiian or Other Pacific Islander: 1%• Other: 1%• Don't know/Refused: 7%
FNS Region	<ul style="list-style-type: none">• Mountain Plains: 9%• Northeast: 13%• Mid-Atlantic: 8%• Mid-West: 16%• Southeast: 13%• Southwest: 14%• Western: 26%
Area	<ul style="list-style-type: none">• Urban: 37%• Suburban: 18%• Small Town: 22%• Rural: 20%• Tribal Community: 0%• DK/Refused: 3%
Current Job Title/Role	<ul style="list-style-type: none">• Executive Director: 35%• Assistant Director/Supervisor: 14%• Food Program/Nutrition Manager: 33%• Food Program Specialist/Trainer: 15%• Other: 3%

Average Number of Providers Sponsored	<ul style="list-style-type: none">• Child care centers: 35.0• Day care homes: 45.2• Total: 79.6
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Affiliation of Providers	<ul style="list-style-type: none">• Affiliated: 66%• Unaffiliated: 20%• Both: 5%
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Demographics of Child Care Provider Participants

	Child Care Centers	Family Day Care Homes
Gender	<ul style="list-style-type: none"> Female: 96% Male: 4% 	<ul style="list-style-type: none"> Female: 100% Male: *%
Education	<ul style="list-style-type: none"> Some college or less: 24% College: 73% 	<ul style="list-style-type: none"> Some college or less: 59% College: 39%
Race	<ul style="list-style-type: none"> White: 45% Black or African American: 27% Hispanic: 14% Asian: 4% Native Hawaiian or Other Pacific Islander: 1% Other: * Don't know/Refused: 8% 	<ul style="list-style-type: none"> White: 36% Black or African American: 37% Hispanic: 14% Asian: 3% Native Hawaiian or Other Pacific Islander: * Other: 1% Don't know/Refused: 8%
FNS Region	<ul style="list-style-type: none"> Mountain Plains: 7% Northeast: 12% Mid-Atlantic: 12% Mid-West: 19% Southeast: 18% Southwest: 16% Western: 14% 	<ul style="list-style-type: none"> Mountain Plains: 10% Northeast: 20% Mid-Atlantic: 6% Mid-West: 37% Southeast: 9% Southwest: 8% Western: 10%
Area	<ul style="list-style-type: none"> Urban: 40% Suburban: 23% Small Town: 23% Rural: 8% Tribal Community: 1% DK/Refused: 5% 	<ul style="list-style-type: none"> Urban: 34% Suburban: 23% Small Town: 25% Rural: 8% Tribal Community: *% DK/Refused: 10%

	Child Care Centers	Family Day Care Homes
Current Job Title/Role	<ul style="list-style-type: none"> • Director or Site Supervisor/Manager: 91% • Assistant Director: 6% • Food Service Director or Manager/Cook: 4% • Teacher: *0% 	<ul style="list-style-type: none"> • Owner/Co-Owner /Operator: 100%
Children Under Care (Mean)	<ul style="list-style-type: none"> • Ages 0-12 Months: 5.9 • Ages 1 and 2: 17.4 • Ages 3, 4, and 5: 35.6 • Ages 6+: 16.0 	<ul style="list-style-type: none"> • Ages 0-12 Months: 0.8 • Ages 1 and 2: 2.3 • Ages 3, 4, and 5: 3.3 • Ages 6+: 2.3
Internet Access	<ul style="list-style-type: none"> • Yes: 98% • No: 2% 	<ul style="list-style-type: none"> • Yes: 95% • No: 5%

II. Appendix B: Recommended Time vs. Actual Time on Physical Activity and Electronic Media Use

Physical Activity at Child Care Centers						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
Should spend vs. time spent in typical day	< 30 minutes					
	0-12 months	19	15	14	12	34
	Ages 1-2	4	3	2	2	10
	Ages 3, 4 and 5	1	1	1	0	2
	30-60 minutes					
	0-12 months	36	32	33	41	35
	Ages 1-2	36	31	33	25	51
	Ages 3, 4 and 5	25	25	29	9	37
	60-90 minutes					
	0-12 months	14	15	14	18	9
	Ages 1-2	30	32	29	40	21
	Ages 3, 4 and 5	37	38	34	38	38
	90-120 minutes					
	0-12 months	6	6	5	9	4
	Ages 1-2	15	15	15	19	10
	Ages 3, 4 and 5	21	20	18	29	17

Physical Activity at Child Care Centers						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
	120+ Minutes					
	0-12 months	4	5	5	7	*
	Ages 1-2	9	10	10	12	3
	Ages 3, 4 and 5	16	14	18	24	5

Physical Activity at Family Day Care Homes						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
	< 30 minutes					
	0-12 months	32	20	34	15	41
	Ages 1-2	11	5	10	7	15
	Ages 3, 4 and 5	2	2	3	0	3
	30-60 minutes					
Should spend vs. time spent in typical day	0-12 months	37	36	38	40	34
	Ages 1-2	39	34	44	22	46
	Ages 3, 4 and 5	25	26	32	10	30
	60-90 minutes					
	0-12 months	13	16	10	20	11
	Ages 1-2	27	30	24	34	25
	Ages 3, 4 and 5	36	33	32	38	38

Physical Activity at Family Day Care Homes						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
	90-120 minutes					
	0-12 months	4	7	3	9	2
	Ages 1-2	11	16	10	18	8
	Ages 3, 4 and 5	17	19	16	21	15
	120+ Minutes					
	0-12 months	4	6	5	9	0
	Ages 1-2	9	11	8	17	4
	Ages 3, 4 and 5	18	18	15	31	11

Electronic Media Use at Child Care Centers						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
	None					
	Under Age 2	58	56	57	58	63
	Ages 2+	21	10	9	30	35
	< 15 minutes					
	Under Age 2	14	14	11	18	14
	Ages 2+	23	28	28	17	24
	15-30 minutes					
	Under Age 2	9	9	9	13	1
	Ages 2+	40	46	47	35	30

Electronic Media Use at Child Care Centers						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
	30-60 minutes					
	Under Age 2	2	2	2	2	1
	Ages 2+	11	13	11	14	5
	60+ Minutes					
	Under Age 2	0	0	1	1	0
	Ages 2+	1	1	1	3	0

Electronic Media Use at Family Day Care Homes						
		Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do
Should spend vs. time spent in typical day	None					
	Under Age 2	43	36	40	38	53
	Ages 2+	12	6	6	19	16
	< 15 minutes					
	Under Age 2	19	23	19	17	22
	Ages 2+	12	11	12	7	17
	15-30 minutes					
	Under Age 2	22	23	24	26	13
	Ages 2+	39	39	42	29	45

Electronic Media Use at Family Day Care Homes						
	Should Spend %	Typically Spend %	Should = Do	Should > Do	Should < Do	
	30-60 minutes					
Under Age 2	9	11	11	13	2	
Ages 2+	29	35	31	34	19	
	60+ Minutes					
Under Age 2	2	1	2	3	0	
Ages 2+	6	8	7	12	0	

III. Appendix C: Detailed Methodology

Outreach and List Development

The sample for Phase 1 of the research was developed by KRC Research in coordination with the USDA Food and Nutrition Service (FNS).

State Agencies and Tribal Organizations

USDA FNS reached out to regional FNS offices to obtain contact information for State and tribal CACFP coordinators. The KRC Research team collected and compiled these regional lists to create a database of State agency and tribal organization CACFP contacts. This database comprises the State agency and tribal organization population.

The following information was requested and collected from regional FNS offices:

- Contact name
- Contact title
- Agency name
- Contact phone number
- Contact email address

USDA FNS reached out to regional and state FNS offices on the following schedule:

Date	Method	Recipients	Purpose
9/6/2013	Email	FNS Regional Office Representatives from CACFP Nutrition Technical Assistance Workgroup (7)	To inform about the research and request State and tribal agency contact information
9/23/2013	Email	2 FNS Regions	Follow-up request for State and tribal agency contact information
10/25/2013	Email	3 FNS Regions	Follow-up to obtain correct state contact information

Sponsoring Organizations

USDA FNS contacted state and tribal CACFP coordinators listed in the State agency and tribal organization database to request contact information for CACFP sponsoring organizations in their states. The research team collected this contact information between October 7, 2013 and December 4, 2013. The sample compiled for the research includes sponsoring organizations who sponsor CACFP for non-Head Start child care centers or family day care homes that provide full day childcare to children ages 0 to 5.

The following information was requested from State agencies and was collected with varying levels of success:

- Contact name
- Contact title
- Contact phone number
- Director/CEO Name
- Operating name of sponsoring organizations
- Mailing address
- Email address
- Tribe (if applicable)
- Second contact name
- Second contact title
- Second contact phone number
- Second contact email

A schedule of these communications is below:

Date	Method	Recipients	Purpose
10/7/2013 & 10/8/2013	Email	All State agencies that administer the CACFP	To inform about the research and request contact information for sponsoring organizations and independent child care centers
10/29/2013	Email	33 State agency contacts	Follow-up request for sponsoring organization and independent child care center contact information
11/5/2013	Email	13 State agency contacts	Second follow-up request for sponsoring organization and independent child care center contact information
12 /4/2013 & 12/9/2013	Email	2 State agencies	Third follow-up request for sponsoring organization and independent child care center contact information

In addition, an employee of USDA FNS made personal reminder phone calls as necessary to encourage State agencies to provide sponsoring organization contact information.

Child Care Providers (Child Care Centers and Family Day Care Homes)

USDA FNS contacted State and tribal CACFP coordinators listed in the State agency and tribal organization database to request contact information for independent child care centers that contract CACFP with the state directly. The KRC Research team also reached out to sponsoring organizations between November 14 and November 22, 2014 to collect contact information for sponsored child care centers and family day care homes. The records compiled for child care providers through both these outreach efforts include child care centers or family day care homes that are part of CACFP and that provide full-day childcare at least 10 months out of the year to children ages 0 to 5, and who responded through December 20, 2013.

The following information was requested of State agencies and sponsoring organizations and was collected with varying levels of success:

- Provider name
- Provider title
- Provider phone number
- Provider email
- Operating name (if different from provider)
- Secondary contact
- Secondary contact title
- Provider email
- Secondary contact email
- Center/home address
- Tribe, if applicable
- Website, if applicable
- Language, if not English

Phase 1 Sample: Number of Records Collected by Audience				
State Agencies and Tribal Organizations	Sponsoring Organizations	Sponsored Child Care Centers	Independent Child Care Centers	Family Day Care Homes
87	6,192	8,412	15,281	48,598

Survey Instrument

With insight from the previously completed environmental scan of opinion research, wellness education efforts, and communications channels, as well as information discussed in the stakeholders meeting, KRC Research drafted a single survey instrument with a core set of a questions that crossed all four audiences, as well as a select questions unique to each of the four key audiences as appropriate. Each questionnaire was tailored linguistically to each specific audience and also based on survey mode (telephone or online).

The survey was composed of 65 closed- and open-ended questions:

- 22 screening questions (inclusive of screening questions for all four audiences);
- 8 questions on general awareness of existing nutrition guidelines/recommendations and current nutrition practices;
- 5 questions regarding the implementation and operationalization of nutrition guidelines/recommendations and training/technical assistance needs;
- 2 questions about attitudes on physical activity and awareness of guidelines/recommendations;
- 3 questions about current physical activity practices;
- 5 questions regarding the implementation and operationalization of physical activity guidelines/recommendations and training/technical assistance needs;
- 4 questions about attitudes on electronic media use and awareness of guidelines/recommendations and current electronic media use practices;
- 5 questions regarding the implementation and operationalization of electronic media use guidelines/recommendations and training/technical assistance needs;
- 9 demographic and firmographic questions;
- 1 question to allow participants to expand or reflect on their thoughts from the survey; and,
- 1 final question to determine if respondents were willing to participate in the follow-up telephone focus groups that occurred in Phase II of this research.

Spanish Language Translation

Translation of the survey and all notification letters into Spanish was completed by federally-certified translators. Translations were reviewed by a second set of Spanish-language experts. They were also tested in cognitive validation interviews.

Cognitive Validation Interviews (Phase 1 Pre-Test)

Participants were chosen from the sponsoring organization and provider samples to pre-test the survey instrument and provide feedback. Cognitive validation interviews took place between December 12 and December 17, 2013. In total, 13 respondents completed the cognitive validation interviews. The distribution by audience, survey mode, and language of interview is outlined in the table below.

		Sponsoring Organizations	Provider Groups	
			Child Care Centers	Day Care Homes
English language	Phone	1	2	1
	Online	1	2	1
Spanish language	Online	1	2	2

As part of each cognitive validation interview, participants were asked to take notes on or take screenshots (if online) of questions, instructions or answer choices that were confusing or unclear. Respondents who completed the cognitive validation interview over the telephone were asked to provide feedback throughout the interview process and also at the end. Feedback from both the telephone and online cognitive validation interviews was compiled and used to make minor improvements to the SQI instrument.

Sampling Procedure

The sampling procedure was designed to invite a random but geographically distributed group of sponsoring organizations and providers to participate in the survey. Sample to all audiences was released in replicates or batches.

State Agencies and Tribal Organizations

1. Invitations were sent to one randomly selected contact in each agency and organization.
2. Following a short waiting period, invitations were sent to the remaining sample.

Sponsoring Organizations and Child Care Providers

1. Records were sorted by zip code in ascending order (the Northeast at the top; the Far West and Territories at the end).
2. Using a counting program, a three digit number was appended to the end of each record, starting from 001 and continuing sequentially through a number that is based on how the database of each key audience was divided.
3. When fieldwork for the online and SQI interviews began, we emailed the list with 001 as the replicate number. Replicates were invited to participate as needed, with up to 10 replicates being released per sample.
4. Both the sponsored child care center sample and the family day care home sample included a comparatively low percentage of valid email addresses (75% and 63%, respectively; see chart below for detail). For 99% of the remaining records, we had complete postal addresses. As a result, we included a random sample drawn from among those for whom we did not have email addresses.
5. Following the release of several replicates of sample, KRC and the vendor targeted providers in heavily-African American, Asian, and Hispanic zip codes as per the 2010 Census.

Fieldwork

Prior to launching the survey, several advance notifications were sent to FNS Regional and State Offices.

Date	Method	Recipients	Purpose
9/6/2013	Email	FNS Regional Office Representatives from CACFP Nutrition Technical Assistance Workgroup (7)	To inform about the research and request State and Tribal agency contact information
10/7/2013 & 10/8/2013	Email	All State agencies that administer the CACFP	To inform about the research and request contact information for sponsoring organizations and independent child care centers
11/13/2013	CNDPartnerWeb	FNS Regions and State agencies	To post official memorandum, CACFP 04-2014: <i>CACFP Needs Assessment Research Launch</i>
1/8/2014	CNDPartnerWeb	FNS Regions and State agencies	To announce launch of CACFP needs-assessment survey (Phase 1 of research)

The survey launched on January 13, 2014 for State agency staff and January 16, 2014 for all other audiences. Most of those invited to participate in the Phase 1 research received an invitation notification via email. Those invited to complete the survey via email received up to three communications about the survey. These communications included an invitation notification and up to two reminder letters.

Both the sponsored child care center sample and the family day care home sample included a lower percentage of valid email addresses as compared to the other two audiences (75% and 63%, respectively; see table below for detail).

	Number of Records Collected	Percentage of Valid Email Addresses	Of Invalid Emails: Percentage of Complete Postal Addresses
State Agencies and Tribal Organizations	87	100%	N/A
Sponsoring Organizations	6,192	96%	79%
Sponsored Child Care Centers	8412	75%	99%
Independent Child Care Centers	15281	94%	99%
Family Day Care Homes	48598	63%	99%
Total	78,570	73%	99%

For 99% of the remaining child care provider records, we had complete postal addresses. As a result, notification letters were also sent to a random sample of all providers drawn from among those for whom we did not have email addresses. This sample was recruited by postal mail and was drawn to include all regions, proportional to the actual distribution of child care providers in the sample that lacked email addresses.

All invitation and reminder letters were on USDA/FNS letterhead. The letters – whether they were sent via email or by postal mail – were made available in English and Spanish for sponsoring organizations, child care centers, and family day care homes. The postal mail invitation included both the toll-free call-in number and a secure individual link to the online survey. Each letter had an individual ID# for those who called the toll-free number.¹ Key audiences received up to two reminders within the fieldwork period, sent by the sampling vendor. The schedule of these communications follows:

¹ Please see appendices for all versions of the invitation and reminder letters.

	<i>n</i> =	Invitation	Reminder Notification from Vendor	Second Reminder Notification from Vendor
State Agencies and Tribal Organizations				
Replicate 1	54	1/13/2014	1/28/2014	2/6/2014
Replicate 2	33	1/31/2014	2/6/2014	-
Sponsoring Organizations				
Replicate 1	375	1/16/2014	2/10-11/2014	-
Replicate 2	978	1/31/2014		
Replicate 3				
Replicate 4	275	2/7/2014		-
African American/Asian sample target				-
Hispanic sample target				122
Sponsored Child Care Centers				
Replicate 1	376	1/16/2014	1/28/2014	2/10-11/2014
Replicate 2	1,162	1/31/2014	2/10-11/2014	-
Replicate 3				
Replicate 4				
African American/Asian sample target	353	2/7/2014	-	-
Hispanic sample target	245	2/7/2014	-	-
<i>Postal mail target</i>	50	1/24/2014	-	-
<i>Postal mail African American/Asian sample target</i>	187	2/7-10/2014	-	-
<i>Postal mail Hispanic sample target</i>	48		-	-
Independent Child Care Centers				
Replicate 1	357	1/27/2014	2/10-11/2014	-
Replicate 2	1,099	1/31/2014		
Replicate 3				
Replicate 4				
African American/Asian sample target	1,305	2/7/2014		
Hispanic sample target	412	2/7/2014		
<i>Postal mail target</i>	50	1/24/2014	-	-
<i>Postal mail African American/Asian sample target</i>	73	2/7-10/2014	-	-
<i>Postal mail Hispanic sample target</i>	11		-	-
Family Day Care Homes				
Replicate 1	159	1/16/2014	1/28/2014	2/10-11/2014
Replicate 2	474	1/31/2014	2/10-11/2014	-
Replicate 3				
Replicate 4				
Replicate 5	968	2/8/2014		
Replicate 6				
Replicate 7				

	<i>n</i> =	Invitation	Reminder Notification from Vendor	Second Reminder Notification from Vendor
Replicate 8				
Replicate 9				
Replicate 10				
<i>Postal mail target</i>	300	1/28/2014	-	-
<i>Postal mail African American/Asian sample target</i>	500	2/7-10/2014	-	-
<i>Postal mail Hispanic sample target</i>	564			

State agency staff were also contacted by USDA FNS and encouraged to complete the survey. This communications schedule is below:

Date	Method	Recipients	Purpose
1/8/2014	CNDPartnerWeb	FNS Regions and State agencies	To announce launch of CACFP needs-assessment survey (Phase 1 of research)
2/3/2014	CNDPartnerWeb	FNS Regions and State agencies	Survey reminder notice

KRC and USDA FNS responded to individual communications and requests as needed by each of the audiences.

Classification of Respondents

Audience eligibility was determined based on their responses to Question 3: “To verify, is the setting where you work...a day care home; a child care center; a sponsoring organization that oversees child care centers or day care homes; or a state agency responsible for administering the Child and Adult Care Food Program (CACFP)?” This classification may have differed from the original classification within the sample database for each respondent.

Survey Qualification

Participants were screened according to the following questions to ensure that they were the appropriate audience to participate in this research.

	State Agencies	Sponsoring Organizations	Child Care Centers	Family Day Care Homes
Participates in CACFP (Q4)	-	-	Yes: Continue No: Terminate	Yes: Continue No: Terminate

	State Agencies	Sponsoring Organizations	Child Care Centers	Family Day Care Homes
Individual responsible for administering CACFP (Q5)	-	-	Yes: Continue No: Terminate	Yes: Continue No: Terminate
Works at correct state agency/division (Q18)	Yes: Continue No: Terminate	-	-	-
Job title/role (Q9, Q10, Q15, Q19)	Program Manager/Supervisor/Administrator: Continue Director/Chief: Continue Program Specialist: Continue Education/Training Specialist: Continue Nutritionist: Continue Field Staff/Monitor: Continue Education Specialist/Trainer: Continue Secretary or Administrative Assistant: Continue All others: Terminate	Executive Director: Continue Food Program/Nutrition Manager: Continue Food Program Specialist/Trainer: Continue Assistant Director/Supervisor: Continue All others: Terminate	Director or Site Supervisor/Manager: Continue Assistant Director: Continue Food Service Director or Manager/Cook: Continue Teacher: Continue All others: Terminate	Owner/Co-owner/Operator: Continue All others: Terminate

	State Agencies	Sponsoring Organizations	Child Care Centers	Family Day Care Homes
Type of center or home (Q11)	-	-	Child Care Center or Preschool: Continue Family Day Care Home: Continue All others: Terminate	Child Care Center or Preschool: Continue Family Day Care Home: Continue All others: Terminate
Serves children under 5 years of age (Q12)	-	-	Yes: Continue No: Terminate	Yes: Continue No: Terminate
Offers full-day child care for at least 9 months of year (Q14)	-	-	Yes: Continue No: Terminate	Yes: Continue No: Terminate
Works with sponsoring organizations and/or child care centers to administer CACFP (Q20)	Yes: Continue No: Terminate	-	-	-

IV. Appendix D: OMB Burden Statement

All documents were prepared on USDA letterhead and included an OMB Control Number and the following OMB Burden Statement:

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average 2 minutes per response including time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection.

V. Appendix E: Pre-Notification/Invitation Messages

PRE-NOTIFICATION/INVITATION MESSAGE FOR CHILD CARE CENTERS (EMAIL)

DATE

Subject: Important Request to Participate in Survey

Dear [NAME]:

Under legal authority Law 111-296, the Healthy, Hunger-Free Kids Act of 2010 (HHFKA), Section 221, the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division is conducting a voluntary national survey of child care centers and family day care homes that participate in the Child and Adult Care Food Program (CACFP) and serve children 5 years and younger. KRC Research, an independent survey research company, is conducting the survey.

Your child care center has been randomly selected to participate in this very important survey and we encourage your participation.

The purpose of the survey is to get feedback from child care centers and family day care homes about nutrition, physical activity and electronic media use in centers and homes.

USDA will use the information to understand more about the situations and challenges you are facing in order to improve its Child and Adult Care Food Program.

Your participation is voluntary. There are no penalties if you choose not to respond to a specific question or in whole. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law. You can complete the survey in English or in Spanish.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

If you prefer to speak with an interviewer, you can call our toll-free number at XXX.XXX.XXXX.

We look forward to hearing from you.

Sincerely,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

PRE-NOTIFICATION MESSAGE FOR DAY CARE HOMES (LETTER AND EMAIL)

DATE

Subject: Important Request to Participate in Survey

Dear [NAME]:

Under legal authority Public Law 111-296, the Healthy, Hunger-Free Kids Act of 2010, Section 221, the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division is conducting a voluntary national survey of family day care homes and child care centers that participate in the Child and Adult Care Food Program (CACFP) and serve children 5 years and younger. KRC Research, an independent survey research company, is conducting the survey.

Your family day care home has been randomly selected to participate in this very important survey and we encourage your participation.

The purpose of the survey is to get feedback from child care centers and family day care homes about nutrition, physical activity and electronic media use in centers and homes.

USDA will use the information to understand more about the situations and challenges you are facing in order to improve its Child and Adult Care Food Program.

Your participation is voluntary. There are no penalties if you choose not to respond to a specific question or in whole. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law. You can complete the survey in English or in Spanish.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

If you prefer to speak with an interviewer, you can call our toll-free number at XXX.XXX.XXXX.

We look forward to hearing from you.

Sincerely,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

PRE-NOTIFICATION MESSAGE FOR SPONSORING ORGANIZATIONS (EMAIL)

DATE

Subject: Important Request to Participate in Survey

Dear [NAME]:

Under legal authority Public Law 111-296, the Healthy, Hunger-Free Kids Act of 2010, Section 221, the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division is conducting a voluntary national survey of sponsoring organizations and State agency staff that administer the Child and Adult Care Food Program (CACFP) as well as child care centers and family day care homes that participate in the program and serve children 5 years and younger. KRC Research, an independent survey research company, is conducting the survey.

Your sponsoring organization has been randomly selected to participate in this very important survey and we encourage your participation.

The purpose of the survey is to get feedback from leaders in State agencies, sponsoring organizations, child care centers, and family day care homes about nutrition, physical activity and electronic media use in centers and homes.

USDA will use the information to understand more about the situations and challenges you are facing in order to improve its Child and Adult Care Food Program.

Your participation is voluntary. There are no penalties if you choose not to respond to a specific question or in whole. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law. You can complete the survey in English or in Spanish.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

We look forward to hearing from you.

Sincerely,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

**PRE-NOTIFICATION MESSAGE FOR STATE OR TRIBAL AGENCIES ADMINISTERING CACFP
(EMAIL)**

DATE

Subject: Important Request to Participate in Survey

Dear [NAME]:

Under legal authority Public Law 111-296, the Healthy, Hunger-Free Kids Act of 2010, Section 221, the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division is conducting a voluntary national survey of State agency staff and sponsoring organizations that administer the Child and Adult Care Food Program (CACFP) as well as child care centers and family day care homes that participate in the program and serve children 5 years and younger. KRC Research, an independent survey research company, is conducting the survey.

Your State agency has been selected to participate in this very important survey and we encourage your participation.

The purpose of the survey is to get feedback from leaders in State agencies, sponsoring organizations, child care centers, and family day care homes about nutrition, physical activity and electronic media use in centers and homes.

USDA will use the information to understand more about the situations and challenges you are facing in order to improve its Child and Adult Care Food Program.

Your participation is voluntary. There are no penalties if you choose not to respond to a specific question or in whole. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

We look forward to hearing from you.

Sincerely,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

MENSAJE PREVIO A LA NOTIFICACIÓN PARA GUARDERÍAS INFANTILES (CARTA O CORREO ELECTRÓNICO)

DATE:

Tema: Solicitud importante para participar en la encuesta

Estimado [NAME]:

Bajo la autoridad legal de la Ley de Niños sin Hambre, Saludables del 2010 (HHFKA), Artículo 221, los Servicios de Alimentación y Nutrición del Departamento de Agricultura, División de Nutrición Infantil, están llevando a cabo una encuesta nacional voluntaria, de las guarderías infantiles y hogares de familia de cuidado diurno que participan en el Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP) por sus siglas en inglés y le proporcionan servicios a niños de 5 años de edad y menores. KRC Research, una compañía independiente de investigación, está llevando a cabo la encuesta.

Su guardería infantil ha sido seleccionada al azar para participar en esta encuesta sumamente importante y exhortamos su participación.

El propósito de la encuesta, es recibir retroalimentación de guarderías infantiles y hogares de familia de cuidado diurno sobre nutrición, actividad física y uso de medios electrónicos en las guarderías y las casas.

La USDA utilizará la información para obtener un mayor entendimiento de las situaciones y los retos que usted está enfrentando para así mejorar el Programa de Alimentos para el Cuidado de Niños y Adultos.

Su participación es voluntaria. No se impondrá sanción alguna si elige no contestar una pregunta específica o todo el cuestionario. La encuesta tomará como 20 minutos, y toda la información se guardará de manera segura y solamente será usada para fines de investigación, a menos de que la ley requiera que sea de otra forma. Usted puede completar la encuesta en inglés o en español.

¡Por favor de ir a [[www.SPECIFIC.URL](#)] para completar la encuesta en línea hoy! Si prefiere hablar con un entrevistador, puede llamar a nuestro número de llamada gratuita al XXX.XXX.XXXX.

Esperamos pronto saber de usted.

Sinceramente,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

MENSAJE PREVIO A LA NOTIFICACIÓN PARA HOGARES DE CUIDADO DIURNO (CARTA O CORREO ELECTRÓNICO)

DATE

Tema: Solicitud importante para participar en la encuesta

Estimado [NAME]:

Bajo la autoridad legal de la Ley de Niños sin Hambre, Saludables del 2010 (HHFKA), Artículo 221, los Servicios de Alimentación y Nutrición del Departamento de Agricultura, División de Nutrición Infantil, están llevando a cabo una encuesta nacional voluntaria, de las guarderías infantiles y hogares de familia de cuidado diurno que participan en el Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP) por sus siglas en inglés y le proporcionan servicios a niños de 5 años de edad y menores. KRC Research, una compañía independiente de investigación, está llevando a cabo la encuesta.

Su Hogar de familia de cuidado diurno ha sido seleccionado al azar para participar en esta encuesta sumamente importante y exhortamos su participación.

El propósito de la encuesta, es recibir retroalimentación de guarderías infantiles y hogares de familia de cuidado diurno sobre nutrición, actividad física y uso de medios electrónicos en las guarderías y las casas.

La USDA utilizará la información para obtener un mayor entendimiento de las situaciones y los retos que usted está enfrentando para así mejorar el Programa de Alimentos para el Cuidado de Niños y Adultos.

Su participación es voluntaria. No se impondrá sanción alguna si elige no contestar una pregunta específica o todo el cuestionario. La encuesta tomará como 20 minutos, y toda la información se guardará de manera segura y solamente será usada para fines de investigación, a menos de que la ley requiera que sea de otra forma. Usted puede completar la encuesta en inglés o en español

Dentro de poco tiempo, KRC Research, una empresa independiente que se dedica a la investigación cuantitativa, se va a poner en contacto con usted para animarlo a que participe. Usted también puede ir a [\[www.SPECIFIC.URL\]](#) para completar la encuesta en línea, o si prefiere hablar con un entrevistador, puede llamar a nuestro número de llamada gratuita al XXX.XXX.XXXX.

Esperamos pronto saber de usted.

Sinceramente,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

MENSAJE PREVIO A LA NOTIFICACIÓN PARA ORGANIZACIONES PATROCINADORAS (CARTA O CORREO ELECTRÓNICO)

DATE:

Tema: Solicitud importante para participar en la encuesta

USDA/FNS/CNP

8.26.2014

Formative Research

32

Estimado [NAME]:

Bajo la autoridad legal de la Ley de Niños sin Hambre, Saludables del 2010 (HHFKA), Artículo 221, los Servicios de Alimentación y Nutrición del Departamento de Agricultura, División de Nutrición Infantil, están llevando a cabo una encuesta nacional voluntaria, de las guarderías infantiles y hogares de familia de cuidado diurno que participan en el Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP) por sus siglas en inglés y le proporcionan servicios a niños de 5 años de edad y menores. KRC Research, una compañía independiente de investigación, está llevando a cabo la encuesta

Su organización patrocinadora ha sido seleccionada al azar para participar en esta encuesta sumamente importante y exhortamos su participación.

El propósito de la encuesta, es recibir retroalimentación de guarderías infantiles y hogares de familia de cuidado diurno sobre nutrición, actividad física y uso de medios electrónicos en las guarderías y las casas.

La USDA utilizará la información para obtener un mayor entendimiento de las situaciones y los retos que usted está enfrentando para así mejorar el Programa de Alimentos para el Cuidado de Niños y Adultos.

Su participación es voluntaria. No se impondrá sanción alguna si elige no contestar una pregunta específica o todo el cuestionario. La encuesta tomará como 20 minutos, y toda la información se guardará de manera segura y solamente será usada para fines de investigación, a menos de que la ley requiera que sea de otra forma. Usted puede completar la encuesta en inglés o en español

Dentro de poco tiempo, KRC Research, una empresa independiente que se dedica a la investigación cuantitativa, se va a poner en contacto con usted para animarlo a que participe. Usted también puede ir a [[www.SPECIFIC.URL](#)] para completar la encuesta en línea, o si prefiere hablar con un entrevistador, puede llamar a nuestro número de llamada gratuita al XXX.XXX.XXXX.

Esperamos pronto saber de usted.

Sinceramente,

Andrea L. Farmer, M.S., R.D., L.D.
Nutrition Promotion and Technical Assistance Division
Child Nutrition Programs

VI. Appendix F: Reminder Notification Messages

REMINDER MESSAGE FOR CHILD CARE CENTERS and DAY CARE HOMES (EMAIL)

DATE:

Subject: Please Respond by INSERT DATE

Dear [NAME]:

We recently sent you an invitation to participate in an important survey, which is being conducted by the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division.

The purpose of the survey is to get feedback from child care centers and family day care homes across the U.S. about nutrition, physical activity and electronic media use in centers and homes in order to help improve the Child and Adult Care Food Program (CACFP).

Your participation in our survey is very important. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law. You can complete the survey in English or in Spanish.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

If you prefer to speak with an interviewer, you can call our toll-free number at XXX.XXX.XXXX.

We look forward to hearing from you soon.

Sincerely,

KRC Research

REMINDER MESSAGE FOR SPONSORING ORGANIZATIONS (EMAIL)

DATE:

Subject: Please Respond by INSERT DATE

Dear [NAME]:

We recently sent you an invitation to participate in an important survey, which is being conducted by the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division.

The purpose of the survey is to get feedback from leaders in State agencies, sponsoring organizations, child care centers, and family day care homes across the U.S. about nutrition, physical activity and electronic media use in centers and homes in order to help improve the Child and Adult Care Food Program (CACFP).

Your participation in our survey is very important. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law. You can complete the survey in English or in Spanish.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

We look forward to hearing from you soon.

Sincerely,

KRC Research

REMINDER MESSAGE FOR STATE AND TRIBAL AGENCIES ADMINISTERING CACFP (EMAIL)

DATE:

Subject: Please Respond by INSERT DATE

Dear [NAME]:

We recently sent you an invitation to participate in an important survey, which is being conducted by the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division.

The purpose of the survey is to get feedback from leaders in State agencies, sponsoring organizations, child care centers, and family day care homes across the U.S. about nutrition, physical activity and electronic media use in centers and homes in order to help improve the Child and Adult Care Food Program (CACFP).

Your participation in our survey is very important. The survey will take about 20 minutes, and all information will be kept secure and only used for research purposes, unless otherwise required by law.

Please go to [www.SPECIFIC.URL] to complete the survey online today!

We look forward to hearing from you soon.

Sincerely,

KRC Research

**MENSAJE RECORDATORIO PARA GUARDERÍAS INFANTILES y HOGARES DE CUIDADO
DIURNO (CORREO ELECTRÓNICO)**

DATE:

Tema: Por favor responda para INSERT DATE

Estimado [NAME]:

Recientemente le enviamos una invitación para que participara en una importante encuesta que los Servicios de Alimentación y Nutrición del Departamento de Agricultura de los Estados Unidos, División de Nutrición Infantil, está llevando a cabo.

El propósito de la encuesta es recibir retroalimentación de las guarderías infantiles y de los hogares de familia de cuidado diurno por todos los Estados Unidos, sobre nutrición, actividad física y uso de medios electrónicos en las guarderías y en los hogares para poder mejorar el Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP) por sus siglas en inglés.

Su participación en nuestra encuesta es sumamente importante. La encuesta tomará como 20 minutos, y toda la información se guardará de manera segura y solamente será usada para propósitos de investigación, a menos de que la ley requiera que sea de otra forma. Usted puede completar la encuesta en inglés o en español

¡Por favor de ir a [[www.SPECIFIC.URL](#)] para completar la encuesta en línea hoy! Si prefiere hablar con un entrevistador, puede llamar a nuestro número de llamada gratuita al XXX.XXX.XXXX.

Esperamos pronto saber de usted.

Sinceramente,

KRC Research

MENSAJE RECORDATORIO PARA LAS ORGANIZACIONES PATROCINADORAS (CARTA O CORREO ELECTRÓNICO)

DATE:

Tema: Por favor responda para INSERT DATE

Estimado [NAME]:

¡Esperamos pronto saber de usted!

Recientemente le enviamos una invitación para que participara en una importante encuesta que los Servicios de Alimentación y Nutrición del Departamento de Agricultura de los Estados Unidos, División de Nutrición Infantil, está llevando a cabo.

El propósito de la encuesta es recibir retroalimentación de las guarderías infantiles y de los hogares de familia de cuidado diurno en todos los Estados Unidos sobre nutrición, actividad física y uso de medios electrónicos en las guarderías y en los hogares para poder mejorar el Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP) por sus siglas en inglés.

Su participación en nuestra encuesta es sumamente importante. La encuesta tomará como 20 minutos, y toda la información se guardará de manera segura y solamente será usada para propósitos de investigación, a menos de que la ley requiera que sea de otra forma. Usted puede completar la encuesta en inglés o en español

Usted puede ir a [[www.SPECIFIC.URL](#)] para completar la encuesta en línea.

Esperamos pronto saber de usted.

Sinceramente,

KRC Research

VII. Appendix G: Structured Qualitative Interview Instrument

USDA Food and Nutrition Service, Child Nutrition Division

Survey on Nutrition, Physical Activity and Electronic Media Use in Child Care Settings

MASTER

INTRODUCTION

TELEPHONE: Good [morning/afternoon/evening]. Hello. My name is _____ and I'm calling from KRC Research, an independent survey research company. We are conducting a 15 to 20-minute voluntary survey for the USDA Food and Nutrition Service (FNS). This is the government agency responsible for administering the Child and Adult Care Food Program (CACFP). We're conducting the survey among participating [child care centers, family day care homes, sponsoring organizations, and administering state agency staff]. The survey is about nutrition, physical activity and electronic media use in child care settings for children age five and younger. The purpose is to gather information to help improve the program.

We would very much like to include your perspectives. Your insights are very important, and there are no wrong answers to any of the questions. We are not selling anything, won't ask for any contributions or donations, and your individual responses will be kept secure and only used for research purposes unless otherwise required by law. **ADD FOR SPONSORING ORGANIZATIONS AND PROVIDER GROUPS ONLY:** You can complete the survey in either English or Spanish—whichever you prefer.] May I ask you a few questions to verify that you qualify to participate in the survey? If you qualify, we can either conduct the survey now, or we can schedule a time that is best for you. **IF YES, CONTINUE. SCHEDULE CALLBACK IF NEEDED.**

ONLINE: KRC Research, an independent survey research company, is conducting a 15-minute voluntary survey for the USDA Food and Nutrition Service (FNS). This is the government agency responsible for administering the Child and Adult Care Food Program (CACFP). We are conducting the survey among participating [child care centers, family day care homes, sponsoring organizations, and administering state agency staff].

The survey is about nutrition, physical activity and electronic media use in child care settings for children age five and younger. The purpose is to gather information to help improve the program. Your insights are very important, and there are no wrong answers to any of the questions. Your individual responses will be kept secure and only used for research purposes unless otherwise required by law. Click **START** to begin.

IF ASKED ABOUT KRC RESEARCH: KRC Research is a national research company. We conduct surveys, focus groups, and individual interviews for numerous non-profit organizations, governmental organizations, business organizations, and associations. This research is about nearly every topic, including nutrition, healthcare, technology, and consumer products. You can visit our website at www.krcresearch.com.

IF ASKED HOW KRC GOT NAME/NUMBER: We are conducting a large national survey of [child care centers, family day care homes, sponsoring organizations, and administering state agency staff]. Your name was randomly drawn from a list of organizations currently participating in the Child and Adult Care Food Program (CACFP). The goal is to interview a wide range of people who are responsible for providing meals, exercise and access to media activities. We hope you will participate.

IF RESPONDENT ASKS FOR MORE CLARIFICATION ABOUT SPONSOR: In partnership with the US Department of Agriculture, the [INSERT STATE AGENCY FROM FILE] is the agency in your state responsible for administering the Child and Adult Care Food Program (CACFP). It contracts with independent research companies like KRC Research to evaluate its programs and activities. The Food and Nutrition Service commissioned the survey to get a fresh snapshot of opinions and activities in our nation’s child care centers, family day care homes, sponsoring organizations, and state agency staff. Your feedback will be extremely valuable. May I continue with our interview?

IF RESPONDENT WANTS TO VERIFY LEGITIMACY OF SURVEY: You can contact the project director at KRC Research, a representative from the USDA Food and Nutrition Service, or we can send you a FAX confirmation from the USDA on USDA letterhead if you like. Which would you like to do?

SCREENING QUESTIONS

Objectives of this section:

- Record language and gender, verify audience
- Confirm participants are qualified to complete the survey by asking audience-specific questions

The first few questions are to make sure we are surveying a diverse group of people...

1. LANGUAGE OF INTERVIEW (DO NOT ASK) SPONSORING ORGANIZATIONS AND PROVIDER GROUPS ONLY. IF RESPONDENT VOLUNTEERED LANGUAGE PREFERENCE IN INTRODUCTION, DO NOT ASK: Would you like to continue the survey in English, or would you prefer to continue in Spanish?

English.....1
 Spanish.....2

2. CODE GENDER (DO NOT ASK):

Male.....1
 Female.....2

3. To verify, is the setting where you work... a day care home; ...a child care center; ...a sponsoring organization that oversees child care centers or day care homes; or ...a state agency responsible for administering the Child and Adult Care Food Program (CACFP)?

Family day care home.....1

Child care center2
 Sponsoring organization3
 State agency staff4
 Other **TERMINATE**

4. **[IF Q3=1, 2 OR 3]** Does your [day care home][child care center][sponsoring organization] participate in the Child and Adult Care Food Program (CACFP), which provides reimbursement for foods served that meet specific meal pattern requirements?

Yes..... 1
 No **TERMINATE**
 (dk/refused) **TERMINATE**

5. **[IF Q3=1,2]** And are you the individual primarily responsible for administering the Child and Adult Care Food Program (CACFP) and for decision-making when it comes to meals, physical activity, and/or for the access children have to electronic media like TV and video resources **[IF Q3=1: in your day care home][IF Q3=2: in your child care center][IF Q3=3: in the child care centers and day care homes your organization sponsors][IF Q3=4: in day care homes and child care centers within your state]**?

GO TO Q6 Yes 1
 ID INDIVIDUAL² No **IDENTIFY CORRECT INDIVIDUAL OR TERMINATE**

6. **[IF Q3=2]** Does your center participate in the Child and Adult Care Food Program (CACFP) through an organization (or sponsor) that manages more than one child care center?

Yes..... 1
 No 2
 (dk/refused) 99

7. What is the zip code where you work?

RECORD ZIP CODE: _ _ _ _ _

CODE FNS REGION AS FOLLOWS:

Mountain Plains.....1
 Northeast2
 Mid-Atlantic3
 Mid-West.....4
 Southeast.....5
 Southwest6
 Western7

Mountain Plains (CO,IA,KS,MO,MT,NE,ND,SD,UT,WY)

² NOTE: Ask to speak to the person responsible for decision-making about meals, physical activity and electronic media access.

Northeast (CT,ME,MA,NH,NY,RI,VT)
 Mid-Atlantic (DE,DC,MD,NJ,PA,PR,VA,VI,WV)
 Mid-West (IL,IN,MI,MN,OH,WI)
 Southeast (AL,FL,GA,KY,MS,NC,SC,TN)
 Southwest (AR,LA,NM,OK,TX)
 Western (AK,AZ,CA,HI,ID,NV,OR, WA, Guam, CNMI, AS)

8. **[IF Q3=1, 2 OR 3] Are you... [READ LIST]**

- Under 18..... **TERMINATE**
- 18-20..... 1
- 21-34..... 2
- 35-44..... 3
- 45-54..... 4
- 55-64..... 5
- 65 or older..... 6
- (dk/refused)..... 99

9. **[CHILD CARE CENTERS ONLY] What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.**

- Director or Site Supervisor/Manager 1
- Assistant Director..... 2
- Food Service Director or Manager/Cook..... 3
- Teacher 4
- Graduate Assistant..... **TERMINATE**
- Teacher Aid or Volunteer..... **TERMINATE**
- None of the above..... **TERMINATE**

10. **[DAY CARE HOMES ONLY] What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.**

- Owner/Co-Owner/Operator..... 1
- Assistant..... **TERMINATE**
- Teacher **TERMINATE**
- Volunteer..... **TERMINATE**
- None of the above..... **TERMINATE**

Q11-Q14: PROVIDERS ONLY

11. Which of the following describes the type of your center(s) and home(s)? Please select all that apply. **[READ/SHOW LIST]**

- Head Start..... **TERMINATE**
- State-run preschool..... **TERMINATE**
- Child care center or other preschool..... 3
- Family day care home..... 4
- Other..... **TERMINATE**

(dk/refused) **TERMINATE**

12. Approximately, how many children are there in the following age groups under your care:
[RECORD NUMERIC RESPONSES 0-99]

			(dk/refused)
a.	Ages 0 to 12 months	—	999
b.	Ages 1 and 2	—	999
c.	Ages 3, 4 and 5	—	999
d.	Ages 6+	—	999

IF "0" OR DK IN A-C, TERMINATE (MUST HAVE SOME CHILDREN IN CENTER UNDER AGE 6 TO CONTINUE)

13. **[SHOW ON SAME SCREEN AS PREVIOUS QUESTION FOR ONLINE SURVEY]** What is the total number of children at your center(s) and home(s)?

RECORD NUMBER OF CHILDREN:
 (dk/refused) 99

14. Does your center or home offer full-day child care for at least nine months out of the year?

Yes 1
 No **TERMINATE**

Q15-Q17: SPONSORING ORGANIZATIONS ONLY

15. What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

- Executive Director..... 1
- Assistant Director/Supervisor..... 2
- Food Program/Nutrition Manager..... 3
- Food Program Specialist/Monitor..... 4
- Education Specialist/Trainer..... 5
- Board Member **TERMINATE**
- Finance Director..... **TERMINATE**
- Human Resources Director **TERMINATE**
- Community Operations Director..... **TERMINATE**
- Other **TERMINATE**
- None of the above..... **TERMINATE**

16. What is the total number of child care centers and/or day care homes that your organization sponsors? **[RECORD NUMERIC RESPONSES 0-500]**

			(dk/refused)

a.	Child care centers	__	999
b.	Day care homes	__	999

17. **IF 16a=0, DO NOT ASK:** Are the child care centers that you sponsor **affiliated**—that is sponsor-owned, or **unaffiliated**—that is not sponsor-owned, or both?

- Affiliated 1
- Unaffiliated..... 2
- Both 3
- (dk/refused) 99

Q18-Q22: STATE AGENCY STAFF ONLY

18. To confirm, do you work at **[INSERT STATE AGENCY/DIVISION FROM SAMPLE]**?

19. What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

- Director/Chief..... 1
- Program Manager/Supervisor/Administrator 2
- Nutritionist..... 3
- Program Specialist 4
- Education/Training Specialist 5
- Field Staff/Monitor 6
- Secretary or administrative assistant **TERMINATE**
- Other **TERMINATE**
- None of the above..... **TERMINATE**

20. Does your agency or division work with sponsoring organizations and/or child care centers to administer the Child and Adult Care Food Program, or CACFP in your state?

- Yes 1
- No **TERMINATE**
- (dk/refused) **TERMINATE**

21. What is the total number of sponsoring organizations that you work with to administer CACFP?

- RECORD NUMBER:..... _ _ _ _ _
- (dk/refused) 99

22. What is the total number of independent child care centers you work with to administer the CACFP?

- RECORD NUMBER OF CENTERS:..... _ _ _ _ _
- (dk/refused) 99

GENERAL AWARENESS OF EXISTING NUTRITION GUIDELINES AND RECOMMENDATIONS AND CURRENT NUTRITION PRACTICES

Objectives of this section: Record current nutrition practices in child care settings in order to:

- Measure general awareness of nutrition guidelines and recommendations for children 0 to 5
- Understand how closely providers’ menus, use of food labels, food preparation, and food purchasing reflect meals and snacks that are consistent with the 2010 Dietary Guidelines and recommendations by the IOM, especially foods and food components that need to be (a) increased and (b) limited
- Understand how closely providers’ menus, use of food labels, food preparation, and food purchasing reflect meals and snacks that promote this population’s health through a feeding environment that reflects best practices and recommendations for infants and children

TELEPHONE: The next questions focus on nutrition, including current practices related to nutrition at child care centers and day care homes. **IF NEEDED:** If there is someone at your organization better suited to answer these questions about nutrition, may I please speak with them?

ONLINE: The next questions focus on nutrition, including current practices related to nutrition at child care centers and day care homes. **IF NEEDED:** If there is someone at your organization better suited to answer these questions about nutrition, please have him/her complete the next series of questions.

23. How familiar would you say you are with the recommendations in the *2010 Dietary Guidelines for Americans*?

TELEPHONE: If you have not heard of the *Dietary Guidelines for Americans*, please just say so.

ONLINE: If you have not heard of the *Dietary Guidelines for Americans*, please just indicate so.

Very familiar	1
Somewhat familiar	2
Not too familiar	3
Not at all familiar	4
I have not heard of the <i>Dietary Guidelines for Americans</i>	5
(dk/refused)	99

24. How important are each of the following factors in deciding what types of food and beverages are served to children at your child care centers and day care homes?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

RANDOMIZE

		Very important 1	Somewhat important 2	Not too important 3	Not at all important 4	(dk/refused) 99
a.	Cost	1	2	3	4	99
b.	Convenience and ease of preparation	1	2	3	4	99
c.	Nutritional/health value	1	2	3	4	99
d.	Child preferences	1	2	3	4	99
e.	Parental preferences	1	2	3	4	99
f.	Kitchen/food preparation space	1	2	3	4	99
g.	Provider or staff knowledge about types of foods to prepare/serve	1	2	3	4	99
h.	Access to nutritious foods and beverages	1	2	3	4	99

Q25-Q30: PROVIDERS ONLY

The purpose of the next set of questions is to better understand the different food and beverages served to children ages 0 to 5 in child care centers and day care homes. As you are answering these questions, please do your best to think about the food and beverages served in a typical day.

TELEPHONE: If there is someone at your organization better suited to answer questions, may I please speak with them?

ONLINE: If there is someone at your organization better suited to answer these questions, please have him/her complete the next series of questions.

25. Which of the following meals and snacks are provided at your center or home?

		Yes 1	No 2	(dk/ref) 99
a.	Breakfast	1	2	99
b.	Morning snack	1	2	99

c.	Lunch	1	2	99
d.	Afternoon snack	1	2	99
e.	Supper	1	2	99
f.	Evening snack	1	2	99

IF “NO” SELECTED IN A-F, SKIP TO NEXT SECTION (Q31)

Q26-Q30: ASK ONLY IF AT LEAST ONE MEAL OR SNACK USUALLY PROVIDED BY CENTER OR HOME

26. Where is most of the food prepared for meals and snacks provided at your child care center or day care home?

- Prepared on site at center or home.....1
- Prepared off-site by school food service staff.....2
- Pre-prepared and purchased from a catering company or another child care center3
- (dk/refused) 99

27. How are most meals and snacks served at your child care center or day care home?

- Family-style.....1
- Pre-plated2
- (dk/refused) 99

28. Who is involved in menu planning for meals and snacks at your child care center or day care home? *Please select all that apply.*

- Director and/or Site Supervisor.....1
- Cook/Chef2
- Dietitian or Nutritionist.....3
- Teacher/Provider.....4
- Other [**WRITE IN:** _____].....5
- (dk/refused) 99

29. Now we will look at specific types of food and beverages that are served to children in your home or center, starting with beverages. For each category of beverages, please indicate how frequently each category was served to children ages 0 to 5 at your center or home yesterday.

ROTATE TOP TO BOTTOM, BOTTOM TO TOP

		All or most meals and snacks included this type of beverage 1	Some meals and snacks included this type of beverage 2	One or two meals and snacks included this type of beverage 3	None of the meals or snacks included this type of beverage 4	(dk/ref) 99
a.	Water	1	2	3	4	99

b.	100% fruit juice, including 100% fruit juice bars	1	2	3	4	99
c.	Sugar-sweetened or fruit-flavored drinks or soda	1	2	3	4	99
d.	Milk, including dairy milk, lactose-free milk, soy milk, breast milk, and infant formula	1	2	3	4	99

30. Now, turning to meals and snacks. For each category of food, please indicate how frequently each category was served to children ages 0 to 5 at your center or home yesterday.

RANDOMIZE LIST

		All or most meals and snacks included this type of food 1	Some meals and snacks included this type of food 2	One or two meals and snacks included this type of food 3	None of the meals or snacks included this type of food 4	(dk/ref) 99
a.	Fresh, frozen, canned, and/or dried fruits	1	2	3	4	99
b.	Fresh, frozen and/or canned vegetables	1	2	3	4	99
c.	Beans and peas, such as black beans, kidney beans and lentils	1	2	3	4	99
d.	Minimally processed fish and seafood, such as canned tuna and non-breaded fish filets	1	2	3	4	99
e.	Lean meat and poultry, including beef, pork, lamb, chicken, and turkey	1	2	3	4	99
f.	Nuts and seeds, such as almonds, peanuts and sunflower seeds, and their butters	1	2	3	4	99
g.	Whole grains, such as oatmeal, brown rice, whole wheat bread, whole wheat pasta, and whole grain crackers	1	2	3	4	99
h.	Low-fat or nonfat dairy foods, such as yogurt and cheese	1	2	3	4	99
i.	Sweet snacks, such as ice cream, granola bars,	1	2	3	4	99

		All or most meals and snacks included this type of food 1	Some meals and snacks included this type of food 2	One or two meals and snacks included this type of food 3	None of the meals or snacks included this type of food 4	(dk/ref) 99
	doughnuts, pies, pudding, cookies, cake, and candy					
j.	Fried foods, such as fried chicken, French fries or potato chips	1	2	3	4	99
k.	Processed foods, such as fish sticks, chicken nuggets and hot dogs	1	2	3	4	99

IMPLEMENTING AND OPERATIONALIZING NUTRITION GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS

Objectives of this section:

- Identify motivations that encourage key audiences to promote, implement and operationalize nutrition guidelines and recommendations as well as barriers
- Determine trusted resources, information gaps/training needs and preferred communications channels for nutrition guidelines and recommendations

31. Some people find meeting nutritional guidelines challenging. In your work, which of the following present the biggest challenges when trying to ensure that the food prepared and served to children at your center(s) and home(s) meets nutritional guidelines?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

Please select up to three answers from the list below.

RANDOMIZE; ANCHOR “OTHER” AND “NONE” AT BOTTOM AND MAKE “NONE” EXCLUSIVE CHOICE

Cost of food.....	1
Time needed to prepare more nutritious meals and snacks...	2
Child preferences.....	3
Parental preferences, including those related to culture.....	4
Lack of knowledge about nutrition guidelines.....	5
Limitations with kitchen space and/or equipment.....	6
Lack of staff knowledge/skills required to prepare nutritious meals and snacks	7
Access to nutritious food and beverage options.....	8
Convenience of using processed and pre-prepared foods	9
Staff resistance because of personal food preferences	10
Other [WRITE IN: _____]	11
None of the above	12
(dk/refused)	99

32. How interested are you in assistance or training on the following topics?

RANDOMIZE

		Very interested 1	Somewhat interested 2	Not too interested 3	Not at all interested 4	(dk/ref) 99
a.	Reading nutrition labels	1	2	3	4	99
b.	Menu planning	1	2	3	4	99
c.	Nutrition guidelines for children ages 0 to 5	1	2	3	4	99
d.	Best practices to encourage children ages 0 to 5 to eat more nutritious meals and snacks	1	2	3	4	99
e.	Preparing meals and snacks that meet nutritional guidelines	1	2	3	4	99
f.	Cost-effective ways to integrate more nutritious options into meals and snacks	1	2	3	4	99

33. What additional topics would you like assistance or training about to ensure that the food prepared and served to children at your center(s) and home(s) meets nutritional guidelines?

RECORD VERBATIM RESPONSE.

34. How would you prefer to **receive information** about nutrition guidelines for children ages 0 to 5 and information about opportunities for nutrition-related assistance and training?

RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE

- Email communications, including e-newsletters1
- Postal mail2
- On-site visits3
- Web portal or website4
- Social media, such as Facebook or YouTube5
- Other [**WRITE IN:** _____]6
- None of the above7
- (dk/refused) 99

35. And, how would you prefer to **receive guidance and be trained** on nutrition guidelines for children ages 0 to 5?

**RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT
BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE**

Webinars/online trainings	1
Video clips (online, DVD).....	2
On-site visits by food program and other professionals.....	3
In-person trainings at a nearby location.....	4
Print materials	7
Other [SPECIFY: _____].....	5
None of the above.....	6
(dk/refused)	99

ATTITUDES ON PHYSICAL ACTIVITY AND AWARENESS OF GUIDELINES/RECOMMENDATIONS

Objectives of this section:

- Understand attitudes related to physical activity, including attitudes about personal physical activity and about physical activity among 0 to 5 year olds
- Measure awareness of physical activity guidelines for children ages 0 to 5
- Measure awareness of any existing efforts to promote physical activity guidelines and recommendations for children ages 0 to 5
- Self-report of how well current physical activity practices in child care settings align with related guidelines and recommendations

The purpose of the next set of questions is to better understand opportunities children ages 0 to 5 have for physical activity while in a child care setting. As you are answering these questions, think about opportunities for physical activity in a typical day at your center(s) or home(s).

[TELEPHONE AND ONLINE, FOR SPONSORING ORGANIZATIONS AND STATE AGENCY STAFF]

Please answer all the questions as best possible based on your knowledge. If you are not sure, just say so.

Physical activity:

- Is defined as any type of active play or movement and includes both structured play led by an adult caregiver and free play not led by an adult;
- Does not have to happen all at once but can be scattered over the course of a day; and
- Can occur indoors or outdoors.

TELEPHONE: If there is someone at your organization better suited to answer questions about physical activity, can I please speak with them?

ONLINE: If there is someone at your organization better suited to answer questions about physical activity, please have him/her complete the next series of questions.

36. Thinking about time spent on physical activity, please indicate how many minutes you think each of the following age groups of children **should** spend on moderate to vigorous physical activity in a typical day.

Moderate physical activity means walking, playing on outdoor play equipment, and activities like playing hopscotch or kickball. Vigorous physical activity is running, skipping, hopping, dancing, or jumping activities. Appropriate physical activity for infants includes supervised tummy time and time outdoors.

		Less than 30 minutes 1	30-60 minutes 2	60-90 minutes 3	90-120 minutes 4	120+ minutes 5	Does not apply 6	(dk/refused) 99
a.	Ages 0-12 months	1	2	3	4	5	6	99
b.	Ages 1	1	2	3	4	5	6	99

	and 2							
c.	Ages 3, 4 and 5	1	2	3	4	5	6	99

37. How important are each of the following factors in deciding the amount of time children have for physical activity in a typical day while at your child care center(s) and day care home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

RANDOMIZE

		Very important 1	Somewhat important 2	Not too important 3	Not at all important 4	(dk/refused) 99
a.	Safety concerns	1	2	3	4	99
b.	Child preferences	1	2	3	4	99
c.	Parental preferences about children's activities in child care	1	2	3	4	99
d.	Space or equipment limitations	1	2	3	4	99
e.	Staff interest in physical activity	1	2	3	4	99
f.	Caregiver-to-child ratio	1	2	3	4	99
g.	Weather	1	2	3	4	99
h.	Electronic media use	1	2	3	4	99
i.	Children wearing inappropriate clothing and/or footwear	1	2	3	4	99

CURRENT PHYSICAL ACTIVITY PRACTICES

PROVIDERS ONLY

Objective of this section:

- Record current physical activity practices in child care settings, including the types and frequencies of opportunities for both structured and unstructured play time and physical activity that are available throughout the day

38. Physical activity can be integrated into activities throughout the day. In a typical day, how many different opportunities do children have for moderate to vigorous physical activity while at your center or home?

		None 1	1-2 times per day 2	3-4 times per day 3	5+ times per day 4	Does not apply 5	(dk/refused) 99
a.	Ages 0-12 months	1	2	3	4	5	99
b.	Ages 1 and 2	1	2	3	4	5	99
c.	Ages 3, 4 and 5	1	2	3	4	5	99

IF "NONE" TO A-C ABOVE, SKIP TO NEXT SECTION (Q41)

39. In a typical day, how much time **in total** do children at your center or home have for moderate to vigorous physical activity while in your care?

		Less than 30 minutes 1	30-60 minutes 2	60-90 minutes 3	90-120 minutes 4	120+ minutes 5	Does not apply 6	(dk/refused) 99
a.	Ages 0-12 months	1	2	3	4	5	6	99
b.	Ages 1 and 2	1	2	3	4	5	6	99
c.	Ages 3, 4 and 5	1	2	3	4	5	6	99

40. In a typical day, how frequently does a caregiver lead physical activity at your center or home?

- All or most of the time 1
 Some of the time 2
 Once in a while..... 3
 Never..... 4
 (dk/refused) 5

IMPLEMENTING AND OPERATIONALIZING PHYSICAL ACTIVITY GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS

Objectives of this section:

- Identify motivations that encourage key audiences to promote, implement and operationalize physical activity guidelines and recommendations
- Identify barriers to implementing physical activity guidelines and recommendations
- Determine trusted resources for information related to physical activity guidelines and recommendations
- Identify information gaps in trusted resources and needs for physical activity technical assistance
- Identify preferred communications channels for information about physical activity guidelines and recommendations

41. Some people find it challenging to provide opportunities for physical activity for the children under their care. In your work, which of the following present the biggest challenges when trying to make sure there are enough opportunities for physical activity for children at your center(s) and home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

Please select up to three answers from the list below.

RANDOMIZE; ANCHOR “OTHER” AND “NONE” AT BOTTOM AND MAKE “NONE” EXCLUSIVE CHOICE

Cost of purchasing large or small equipment.....	1
Child resistance to increased physical activity.....	2
Parental pressure to focus on academics or other activities...	3
Lack of knowledge about ways to engage infants and young children in physical activity	4
Limitations with indoor or outdoor space	5
Number and varied ages of children	6
Staff resistance to or discomfort with physical activity	7
Lack of time in schedule to increase time spent on physical activity.....	8
Safety/crime concerns	9
Level of physical coordination among children.....	10
Other [WRITE IN: _____]	11
None of the above.....	12
(dk/refused)	99

42. How interested are you in assistance and training on the following topics?

RANDOMIZE

		Very interested 1	Somewhat interested 2	Not too interested 3	Not at all interested 4	(dk/ref) 99
a.	Training staff members about how to lead structured play	1	2	3	4	99
b.	Planning physical activity for infants and children of different ages	1	2	3	4	99
c.	Physical activity guidelines and recommendations for children ages 0 to 5	1	2	3	4	99
d.	Best practices to encourage children ages 0 to 5 to be more physically active	1	2	3	4	99
e.	Ideas for both structured and free play in indoor settings	1	2	3	4	99
f.	Engaging children in physical activity	1	2	3	4	99
g.	Cost-effective ways to integrate more physical activity into the day	1	2	3	4	99

43. What additional topics would you like to receive assistance or training on to ensure children have more opportunities for physical activity during the day?

RECORD VERBATIM RESPONSE.

44. How would you prefer to **receive information** about physical activity guidelines and recommendations for children ages 0 to 5 and information about opportunities for physical activity assistance and training?

RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE

- Email communications, including e-newsletters1
- Postal mail2
- On-site visits3
- Web portal or website4
- Social media, such as Facebook or YouTube5
- Other [SPECIFY: _____]6
- None of the above7
- (dk/refused) 99

45. And, how would you prefer to **receive guidance and be trained** on physical activity guidelines and recommendations for children ages 0 to 5?

**RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT
BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE**

Webinars/online trainings1
Video clips (online, DVD)2
On-site visits by food program and other professionals.....3
In-person trainings at a nearby location.....4
Print materials7
Other [**SPECIFY:**_____].....5
None of the above.....6
(dk/refused) 99

ATTITUDES ON ELECTRONIC MEDIA USE AND AWARENESS OF GUIDELINES/RECOMMENDATIONS AND CURRENT ELECTRONIC MEDIA USE PRACTICES

Objectives of this section:

- Understand attitudes related to electronic media use, including attitudes about personal electronic media use and about physical activity among 0 to 5 year olds
- Measure awareness of electronic media use guidelines and recommendations for children ages 0 to 5
- Measure awareness of any existing efforts to promote electronic media use guidelines and recommendations for children ages 0 to 5
- Self-report of how well current electronic media use practices in child care settings align with related guidelines and recommendations
- Record current electronic media use practices, including the amount of time children spend with electronic media (TV, DVD, video games, recreational computer use, cell phones) in a typical day and/or week

The purpose of the next set of questions is to better understand the amount of time children ages 0 to 5 interact with electronic media while in a child care setting. As you are answering these questions, think about the time children spend using electronic media in a typical day. Electronic media includes any TV, video and DVD watching, electronic games, computer use, and use of other electronic devices (like cell phones).

[TELEPHONE AND ONLINE, FOR SPONSORING ORGANIZATIONS AND STATE AGENCY STAFF]

Please answer all the questions as best possible based on your knowledge. If you are not sure, just say so.

TELEPHONE: If there is someone at your organization better suited to answer questions about electronic media use, can I please speak with them?

ONLINE: If there is someone at your organization better suited to answer these questions about electronic media use, please have him/her complete the next series of questions.

46. Thinking about time children spend using electronic media, please indicate how many minutes you think each of the following age groups of children **should** spend using electronic media in a typical day at your center or day care home.

		None 1	Less than 15 minutes	15 to under 30 minutes	30 to 60 minutes 4	More than 1 hour 5	Does not apply 6	(dk/refused) 99
a.	Under age 2	1	2	3	4	5	6	99
b.	Ages 2 and older	1	2	3	4	5	6	99

47. Are any types of electronic media used at your center or day care home? Electronic media includes any TV, video and DVD watching, electronic games, computer use, and use of other electronic devices (like cell phones).

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

Yes.....1
 No2
 (dk/refused) 99

48. How important are each of the following factors in deciding the amount of time children spend using electronic media in a typical day while at your child care center(s) and day care home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

		Very important 1	Somewhat important 2	Not too important 3	Not at all important 4	(dk/refused) 99
a.	Convenience	1	2	3	4	99
b.	Time spent on other activities	1	2	3	4	99
c.	Child preferences	1	2	3	4	99
d.	Parental preferences	1	2	3	4	99
e.	Staff breaks or needing to leave children without direct supervision	1	2	3	4	99
f.	Lack of staff knowledge about the need to limit electronic media use and/or more age-appropriate activities	1	2	3	4	99
g.	Caregiver-to-child ratio	1	2	3	4	99
h.	Weather	1	2	3	4	99
i.	Space restrictions both inside and outside	1	2	3	4	99

49. **[IF Q47=YES AND PROVIDERS]** In a typical day, how much time **in total** do children in your care spend using electronic media?

		None 1	Less than 15 minutes	15 to under 30 minutes	30 to 60 minutes 4	More than 1 hour 5	Does not apply 6	(dk/refused) 99
a.	Under age 2	1	2	3	4	5	6	99
b.	Ages 2 and older	1	2	3	4	5	6	99

**IMPLEMENTING AND OPERATIONALIZING ELECTRONIC MEDIA USE
GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS**

Objectives of this section:

- Identify motivations that encourage key audiences to promote, implement and operationalize electronic media use guidelines and recommendations
- Identify barriers to implementing electronic media use guidelines and recommendations
- Determine trusted resources for information related to electronic media use guidelines and recommendations
- Identify information gaps in trusted resources and needs for electronic media use technical assistance
- Identify preferred communication channels for information about electronic media use guidelines and recommendations

50. Some people find it challenging to control the amount of electronic media used in child care settings. In your work, which of the following present the biggest challenges when trying to decide the amount of electronic media to use for children at your center(s) and home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

Please select up to three answers from the list below.

**RANDOMIZE; ANCHOR “OTHER” AND “NONE” AT
BOTTOM AND MAKE “NONE” EXCLUSIVE CHOICE**

Perceptions that electronic media use is educational.....	1
Child resistance to reduced/limited electronic media use	2
Parental pressure to integrate electronic media.....	3
Staff need to leave children unsupervised/engaged.....	4
Education level of staff	5
Staff resistance to reduced/limited electronic media use.....	6
Lack of staff training about age-appropriate electronic media use guidelines and recommendations	7
Challenges with finding activities for mixed age groups of children.....	8
Lack of clear definition and guidelines for electronic media use.....	9
Other [SPECIFY: _____].....	10
None of the above.....	11
(dk/refused)	99

51. How interested are you in assistance and training on the following topics?

RANDOMIZE

		Very interested 1	Somewhat interested 2	A little interested 3	Not at all interested 4	(dk/ref) 99
a.	Planning activities that do not involve electronic media	1	2	3	4	99
b.	Electronic media use guidelines and recommendations for children ages 0 to 5	1	2	3	4	99
c.	Best practices to encourage children ages 0 to 5 to choose alternatives to electronic media	1	2	3	4	99

52. What additional topics would you like to receive assistance or training on related to electronic media use?

RECORD VERBATIM RESPONSE.

53. How would you prefer to **receive information** about electronic media use guidelines and recommendations for children ages 0 to 5 and information about opportunities for electronic media use training and assistance?

RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE

- Email communications, including e-newsletters 1
- Postal mail 2
- On-site visits 3
- Web portal or website 4
- Social media, such as Facebook or YouTube 5
- Other [SPECIFY: _____] 6
- None of the above 7
- (dk/refused) 99

54. And, how would you prefer to **receive guidance and be trained** on electronic media use guidelines and recommendations for children ages 0 to 5?

**RANDOMIZE; ANCHOR “OTHER” AND “NONE” AT
BOTTOM AND MAKE “NONE” EXCLUSIVE CHOICE**

Webinars/online trainings1
Video clips (online, DVD).....2
On-site visits by food program and other professionals.....3
In-person trainings at a nearby location.....4
Print materials7
Other [**SPECIFY:**_____].....5
None of the above.....6
(dk/refused) 99

DEMOGRAPHICS AND FIRMOGRAPHICS

Objectives of this section:

- Collect demographic and firmographic information about survey respondents to ensure a diverse mix of respondents
- Gauge interest in participating in a follow-up telephone focus group

We've almost reached the end of our survey. I have just a few final questions to wrap up.

TELEPHONE: If more than one person completed the questions up until this point, the remaining questions should be answered by the main person responsible for completing the questionnaire at your child care center or day care home. Are you the main person responsible for completing the questionnaire? If not, can I please speak with him/her?

ONLINE: If more than one person completed the questions up until this point, the remaining questions should be answered by the main person responsible for completing the questionnaire at your child care center or day care home. Please have him/her complete these final questions.

55. **[STATE AGENCY STAFF AND SPONSORING ORGANIZATIONS ONLY]** How often do you communicate with and provide information to your child care centers and/or day care homes **[FOR STATE AGENCY STAFF ONLY]** as well as sponsoring organizations in your state about each of the following?

		At least weekly 1	At least monthly 2	Every few months 3	Yearly at most 4	Never 5	(dk/ref) 99
a.	Information to promote healthy habits related to nutrition	1	2	3	4	5	99
b.	Information to promote healthy habits related to physical activity	1	2	3	4	5	99
c.	Information to promote healthy habits related to electronic media use	1	2	3	4	5	99

56. **[STATE AGENCY STAFF AND SPONSORING ORGANIZATIONS ONLY]** How do you communicate with and provide information to your child care centers and/or day care homes **[FOR STATE AGENCY STAFF ONLY]** as well as sponsoring organizations in your state?

- RANDOMIZE; ANCHOR "OTHER" AND "NONE" AT BOTTOM AND MAKE "NONE" EXCLUSIVE CHOICE**
- Mail.....1
 - Email, including e-newsletters2
 - On-site visits3
 - Conferences and events4
 - Webinars.....5
 - Conference calls/meeting6
 - Listservs7
 - Other **[SPECIFY: _____]**.....8

None of the above..... 9
 (dk/refused) 99

57. What is the last grade of school you have completed? If you are currently in college, please indicate so. **[DO NOT READ LIST]**

Less than high school..... 1
 High school or GED 2
 Some university/college or vocational school 3
 College..... 4
 Postgraduate degree (Masters, Ph.D., professional degree).... 5
 (dk/refused) 9

58. Are you of Hispanic or Latino background – such as Mexican, Puerto Rican, Cuban, or another Latin American background?

Hispanic or Latino 1
 Not Hispanic or Latino..... 2
 (dk/refused) 99

59. **[IF NOT HISPANIC OR LATINO (Q58=2 OR 99)]** Which of the following categories best describes your race or ethnicity?

American Indian or Alaska Native..... 1
 Asian..... 2
 Black or African American..... 3
 Native Hawaiian or Other Pacific Islander 4
 White..... 5
 (dk/refused) 99

60. **[PROVIDERS AND SPONSORING ORGANIZATIONS ONLY]** How would you describe the area in which your center(s) and home(s) is located – urban, suburban, small town, rural, or tribal community?

Urban 1
 Suburban..... 2
 Small town..... 3
 Rural..... 4
 Tribal community 5
 (dk/refused) 99

61. **[PROVIDERS ONLY]** In a typical day, do you have regular access to the Internet at your center(s) and home(s)?

Yes..... 1
 No 2

(dk/refused) 99

62. [PROVIDERS ONLY] Including yourself, how many people live in your household?

Record _

(dk/refused) 2

63. [PROVIDERS ONLY] What is your annual household income before taxes?

HOUSEHOLD SIZE	READ CATEGORIES	DISPOSITION
Single person	Less than \$22,000	Under 185% FPL
	\$22,000 or more	185%+ FPL
Two person	Less than \$29,000	Under 185% FPL
	\$29,000 or more	185%+ FPL
Three person	Less than \$36,000	Under 185% FPL
	\$36,000 or more	185%+ FPL
Four person	Less than \$44,000	Under 185% FPL
	\$44,000 or more	185%+ FPL
Five person	Less than \$51,000	Under 185% FPL
	\$51,000 or more	185%+ FPL
Six person	Less than \$59,000	Under 185% FPL
	\$59,000 or more	185%+ FPL
Seven person	Less than \$66,000	Under 185% FPL
	\$66,000 or more	185%+ FPL
Eight or more person	Less than \$73,000	Under 185% FPL
	\$73,000 or more	185%+ FPL

64. Thank you for sharing your time and thoughts with us today. Is there anything else you would like to add? **RECORD VERBATIM RESPONSE.**

65. One more thing. In the future, if we would like to include you in follow-up research on this topic, would you be willing to be contacted and asked if you would like to participate?

Yes please..... **RECORD CONTACT INFO**

No thank you 2

[PHONE ONLY] That's terrific. [PHONE AND ONLINE] Thank you again for your participation. Goodbye.

RECORD FROM SAMPLE:

Phone: (____) ____ - ____

Zip: _____

Media market: ____

County: ____

State/District ____

VIII. Appendix H: Posted Questionnaire

USDA Food and Nutrition Service, Child Nutrition Division

Survey on Nutrition, Physical Activity and Electronic Media Use in Child Care Settings

*Dates of Interviews:
January 13, 2014 – February 19, 2014*

	Total	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
<i>Total Interviews Conducted</i>	1402	52	158	802	390

*Results are displayed as percentages
Percentages may not total to 100% due to rounding
An asterisk (*) indicates percentages < 0.5%
Bases are total sample unless otherwise noted*

*Margin of Error:
State Agency Staff +/- 4.3
Sponsoring Organizations +/- 7.7
Child Care Centers +/- 3.4
Family Day Care Homes +/- 4.9*

SCREENING QUESTIONS

1. LANGUAGE OF INTERVIEW:³

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (802)	Family Day Care Homes (390)
	%	%	%	%
English	100	100	97	95
Spanish	0	0	3	5

2. GENDER:

³ Race/ethnicity of participants is found in Q58/Q60.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Male	12	5	4	*
Female	88	95	96	100

3. To verify, is the setting where you work...a day care home; a child care center; a sponsoring organization that oversees child care centers or day care homes; or a state agency responsible for administering the Child and Adult Care Food Program (CACFP)?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Family day care home	-	-	-	100
Child care center	-	-	100	-
Sponsoring organization	-	100	-	-
State agency staff	100	-	-	-
Other	-	-	-	-

4. **[ONLY FAMILY DAY CARE HOME, CHILD CARE CENTER, SPONSORING ORGANIZATION]** Does your [day care home][child care center][sponsoring organization] participate in the Child and Adult Care Food Program (CACFP), which provides reimbursement for foods served that meet specific meal pattern requirements?

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	100	100	100
No	-	0	0	0
DK/Refused	-	0	0	0

5. **[ONLY FAMILY DAY CARE HOME or CHILD CARE CENTER]** And are you the individual primarily responsible for administering the Child and Adult Care Food Program (CACFP) and for decision-making when it comes to meals, physical activity, and/or for the access children have to electronic media like TV and video resources [IF Q3=1: in your day care home][IF Q3=2: in your child care center][IF Q3=3: in the child care centers and day care homes your organization sponsors][IF Q3=4: in day care homes and child care centers within your state]?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	100	100
No	-	-	0	0

6. **[ONLY CHILD CARE CENTER]** Does your center participate in the Child and Adult Care Food Program (CACFP) through an organization (or sponsor) that manages more than one child care center?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (-)
Yes	-	-	34	-
No	-	-	66	-
DK/Refused	-	-	0	-

7. FNS REGION:

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Mountain Plains	13	9	7	10
Northeast	17	13	12	20
Mid-Atlantic	17	8	12	6
Mid-West	12	16	19	37
Southeast	15	13	18	9
Southwest	8	14	16	8
Western	17	26	14	10

8. **[ONLY FAMILY DAY CARE HOME, CHILD CARE CENTER, SPONSORING ORGANIZATION]** Are you...

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (802)	Family Day Care Homes (390)
18-20	-	0	*	0
21-34	-	8	14	12
35-44	-	21	28	25
45-54	-	30	27	31
55-64	-	34	23	25
65 or older	-	6	6	5
DK/Refused	-	0	2	1

9. What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (-)
Director or Site Supervisor/Manager	-	-	91	-
Assistant Director	-	-	6	-
Food Service Director or Manager/Cook	-	-	4	-
Teacher	-	-	*	-
Graduate Assistant	-	-	-	-
Teacher Aid or Volunteer	-	-	-	-
None of the above	-	-	-	-

10. **[DAY CARE HOMES ONLY]** What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (390)
Owner/Co-Owner/Operator	-	-	-	100
Assistant	-	-	-	0
Teacher	-	-	-	0
Volunteer	-	-	-	0
None of the above	-	-	-	0

Q11-Q14: PROVIDERS ONLY

11. **[PROVIDERS ONLY]** Which of the following describes the type of your center(s) and home(s)? Please select all that apply.

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Child Care Center or other Preschool	-	-	100	2
Head Start ⁴	-	-	6	*
State Run Preschool ⁵	-	-	2	*
Family Day Care Home	-	-	*	99
Other	-	-	2	*
DK/Refused	-	-	0	0

12. **[PROVIDERS ONLY]** Approximately, how many children are there in the following age groups under your care:

Mean Summary

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Ages 0-12 Months	-	-	5.9	0.8
Ages 1 and 2	-	-	17.4	2.3
Ages 3, 4, and 5	-	-	35.6	3.3
Ages 6+	-	-	16.0	2.3

⁴ Providers were allowed to continue if they selected both “Head Start” and “Child Care Center or other Preschool.”

⁵ Providers were allowed to continue if they selected both “State Run Preschool” and “Child Care Center or other Preschool.”

a. Ages 0-12 Months

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	5.9	0.8
0	-	-	29	45
1-20	-	-	68	55
21-40	-	-	1	0
41-60	-	-	*	0
61-80	-	-	*	0
81-100	-	-	0	0

b. Ages 1 and 2

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	17.4	2.3
0	-	-	9	11
1-20	-	-	59	89
21-40	-	-	25	0
41-60	-	-	5	0
61-80	-	-	1	0
81-100	-	-	*	0

c. Ages 3, 4, and 5

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	35.6	3.3
0	-	-	*	8
1-20	-	-	28	91
21-40	-	-	37	*
41-60	-	-	19	0
61-80	-	-	9	0
81-100	-	-	4	0

d. Ages 6+

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	16.0	2.3
0	-	-	30	27
1-20	-	-	39	73
21-40	-	-	19	0
41-60	-	-	6	0
61-80	-	-	2	0
81-100	-	-	1	0

13. [PROVIDERS ONLY] What is the total number of children at your center(s) and home(s)?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	81.0	9.6
0-25	-	-	8	99
26-50	-	-	24	0
51-75	-	-	23	0
76-100	-	-	18	0
101-200	-	-	21	0
201 +	-	-	3	*

14. **[PROVIDERS ONLY]** Does your center or home offer full-day child care for at least nine months out of the year?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	100	100
No	-	-	0	0

Q15-Q17: SPONSORING ORGANIZATIONS ONLY

15. **[SPONSORING ORGANIZATIONS ONLY]** What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
Executive Director	-	35	-	-
Food Program/Nutrition Manager	-	33	-	-
Food Program Specialist/Trainer	-	15	-	-
Assistant Director/Supervisor	-	14	-	-
Board Member	-	0	-	-
Finance Director	-	0	-	-
Human Resources Director	-	0	-	-
Community Operations Director	-	0	-	-
Other	-	0	-	-
None of the above	-	0	-	-

16. **[SPONSORING ORGANIZATIONS ONLY]** What is the total number of child care centers and/or day care homes that your organization sponsors?

a. Child care centers

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
Mean	-	35.0	-	-
1-2	-	19	-	-
3-9	-	28	-	-
10-20	-	17	-	-
21+	-	15	-	-

b. Day care homes

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
Mean	-	45.2	-	-
1-2	-	2	-	-
3-9	-	4	-	-
10-20	-	3	-	-
21+	-	28	-	-

Total (Child care centers + Day care homes)

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
Mean	-	79.6	-	-
1-2	-	15	-	-
3-9	-	25	-	-
10-20	-	16	-	-
21+	-	38	-	-

17. **[SPONSORING ORGANIZATIONS ONLY] [IF 16=0, DO NOT ASK]** Are the child care centers that you sponsor **affiliated**—that is sponsor-owned, or **unaffiliated**—that is not sponsor-owned, or both?

	State Agency Staff (-)	Sponsoring Orgs (132)	Child Care Centers (-)	Family Day Care Homes (-)
Affiliated	-	66	-	-
Unaffiliated	-	20	-	-
Both	-	5	-	-
DK/Refused	-	9	-	-

Q18-Q22: STATE AGENCY STAFF ONLY

18. **[STATE AGENCY STAFF ONLY]** To confirm, do you work at [INSERT STATE AGENCY/DIVISION FROM SAMPLE]?

	State Agency Staff (52)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (-)
Yes	100	-	-	-
No	0	-	-	-

DK/Refused	0	-	-	-
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19. **[STATE AGENCY STAFF ONLY]** What is your job title or role? If your job title is not included on the list, please select the title that most closely matches your current role.

	State Agency Staff (52)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (-)
Program Manager/Supervisor/Administrator	40	-	-	-
Director/Chief	33	-	-	-
Program Specialist	25	-	-	-
Education/Training Specialist	2	-	-	-
Nutritionist	0	-	-	-
Field Staff/Monitor	0	-	-	-
Secretary or Administrative Assistant	0	-	-	-
Other	0	-	-	-
None of the above	0	-	-	-

20. **[STATE AGENCY STAFF ONLY]** Does your agency or division work with sponsoring organizations and/or child care centers to administer the Child and Adult Care Food Program, or CACFP in your state?

	State Agency Staff (52)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (-)
Yes	100	-	-	-
No	0	-	-	-
DK/Refused	0	-	-	-

21. **[STATE AGENCY STAFF ONLY]** What is the total number of sponsoring organizations that you work with to administer CACFP?

	State Agency Staff (52)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (-)
Mean	279.1	-	-	-
1-50	29	-	-	-
51-200	27	-	-	-
201 +	31	-	-	-
DK/Refused	13	-	-	-

22. **[STATE AGENCY STAFF ONLY]** What is the total number of independent child care centers you work with to administer the CACFP?

	State Agency Staff (52)	Sponsoring Orgs (-)	Child Care Centers (-)	Family Day Care Homes (-)
Mean	404.9	-	-	-
1-50	17	-	-	-
51-200	21	-	-	-
201 +	40	-	-	-
DK/Refused	21	-	-	-

GENERAL AWARENESS OF EXISTING NUTRITION GUIDELINES AND RECOMMENDATIONS AND CURRENT NUTRITION PRACTICES

23. How familiar would you say you are with the recommendations in the *2010 Dietary Guidelines for Americans*?

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (802)	Family Day Care Homes (390)
NET: Familiar (Very+Somewhat)	100	90	73	73
Very Familiar	65	43	27	34
Somewhat Familiar	35	47	46	39
NET: Not Familiar (Not too+Not at all)	0	10	27	27
Not too Familiar	0	4	12	11
Not at all Familiar	0	2	5	5
I have not heard of the Dietary Guidelines for Americans	0	4	10	11
DK/Refused	0	0	0	0

24. How important are each of the following factors in deciding what types of food and beverages are served to children at your child care centers and day care homes?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

NET: Very Important

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Cost	83	73	60	66
Provider or staff knowledge about types of foods to prepare/serve	73	78	79	89
Nutritional/health value	69	89	95	97
Access to nutritious foods and beverages	65	89	91	93
Convenience and ease of preparation	60	54	48	63
Kitchen/food preparation space	54	56	63	68
Child preferences	48	42	43	53
Parental preferences	13	28	33	47

NET: Important (Very+Somewhat)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Cost	100	99	93	93
Child preferences	98	93	94	94
Nutritional/health value	96	100	100	100
Provider or staff knowledge about types of foods to prepare/serve	96	98	96	99
Convenience and ease of preparation	96	95	88	91
Access to nutritious foods and beverages	92	98	99	99
Kitchen/food preparation space	88	93	89	90
Parental preferences	87	85	81	85

a. Cost

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	100	99	93	93
Very Important	83	73	60	66
Somewhat Important	17	27	33	27
NET: Not Important (Not too+not at all)	0	1	6	7
Not too Important	0	1	5	5
Not at all Important	0	0	1	2
DK/Refused	0	0	*	1

b. Convenience and ease of preparation

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	96	95	88	91
Very Important	60	54	48	63
Somewhat Important	37	41	40	28
NET: Not Important (Not too+not at all)	4	5	12	9
Not too Important	4	4	9	7
Not at all Important	0	1	3	1
DK/Refused	0	0	*	0

c. Nutritional/health value

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	96	100	100	100
Very Important	69	89	95	97
Somewhat Important	27	11	4	3
NET: Not Important (Not too+not at all)	4	0	*	0
Not too Important	4	0	*	0
Not at all Important	0	0	*	0
DK/Refused	0	0	*	0

d. Child preferences

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	98	93	94	94
Very Important	48	42	43	53
Somewhat Important	50	51	50	41
NET: Not Important (Not too+not at all)	2	7	6	6
Not too Important	2	7	5	5
Not at all Important	0	0	1	1
DK/Refused	*	0	*	0

e. Parental preferences

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	87	85	81	85
Very Important	13	28	33	47
Somewhat Important	73	57	49	37
NET: Not Important (Not too+not at all)	12	15	18	15
Not too Important	10	14	16	13
Not at all Important	2	1	2	2
DK/Refused	2	1	*	1

f. Kitchen/food preparation space

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	88	93	89	90
Very Important	54	56	63	68
Somewhat Important	35	37	26	22
NET: Not Important (Not too+not at all)	12	7	11	10
Not too Important	10	5	8	7
Not at all Important	2	2	3	3
DK/Refused	0	0	*	0

g. Provider or staff knowledge about types of foods to prepare/serve

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	96	98	96	99
Very Important	73	78	79	89
Somewhat Important	23	20	17	9
NET: Not Important (Not too+not at all)	4	2	4	1
Not too Important	2	2	3	1
Not at all Important	2	0	1	0
DK/Refused	0	0	*	1

h. Access to nutritional foods/beverages

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	92	98	99	99
Very Important	65	89	91	93
Somewhat Important	27	9	8	6
NET: Not Important (Not too+not at all)	8	2	1	1
Not too Important	6	2	1	*
Not at all Important	2	0	*	*
DK/Refused	0	0	*	0

Q25-Q30: PROVIDERS ONLY

The purpose of the next set of questions is to better understand the different food and beverages served to children ages 0 to 5 in child care centers and day care homes. As you are answering these questions, please do your best to think about the food and beverages served in a typical day.

25. **[PROVIDERS ONLY]** Which of the following meals and snacks are provided at your center or home?

Yes

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Breakfast	-	-	96	92
Morning snack	-	-	22	63
Lunch	-	-	98	98
Afternoon snack	-	-	96	94
Supper	-	-	16	54
Evening snack	-	-	9	27

a. Breakfast

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	96	92
No	-	-	4	8
DK/Refused	-	-	0	0

b. Morning snack

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	22	63
No	-	-	77	37
DK/Refused	-	-	*	0

c. Lunch

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	98	98
No	-	-	2	2
DK/Refused	-	-	0	0

d. Afternoon snack

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	96	94
No	-	-	4	6
DK/Refused	-	-	*	0

e. Supper

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	16	54
No	-	-	84	46
DK/Refused	-	-	*	1

f. Evening snack

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	9	27
No	-	-	90	72
DK/Refused	-	-	*	1

Q26-Q30: ASK ONLY IF AT LEAST ONE MEAL OR SNACK USUALLY PROVIDED BY CENTER OR HOME

26. **[PROVIDERS ONLY]** Where is most of the food prepared for meals and snacks provided at your child care center or day care home?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Prepared on site at center or home	-	-	87	100
Prepared off-site by school food service staff	-	-	3	*
Pre-prepared and purchased from a catering company or another child care center	-	-	9	0
DK/Refused	-	-	*	0

27. **[PROVIDERS ONLY]** How are most meals and snacks served at your child care center or day care home?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Family Style	-	-	63	60
Pre-plated	-	-	37	40
DK/Refused	-	-	*	0

28. **[PROVIDERS ONLY]** Who is involved in menu planning for meals and snacks at your child care center or day care home? *Please select all that apply.*

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Director and/or Site Supervisor	-	-	80	48
Cook/Chef	-	-	64	4
Dietitian or Nutritionist	-	-	17	2
Teacher/Provider	-	-	18	48
Other	-	-	10	10
DK/Refused	-	-	*	*

29. **[PROVIDERS ONLY]** Now we will look at specific types of food and beverages that are served to children in your home or center, starting with beverages. For each category of beverages, please

indicate how frequently each category was served to children ages 0 to 5 at your center or home yesterday.

All or most meals and snacks

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Milk, including dairy milk, lactose-free milk, soy milk, breast milk, and infant formula	-	-	86	87
Water	-	-	48	49
100% fruit juice, including 100% fruit juice bars	-	-	14	14
Sugar-sweetened or fruit-flavored drinks or soda	-	-	*	*

All, most, or some meals and snacks

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Milk, including dairy milk, lactose-free milk, soy milk, breast milk, and infant formula	-	-	94	95
Water	-	-	71	76
100% fruit juice, including 100% fruit juice bars	-	-	42	43
Sugar-sweetened or fruit-flavored drinks or soda	-	-	1	1

a. Water

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	71	76
All or most meals and snacks	-	-	48	49
Some meals and snacks	-	-	23	28
One or two meals and snacks	-	-	15	17
None of the meals or snacks	-	-	13	6
DK/Refused	-	-	1	1

b. 100% fruit juice, including 100% juice bars

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	42	43
All or most meals and snacks	-	-	14	14
Some meals and snacks	-	-	28	29
One or two meals and snacks	-	-	37	34
None of the meals or snacks	-	-	21	23
DK/Refused	-	-	*	0

c. Sugar-sweetened or fruit-flavored drinks or soda

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	1	1
All or most meals and snacks	-	-	*	*
Some meals and snacks	-	-	1	1
One or two meals and snacks	-	-	1	3
None of the meals or snacks	-	-	96	95
DK/Refused	-	-	2	1

d. Milk, including dairy milk, lactose-free milk, soy milk, breast milk, and infant formula

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	94	95
All or most meals and snacks	-	-	86	87
Some meals and snacks	-	-	8	7
One or two meals and snacks	-	-	5	5
None of the meals or snacks	-	-	*	*
DK/Refused	-	-	*	-

30. **[PROVIDERS ONLY]** Now, turning to meals and snacks. For each category of food, please indicate how frequently each category was served to children ages 0 to 5 at your center or home yesterday.

All, most, or some meals and snacks

	State	Sponsoring	Child Care	Family Day
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	Agency Staff (-)	Orgs (-)	Centers (802)	Care Homes (390)
Fresh, frozen, canned, and/or dried fruits	-	-	82	81
Fresh, frozen and/or canned vegetables	-	-	81	82
Whole grains, such as oatmeal, brown rice, whole wheat bread, whole wheat pasta, and whole grain crackers	-	-	81	83
Lean meat and poultry, including beef, pork, lamb, chicken, and turkey	-	-	69	77
Low-fat or nonfat dairy foods, such as yogurt and cheese	-	-	65	66
Beans and peas, such as black beans, kidney beans and lentils	-	-	50	51
Processed foods, such as fish sticks, chicken nuggets and hot dogs	-	-	27	25
Minimally processed fish and seafood, such as canned tuna and non-breaded fish	-	-	20	26
Nuts and seeds, such as almonds, peanuts and sunflower seeds, and their butters	-	-	8	20
Sweet snacks, such as ice cream, granola bars, doughnuts, pies, pudding, cookies, cake, and candy	-	-	6	7
Fried foods, such as fried chicken, French fries or potato chips	-	-	6	11

a. Fresh, frozen, canned, and/or dried fruits

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	82	81
All or most meals and snacks	-	-	59	58
Some meals and snacks	-	-	23	23
One or two meals and snacks	-	-	13	14
None of the meals or snacks	-	-	4	5
DK/Refused	-	-	*	*

b. Fresh, frozen and/or canned vegetables

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	81	82
All or most meals and snacks	-	-	60	58
Some meals and snacks	-	-	21	23
One or two meals and snacks	-	-	16	16
None of the meals or snacks	-	-	3	3
DK/Refused	-	-	*	0

c. Beans and peas, such as black beans, kidney beans, and lentils

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	50	51
All or most meals and snacks	-	-	17	19
Some meals and snacks	-	-	33	32
One or two meals and snacks	-	-	19	21
None of the meals or snacks	-	-	30	28
DK/Refused	-	-	*	*

d. Minimally processed fish and seafood, such as canned tuna and non-breaded fish filets

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	20	26
All or most meals and snacks	-	-	4	6
Some meals and snacks	-	-	17	20
One or two meals and snacks	-	-	21	26
None of the meals or snacks	-	-	57	47
DK/Refused	-	-	2	2

e. Lean meat and poultry, including beef, pork, lamb, chicken, and turkey

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	69	77
All or most meals and snacks	-	-	43	48
Some meals and snacks	-	-	26	28
One or two meals and snacks	-	-	19	16
None of the meals or snacks	-	-	11	7
DK/Refused	-	-	1	*

f. Nuts and seeds, such as almonds, peanuts and sunflower seeds, and their butters

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	8	20
All or most meals and snacks	-	-	1	4
Some meals and snacks	-	-	7	15
One or two meals and snacks	-	-	14	23
None of the meals or snacks	-	-	75	56
DK/Refused	-	-	2	1

g. Whole grains, such as oatmeal, brown rice, whole wheat bread, whole wheat pasta, and whole grain crackers

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	81	83
All or most meals and snacks	-	-	54	54
Some meals and snacks	-	-	27	29
One or two meals and snacks	-	-	14	15
None of the meals or snacks	-	-	4	2
DK/Refused	-	-	1	0

h. Low-fat or nonfat dairy foods, such as yogurt and cheese

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	65	66
All or most meals and snacks	-	-	24	23
Some meals and snacks	-	-	41	43
One or two meals and snacks	-	-	21	26
None of the meals or snacks	-	-	13	8
DK/Refused	-	-	1	0

i. Sweet snacks, such as ice cream, granola bars, doughnuts, pies, pudding, cookies, cake, and candy

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	6	7
All or most meals and snacks	-	-	1	1
Some meals and snacks	-	-	5	6
One or two meals and snacks	-	-	21	35
None of the meals or snacks	-	-	71	57
DK/Refused	-	-	2	1

j. Fried foods, such as fried chicken, French fries or potato chips

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	6	11
All or most meals and snacks	-	-	0	2
Some meals and snacks	-	-	5	9
One or two meals and snacks	-	-	13	23
None of the meals or snacks	-	-	79	66
DK/Refused	-	-	2	1

k. Processed foods, such as fish sticks, chicken nuggets and hot dogs

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
All, most, or some meals and snacks	-	-	27	25
All or most meals and snacks	-	-	5	3
Some meals and snacks	-	-	21	21
One or two meals and snacks	-	-	26	29
None of the meals or snacks	-	-	46	46
DK/Refused	-	-	1	0

IMPLEMENTING AND OPERATIONALIZING NUTRITION GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS

31. Some people find meeting nutritional guidelines challenging. In your work, which of the following present the biggest challenges when trying to ensure that the food prepared and served to children at your center(s) and home(s) meets nutritional guidelines? (Select up to 3)

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Cost of food	75	68	54	56
Lack of staff knowledge/skills required to prepare nutritious meals and snacks	52	12	6	2
Convenience of using processed and pre-prepared foods	40	29	18	15
Time needed to prepare more nutritious meals and snacks	31	45	25	32
Limitations with kitchen space and/or equipment	21	25	16	4
Lack of knowledge about nutrition guidelines	21	7	5	2
Staff resistance because of personal food preferences	17	17	6	2
Child preferences	15	28	43	48
Access to nutritious food and beverage options	12	9	10	8
Parental preferences, including those related to culture	10	20	19	19
Other	2	2	4	3
None of the above	0	4	15	19
DK/Refused	0	1	1	1

32. How interested are you in assistance or training on the following topics?

NET: Very Interested

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Cost-effective ways to integrate more nutritious options into meals and snacks	85	77	69	59
Best practices to encourage children ages 0 to 5 to eat more nutritious meals and snacks	67	67	65	56
Preparing meals and snacks that meet nutritional guidelines	65	58	55	47
Menu planning	62	63	52	44
Nutrition guidelines for children ages 0 to 5	54	48	52	46
Reading nutrition labels	52	39	42	39

NET: Interested (Very+Somewhat)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Cost-effective ways to integrate more nutritious options into meals and snacks	98	94	92	87
Menu planning	88	92	82	76
Preparing meals and snacks that meet nutritional guidelines	88	90	85	78
Best practices to encourage children ages 0 to 5 to eat more nutritious meals and snacks	87	88	91	85
Nutrition guidelines for children ages 0 to 5	83	84	85	80
Reading nutrition labels	79	77	74	69

a. Reading nutrition tables

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	79	77	74	69
Very Interested	52	39	42	39
Somewhat Interested	27	38	32	31
NET: Not Interested (Not too+not at all)	19	22	25	29
Not too Interested	12	18	17	18
Not at all Interested	8	4	8	12
DK/Refused	2	1	1	1

b. Menu planning

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	88	92	82	76
Very Interested	62	63	52	44
Somewhat Interested	27	29	30	32
NET: Not Interested (Not too+not at all)	10	8	17	23
Not too Interested	6	4	11	13
Not at all Interested	4	3	6	10
DK/Refused	2	1	1	1

c. Nutrition guidelines for children ages 0 to 5

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	83	84	85	80
Very Interested	54	48	52	46
Somewhat Interested	29	35	33	34
NET: Not Interested (Not too+not at all)	15	16	14	18
Not too Interested	10	9	8	11
Not at all Interested	6	7	5	8
DK/Refused	2	1	1	2

d. Best practices to encourage children 0 to 5 to eat more nutritious meals and snacks

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	87	88	91	85
Very Interested	67	67	65	56
Somewhat Interested	19	21	26	28
NET: Not Interested (Not too+not at all)	12	11	8	14
Not too Interested	6	7	4	8
Not at all Interested	6	4	3	7
DK/Refused	2	1	1	1

e. Preparing meals and snacks that meet national nutritional guidelines

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	88	90	85	78
Very Interested	65	58	55	47
Somewhat Interested	23	32	30	31
NET: Not Interested (Not too+not at all)	10	9	14	21
Not too Interested	6	5	9	12
Not at all Interested	4	4	5	9
DK/Refused	2	1	1	1

f. Cost-effective ways to integrate more nutritious options into meals and snacks

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	98	94	92	87
Very Interested	85	77	69	59
Somewhat Interested	13	17	23	28
NET: Not Interested (Not too+not at all)	0	6	7	12
Not too Interested	0	2	4	5
Not at all Interested	0	4	3	7
DK/Refused	2	1	1	1

33. What additional topics would you like assistance or training about to ensure that the food prepared and served to children at your center(s) and home(s) meets nutritional guidelines?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Meal, Menu and Recipe Planning	37	44	37	31
Menus/menu planning/ideas/specialized menus	12	9	9	4
Meal/meals/meal planning/meal options (i.e. vegan, family style)	10	5	4	4
Recipes/recipe ideas	8	7	4	6
Healthy meal/snack choices/information on healthy food/health-related tips (i.e. vitamins, activities)	6	6	6	5
Culture/cultural meals/education	6	4	2	1
Serving size/portions	6	3	4	2
Cost/budgeting/budgeting plans/cost education	4	13	6	7
Allergies/allergy information/food for kids with allergies/special diets	4	5	3	2
Getting kids to eat nutritious/healthy/new foods/handling picky eaters	2	6	6	8
Program Information and Requirements	25	9	4	2
(CACFP) Meal Pattern requirements/information about meal pattern requirements/making sure we meet meal pattern requirements/creditable meals	17	7	2	1
Information about programs (i.e. Farm to table, Role modeling, working with companies)/access to said programs	8	3	1	1
Information for parents/getting parents more involved/parent education/family involvement	2	6	5	4
Labeling Information	17	19	12	8
Nutrition/nutritional facts/nutritional guidelines/nutritional education/information about Child Nutrition labeled product	17	18	11	7
Information about labels/better/more accurate labeling	2	1	1	1

Satisfied with Current Training and Assistance	13	18	31	39
No/none/nothing/I am satisfied with what I have	13	18	29	35
We already have a plan in place/we already do things	0	1	2	4
Food Preparation and Safety	10	17	6	7
Ingredients/use of certain ingredients (i.e. organic, processed, gluten free)/education about ingredients/use of different types of foods	6	8	5	6
Food safety/food safety guidelines/sanitation guidelines/storing food	6	4	2	2
Preparation/information on food preparation/food preparation tips	4	13	5	7
More Assistance/Training/Less Paperwork (General)	6	6	6	3
Staff training/more staff training/more options for training (i.e. web, teleconference)	4	6	4	1
Paperwork/ways to reduce paperwork	2	0	1	0
Anything/anything we can get	0	0	1	2
Other (specify)	13	6	4	4
Don't know/refused	6	6	11	9

34. How would you prefer to **receive information** about nutrition guidelines for children ages 0 to 5 and information about opportunities for nutrition-related assistance and training?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Email communications, including e-newsletters	92	89	84	65
Web portal or website	67	56	39	29
On-site visits	27	20	12	16
Postal mail	13	31	45	57
Social media, such as Facebook or YouTube	6	12	8	12
Other	6	3	2	1
DK/Refused	0	1	1	1
None of the above	0	0	1	2

35. And, how would you prefer to **receive guidance and be trained** on nutrition guidelines for children ages 0 to 5?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Webinars/online trainings	88	79	61	46
In-person trainings at a nearby location	58	58	56	47
Print materials	54	61	57	57
Video clips (online, DVD)	52	49	48	40
On-site visits by food program and other professionals	31	27	25	20
None of the above	0	1	1	2
DK/Refused	0	1	1	2
Other	0	1	*	2

ATTITUDES ON PHYSICAL ACTIVITY AND AWARENESS OF GUIDELINES/RECOMMENDATIONS

The purpose of the next set of questions is to better understand opportunities children ages 0 to 5 have for physical activity while in a child care setting. As you are answering these questions, think about opportunities for physical activity in typical day at your center(s) or home(s).

[TELEPHONE AND ONLINE, FOR SPONSORING ORGANIZATIONS AND STATE AGENCY STAFF]

Please answer all the questions as best as possible based on your knowledge. If you are not sure, just say so.

Physical activity:

- Is defined as any type of active play or movement and includes both structured play led by an adult caregiver and free play not led by an adult;
- Does not have to happen all at once but can be scattered over the course of a day; and
- Can occur indoors or outdoors.

36. Thinking about time spent on physical activity, please indicate how many minutes you think each of the following age groups of children **should** spend on moderate to vigorous physical activity in a typical day.

Moderate physical activity means walking, playing on outdoor play equipment and activities like playing hopscotch or kickball. Vigorous physical activity is running, skipping, hopping, dancing, or jumping activities. Appropriate physical activity for infants includes supervised tummy time and time outdoors.

a. Ages 0-12 Months

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
<1 hour	71	59	55	68
Less than 30 Minutes	27	21	19	32
30-60 Minutes	44	38	36	37
1-2 hours	19	10	20	20
60-90 Minutes	4	16	14	13
90-120 Minutes	6	4	6	4
120+ Minutes	4	3	4	4
Does not apply	2	13	18	8
DK/Refused	13	5	2	2

b. Ages 1 and 2

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
<1 hour	43	44	44	40
Less than 30 Minutes	4	5	4	11
30-60 Minutes	40	39	36	39
1-2 hours	42	40	39	45
60-90 Minutes	35	30	30	27
90-120 Minutes	6	9	15	11
120+ Minutes	6	4	8	9
Does not apply	0	11	6	1
DK/Refused	10	3	1	2

c. Ages 3, 4, and 5

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
<1 hour	21	22	26	27
Less than 30 Minutes	0	1	1	2
30-60 Minutes	21	20	25	25
1-2 hours	63	65	57	53
60-90 Minutes	35	41	37	36
90-120 Minutes	29	24	21	17
120+ Minutes	8	9	16	18
Does not apply	0	3	*	*
DK/Refused	8	1	*	2

37. How important are each of the following factors in deciding the amount of time children have for physical activity in a typical day while at your child care center(s) and day care home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

NET: Very Important

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Safety concerns	73	75	83	89
Caregiver to child ratio	58	65	74	73
Children wearing inappropriate clothing and/or footwear	56	59	66	78
Space or equipment limitations	56	56	56	69
Staff interest in physical activity	52	57	49	58
Weather	46	53	66	77
Electronic media use	27	20	12	23
Parental preferences about children's activities in child care	15	30	31	48
Child preferences	12	39	40	52

NET: Important (Very+Somewhat)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Space or equipment limitations	96	82	84	89
Safety concerns	90	89	92	95
Children wearing inappropriate clothing and/or footwear	90	87	90	92
Caregiver to child ratio	90	84	87	88
Weather	81	85	92	97
Child preferences	81	83	83	92
Staff interest in physical activity	81	82	72	74
Parental preferences about children's activities in child care	71	77	79	82
Electronic media use	63	41	29	47

a. Safety concerns

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	90	89	92	95
Very Important	73	75	83	89
Somewhat Important	17	15	9	6
NET: Not Important (Not too+Not at all)	8	9	8	5
Not too Important	8	6	4	4

Not at all Important	0	3	3	1
DK/Refused	2	1	*	*

b. Child preferences

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	81	83	83	92
Very Important	12	39	40	52
Somewhat Important	69	44	43	39
NET: Not Important (Not too+Not at all)	15	16	16	8
Not too Important	15	11	13	6
Not at all Important	0	5	4	2
DK/Refused	4	1	*	1

c. Parental preferences about children's activities in child care

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	71	77	79	82
Very Important	15	30	31	48
Somewhat Important	56	47	48	34
NET: Not Important (Not too+Not at all)	25	22	21	17
Not too Important	25	18	16	14
Not at all Important	0	3	5	3
DK/Refused	4	2	*	1

d. Space or equipment limitations

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	96	82	84	89
Very Important	56	56	56	69
Somewhat Important	40	26	27	19
NET: Not Important (Not too+Not at all)	2	17	16	11
Not too Important	2	13	9	6
Not at all Important	0	4	7	5
DK/Refused	2	1	*	*

e. Staff interest in physical activity

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	81	82	72	74
Very Important	52	57	49	58
Somewhat Important	29	25	23	16
NET: Not Important (Not too+Not at all)	17	16	28	25
Not too Important	15	8	17	17
Not at all Important	2	9	10	8
DK/Refused	2	1	*	1

f. Caregiver to child ratio

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	90	84	87	88
Very Important	58	65	74	73
Somewhat Important	33	19	12	15
NET: Not Important (Not too+Not at all)	8	15	13	11
Not too Important	8	8	7	7
Not at all Important	0	7	6	4
DK/Refused	2	1	*	1

g. Weather

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	81	85	92	97
Very Important	46	53	66	77
Somewhat Important	35	32	26	20
NET: Not Important (Not too+Not at all)	17	15	8	3
Not too Important	13	12	6	2
Not at all Important	4	3	2	1
DK/Refused	2	1	0	0

h. Electronic media use

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	63	41	29	47
Very Important	27	20	12	23
Somewhat Important	37	21	17	24
NET: Not Important (Not too+Not at all)	29	56	69	50
Not too Important	19	27	30	29
Not at all Important	10	28	39	21
DK/Refused	8	3	2	3

i. Children wearing inappropriate clothing and/or footwear

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	90	87	90	92
Very Important	56	59	66	78
Somewhat Important	35	27	24	14
NET: Not Important (Not too+Not at all)	8	12	10	7
Not too Important	8	10	7	4
Not at all Important	0	2	3	3
DK/Refused	2	1	*	1

CURRENT PHYSICAL ACTIVITY PRACTICES

PROVIDERS ONLY

Objective of this section:

- Record current physical activity practices in child care settings, including the types and frequencies of opportunities for both structured and unstructured play time and physical activity that are available throughout the day

38. **[PROVIDERS ONLY]** Physical activity can be integrated into activities throughout the day. In a typical day, how many different opportunities do children have for moderate to vigorous physical activity while at your center or home?

a. Ages 0-12 Months

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
None	-	-	3	4

1-2 Times Per Day	-	-	37	39
3-4 Times Per Day	-	-	26	33
5+ Times Per Day	-	-	11	12
Does not apply	-	-	22	11
DK/Refused	-	-	2	1

b. Ages 1 and 2

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
None	-	-	*	1
1-2 Times Per Day	-	-	27	22
3-4 Times Per Day	-	-	47	51
5+ Times Per Day	-	-	18	23
Does not apply	-	-	7	3
DK/Refused	-	-	*	*

c. Ages 3, 4, and 5

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
None	-	-	0	1
1-2 Times Per Day	-	-	24	19
3-4 Times Per Day	-	-	51	43
5+ Times Per Day	-	-	25	34
Does not apply	-	-	*	2
DK/Refused	-	-	0	1

39. **[PROVIDERS ONLY]** In a typical day, how much time **in total** do children at your center or home have for moderate to vigorous physical activity while in your care?

a. Ages 0-12 Months

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
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<1 hour	-	-	47	56
Less than 30 Minutes	-	-	15	20
30-60 Minutes	-	-	32	36
1-2 hours	-	-	21	23
60-90 Minutes	-	-	15	16
90-120 Minutes	-	-	6	7
120+ Minutes	-	-	5	6
Does not apply	-	-	24	14
DK/Refused	-	-	2	2

b. Ages 1 and 2

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
<1 hour	-	-	34	39
Less than 30 Minutes	-	-	3	5
30-60 Minutes	-	-	31	34
1-2 hours	-	-	47	46
60-90 Minutes	-	-	32	30
90-120 Minutes	-	-	15	16
120+ Minutes	-	-	10	11
Does not apply	-	-	8	4
DK/Refused	-	-	*	1

c. Ages 3, 4, and 5

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
<1 hour	-	-	27	28
Less than 30 Minutes	-	-	1	2
30-60 Minutes	-	-	25	26
1-2 hours	-	-	59	52
60-90 Minutes	-	-	38	33
90-120 Minutes	-	-	20	19
120+ Minutes	-	-	14	18
Does not apply	-	-	*	2
DK/Refused	-	-	0	1

40. In a typical day how frequently does a caregiver lead physical activity at your center or home?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Some of the time or more often			96	97
All or most of the time	-	-	46	56
Some of the time	-	-	49	42
Once in a while	-	-	4	2
Never	-	-	*	0
DK/Refused	-	-	*	*

IMPLEMENTING AND OPERATIONALIZING PHYSICAL ACTIVITY GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS

41. Some people find it challenging to provide opportunities for physical activity for the children under their care. In your work, which of the following present the biggest challenges when trying to make sure there are enough opportunities for physical activity for children at your center(s) and home(s)? (Select up to 3)

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Lack of knowledge about ways to engage infants and young children in physical activity	65	30	18	7
Limitations with indoor or outdoor space	63	41	33	26
Staff resistance to or discomfort with physical activity	50	32	20	2
Cost of purchasing large or small equipment	21	34	36	41
Lack of time in schedule to increase time spent on physical activity	21	28	14	12
Safety/crime concerns	21	6	12	12
Number and varied ages of children	17	29	9	44
Child resistance to increased physical activity	6	9	16	15
Weather (Voluntary)	6	1	3	3
Parental pressure to focus on academics or other activities	4	14	14	10
Level of physical coordination among	4	4	10	16

children				
Other (Non-weather)	4	2	1	*
DK/Refused	4	1	1	1
None of the above	0	9	18	18

42. How interested are you in assistance and training on the following topics?

NET: Very Interested

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Best practices to encourage children ages 0 to 5 to be more physically active	67	63	65	53
Training staff members about how to lead structured play	63	67	70	38
Ideas for both structured and free play in indoor settings	62	70	69	59
Planning physical activity for infants and children of different ages	62	66	66	54
Physical activity guidelines and recommendations for children ages 0 to 5	62	62	62	52
Cost-effective ways to integrate more physical activity into the day	56	63	64	55
Engaging children in physical activity	48	64	65	48

NET: Interested (Very+Somewhat)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Planning physical activity for infants and children of different ages	94	89	90	83
Physical activity guidelines and recommendations for children ages 0 to 5	94	88	90	84
Ideas for both structured and free play in indoor settings	92	92	91	84
Cost-effective ways to integrate more physical activity into the day	90	89	87	82
Engaging children in physical activity	88	92	88	81
Best practices to encourage children ages 0 to 5 to be more physically active	88	90	91	82
Training staff members about how to lead	83	92	91	65

structured play				
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a. Training staff members about how to lead structured play

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	83	92	91	65
Very Interested	63	67	70	38
Somewhat Interested	19	25	21	27
NET: Not Interested (Not too+not at all)	17	8	9	35
Not too Interested	15	3	6	21
Not at all Interested	2	4	3	14
DK/Refused	0	0	0	0

b. Planning physical activity for infants and children of all ages

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	94	89	90	83
Very Interested	62	66	66	54
Somewhat Interested	33	23	24	29
NET: Not Interested (Not too+not at all)	6	11	10	17
Not too Interested	4	6	6	11
Not at all Interested	2	6	4	7
DK/Refused	0	0	0	0

c. Physical activity guidelines and recommendations for children ages 0 to 5

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	94	88	90	84
Very Interested	62	62	62	52
Somewhat Interested	33	26	28	31
NET: Not Interested (Not too+not at all)	6	12	10	16
Not too Interested	4	7	7	10
Not at all Interested	2	5	4	6
DK/Refused	0	0	0	0

d. Best practices to encourage children 0 to 5 to be more physically active

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	88	90	91	82
Very Interested	67	63	65	53
Somewhat Interested	21	27	26	29
NET: Not Interested (Not too+not at all)	12	10	9	18
Not too Interested	8	6	6	11
Not at all Interested	4	4	3	6
DK/Refused	0	0	0	0

e. Ideas for both structured and free play in indoor settings

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	92	92	91	84
Very Interested	62	70	69	59
Somewhat Interested	31	22	22	25
NET: Not Interested (Not too+not at all)	8	8	9	16
Not too Interested	6	3	6	11
Not at all Interested	2	5	3	5
DK/Refused	0	0	0	0

f. Engaging children in physical activities

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	88	92	88	81
Very Interested	48	64	65	48
Somewhat Interested	40	28	23	33
NET: Not Interested (Not too+not at all)	12	8	12	19
Not too Interested	10	3	9	13
Not at all Interested	2	5	3	6
DK/Refused	0	0	0	0

g. Cost effective ways to integrate more physical activity into the day

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	90	89	87	82
Very Interested	56	63	64	55
Somewhat Interested	35	26	23	27
NET: Not Interested (Not too+not at all)	10	11	13	18
Not too Interested	8	7	9	11
Not at all Interested	2	4	4	7
DK/Refused	0	0	0	0

43. What additional topics would you like to receive assistance or training on to ensure children have more opportunities for physical activity during the day?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Information for Staff	42	41	40	31
<i>Information on New Activities</i>	<i>29</i>	<i>34</i>	<i>31</i>	<i>26</i>
How to incorporate activities into curriculum/busy day/managing time	10	8	4	2
Physical activities ideas/new activities/exercises/information about activities (i.e. guidelines, skill levels)	8	16	19	16
Age-appropriate activities/what is age appropriate	8	9	6	10
Spatial issues/how to incorporate physical activity into specific spaces/how to best utilize space	2	4	3	2
Weather/weather-related guidelines/inclement weather plans/weather-appropriate activities	2	2	3	2
<i>Other Information for Staff</i>	<i>15</i>	<i>9</i>	<i>11</i>	<i>6</i>
Staff training/education/staff awareness	10	4	4	1
Staff motivation	2	1	2	*
Safety/safety guidelines/safe activities	2	1	1	2
Additional materials (i.e. brochures, books, videos) to educate staff/provider	2	0	*	1

Additional materials (i.e. brochures, books, videos)/resources (Unspecified)	0	2	1	1
Anything/anything we can get	0	1	2	2
Information for Kids	15	8	7	7
Encouraging kids to participate in physical activities/how to engage children/engaging specific groups (i.e. special needs, overweight)	6	4	4	5
Ways to limit/discourage media usage/encourage physical activity over media	6	1	*	1
Importance of exercise/physical activity/teaching the importance of exercise/physical activity	4	2	2	1
Additional materials (i.e. brochures, books, videos) to educate kids	0	0	*	*
Equipment	6	2	3	4
Need new equipment/need to purchase equipment	4	1	2	3
Need more information about equipment or refurbishing	2	1	2	*
Information for Parents and Families	2	6	4	2
Information for parents/getting parents more involved/parent education/involving families/encourage families to exercise	2	6	4	2
Additional materials (i.e. brochures, books, videos) to educate parents/family	0	1	*	*
Budget	2	4	3	4
Need more information or education on budgets or costs	2	2	1	1
Need more funding/budget/cost limitations	0	2	2	3
Satisfied with Current Training and Assistance/No suggestions	25	31	37	45
We already provide options for children/we already provide environment/we provide equipment	0	1	2	3
No/none/nothing/thank you for the offer	25	30	35	42

Other	13	4	2	3
Don't know/refused	13	16	12	12

44. How would you prefer to **receive information** about physical activity guidelines and recommendations for children ages 0 to 5 and information about opportunities for physical activity assistance and training?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Email communications, including e-newsletters	85	85	81	63
Web portal or website	73	66	50	34
On-site visits	21	28	22	17
Postal mail	13	35	48	61
Social media, such as Facebook or YouTube	12	16	14	12
Other	8	0	2	2
DK/Refused	4	0	*	1
None of the above	2	1	1	3

45. And, how would you prefer to **receive guidance and be trained** on physical activity guidelines and recommendations for children ages 0 to 5?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Webinars/online trainings	79	77	61	46
Print materials	60	59	56	53
Video clips (online, DVD)	54	57	52	44
In-person trainings at a nearby location	50	53	53	47
On-site visits by food program and other professionals	35	30	26	18
DK/Refused	4	0	1	1
None of the above	2	1	2	3
Other	0	0	1	1

ATTITUDES ON ELECTRONIC MEDIA USE AND AWARENESS OF GUIDELINES/RECOMMENDATIONS AND CURRENT ELECTRONIC MEDIA USE PRACTICES

The purpose of the next set of questions is to better understand the amount of time children ages 0 to 5 interact with electronic media while in a child care setting. As you are answering these questions, think about the time children spend using electronic media in a typical day. Electronic media includes

any TV, video and DVD watching, electronic games, computer use, and use of other electronic devices (like cell phones).

46. Thinking about time children spend using electronic media, please indicate how many minutes you think each of the following age groups of children **should** spend using electronic media in a typical day at your center or day care home.

a. Under Age 2

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
None	58	56	58	43
Less than 30 Minutes	25	26	23	41
Less than 15 minutes	10	15	14	19
15 to under 30 minutes	15	11	9	22
More than 30 Minutes	6	6	2	11
30 to 60 minutes	4	5	2	9
More than 1 hour	2	1	*	2
Does not apply	0	9	15	5
DK/Refused	12	2	1	1

b. Ages 2 and Older

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
None	10	14	21	12
Less than 30 Minutes	50	55	63	51
Less than 15 minutes	4	18	23	12
15 to under 30 minutes	46	37	40	39
More than 30 Minutes	29	25	13	36
30 to 60 minutes	25	22	11	29
More than 1 hour	4	3	1	6
Does not apply	0	3	3	1
DK/Refused	12	3	*	*

47. Are any types of electronic media used at your center or day care home? Electronic media includes any TV, video and DVD watching, electronic games, computer use, and use of other electronic devices (like cell phones).

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Yes	94	87	82	91
No	4	13	18	9
DK/Refused	2	0	0	0

48. How important are each of the following factors in deciding the amount of time children spend using electronic media in a typical day while at your child care center(s) and day care home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

NET: Very Important

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Lack of staff knowledge about the need to limit electronic media use and/or more	52	47	39	39
Staff breaks or needing to leave children without direct supervision	37	37	29	39
Convenience	35	32	18	32
Time spent on other activities	35	32	18	32
Caregiver to child ratio	31	37	40	45
Weather	31	31	29	46
Parental preferences	17	27	29	41
Space restrictions both inside and outside	17	27	25	37
Child preferences	10	25	22	31

NET: Important (Very+Somewhat)

	State	Sponsoring	Child Care	Family Day
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	Agency Staff	Orgs	Centers	Care Homes
Lack of staff knowledge about the need to limit electronic media use and/or more	77	70	52	52
Time spent on other activities	75	77	72	82
Caregiver to child ratio	65	58	51	61
Convenience	62	49	36	59
Staff breaks or needing to leave children without direct supervision	58	51	35	52
Space restrictions both inside and outside	56	54	42	55
Weather	56	53	48	70
Child preferences	48	62	53	64
Parental preferences	46	57	57	70

a. Convenience

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	62	49	36	59
Very Important	35	32	18	32
Somewhat Important	27	18	18	26
NET: Not Important (Very+Somewhat)	27	46	61	38
Not too Important	15	19	20	20
Not at all Important	12	27	41	18
DK/Refused	12	4	3	3

b. Time spent on other activities

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	75	77	72	82
Very Important	38	53	55	61
Somewhat Important	37	25	16	21
NET: Not Important (Very+Somewhat)	17	18	26	16
Not too Important	12	9	6	7
Not at all Important	6	9	20	9
DK/Refused	8	5	3	2

c. Child preferences

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	48	62	53	64
Very Important	10	25	22	31
Somewhat Important	38	37	31	33
NET: Not Important (Very+Somewhat)	38	34	44	33
Not too Important	31	17	16	19
Not at all Important	8	17	28	14
DK/Refused	13	4	3	3

d. Parental preferences

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	46	57	57	70
Very Important	17	27	29	41
Somewhat Important	29	30	27	29
NET: Not Important (Very+Somewhat)	40	39	41	27
Not too Important	31	23	15	16
Not at all Important	10	16	25	12
DK/Refused	13	4	2	3

e. Staff breaks or needing to leave children without supervision

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	58	51	35	52
Very Important	37	37	29	39
Somewhat Important	21	14	6	12
NET: Not Important (Very+Somewhat)	19	44	60	43
Not too Important	12	11	12	14
Not at all Important	8	32	48	29
DK/Refused	23	6	5	5

- f. Lack of staff knowledge about the need to limit electronic media use and/or age-appropriate activities

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	77	70	52	52
Very Important	52	47	39	39
Somewhat Important	25	23	14	13
NET: Not Important (Very+Somewhat)	10	25	44	42
Not too Important	4	10	11	15
Not at all Important	6	15	32	27
DK/Refused	13	6	4	6

- g. Caregiver to child ratio

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	65	58	51	61
Very Important	31	37	40	45
Somewhat Important	35	22	11	15
NET: Not Important (Very+Somewhat)	25	38	47	36
Not too Important	21	16	12	16
Not at all Important	4	22	34	20
DK/Refused	10	4	3	4

- h. Weather

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	56	53	48	70
Very Important	31	31	29	46
Somewhat Important	25	22	19	24
NET: Not Important (Very+Somewhat)	35	43	49	27
Not too Important	25	19	17	14
Not at all Important	10	24	32	14
DK/Refused	10	4	3	3

i. Space restrictions both inside and outside

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Important (Very+Somewhat)	56	54	42	55
Very Important	17	27	25	37
Somewhat Important	38	27	17	18
NET: Not Important (Very+Somewhat)	31	42	55	42
Not too Important	23	20	16	19
Not at all Important	8	23	39	23
DK/Refused	13	4	3	4

49. **[PROVIDERS]** In a typical day, how much time **in total** do children in your care spend using electronic media?

a. Under age 2

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (657)	Family Day Care Homes (355)
None	-	-	56	36
Less than 30 Minutes	-	-	23	46
Less than 15 minutes	-	-	14	23
15 to under 30 minutes	-	-	9	23
More than 30 Minutes	-	-	3	12
30 to 60 Minutes	-	-	2	11
More than 1 hour	-	-	*	1
Does not apply	-	-	18	5
DK/Refused	-	-	*	*

b. Ages 2 and Older

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (657)	Family Day Care Homes (355)
None	-	-	10	6
Less than 30 Minutes	-	-	74	50
Less than 15 minutes	-	-	28	11
15 to under 30 minutes	-	-	46	39
More than 30 Minutes	-	-	14	43
30 to 60 Minutes	-	-	13	35
More than 1 hour	-	-	1	8
Does not apply	-	-	1	1
DK/Refused	-	-	0	0

**IMPLEMENTING AND OPERATIONALIZING ELECTRONIC MEDIA USE
GUIDELINES/RECOMMENDATIONS AND TRAINING/TECHNICAL ASSISTANCE NEEDS**

50. Some people find it challenging to control the amount of electronic media used in child care settings. In your work, which of the following present the biggest challenges when trying to decide the amount of electronic media to use for children at your center(s) and home(s)?

[FOR SPONSORING ORGANIZATIONS] When answering this question, please think about the child care centers and/or day care homes that your organization sponsors.

[FOR STATE AGENCY STAFF] When answering this question, please think about the child care centers and day care homes you work with to administer the CACFP.

(Select up to 3 Options)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Perceptions that electronic media use is educational	52	38	27	23
Lack of staff training about age-appropriate electronic media use guidelines and recommendations	52	27	17	5
Staff resistance to reduced/limited electronic media use	42	16	10	4
Lack of clear definition and guidelines for electronic media use	35	23	17	12
Education level of staff	27	12	10	4
Challenges with finding activities for mixed age groups	25	21	18	31
Staff need to leave children unsupervised/engaged	13	8	3	8
DK/Refused	10	6	2	3
Child resistance to reduced/limited electronic media use	6	21	18	25
Parental pressure to integrate electronic media	4	16	15	12
Other	2	4	4	4
None of the above	0	20	35	34

51. How interested are you in assistance and training on the following topics?

NET: Very Interested

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Best practices to encourage children ages 0 to 5 to choose alternatives to electronic media	50	53	47	39
Planning activities that do not involve electronic media	46	47	46	38
Electronic media use guidelines and recommendations for children ages 0 to 5	42	51	44	37

NET: Interested (Very+Somewhat)

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Best practices to encourage children ages 0 to 5 to choose alternatives to electronic media	75	73	69	64
Planning activities that do not involve electronic media	75	68	63	63
Electronic media use guidelines and recommendations for children ages 0 to 5	73	73	66	62

a. Planning activities that do not involve electronic media

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	75	68	63	63
Very Interested	46	47	46	38
Somewhat Interested	29	22	17	24
NET: Not Interested (A little+not at all)	15	30	36	36
A Little Interested	10	9	11	14
Not at all Interested	6	22	25	23
DK/Refused	10	1	1	1

b. Electronic media use guidelines and recommendations for children ages 0 to 5

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	73	73	66	62
Very Interested	42	51	44	37
Somewhat Interested	31	22	23	25
NET: Not Interested (A little+not at all)	17	26	33	37
A Little Interested	15	10	11	15
Not at all Interested	2	16	22	22
DK/Refused	10	1	1	1

c. Best practices to encourage children ages 0 to 5 to choose alternatives to electronic media

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
NET: Interested (Very+Somewhat)	75	73	69	64
Very Interested	50	53	47	39
Somewhat Interested	25	20	22	24
NET: Not Interested (A little+not at all)	15	26	30	35
A Little Interested	13	9	8	13
Not at all Interested	2	17	22	22
DK/Refused	10	1	1	1

52. What additional topics would you like to receive assistance or training on related to electronic media use?

RECORD VERBATIM RESPONSE.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
No/none/nothing	42	39	42	51
Training on the usage of electronic media (i.e. etiquette, staff usage)/how to incorporate it/use it effectively/recommended ways to use technology (i.e. ideas, applications)	10	14	12	12
The effects of media (i.e. positives, negatives, best practices)/the importance of usage	10	7	4	2
Media use guidelines/limits to electronic media usage/how to limit use electronic media/timing electronic media usage/encouraging less media usage at home/"Media is not a babysitter"	8	6	4	3
What is appropriate (i.e. when, why, how much)/educational uses of technology/acceptable uses of technology	8	5	8	9
Alternatives to electronic media (i.e. outdoor play, teacher engagement)	4	4	4	4
We already receive resources on usage/already have guidelines	2	1	1	1
Information for parents/getting parents more involved/parent education/involving families/encourage families to exercise	0	5	5	3
We do not use electronic media/we limit electronic media at our center	0	4	7	3
Other	0	1	3	3
Anything/anything we can get	0	1	2	2
DK/Refused	27	18	15	12

53. How would you prefer to **receive information** about electronic media use guidelines and recommendations for children ages 0 to 5 and information about opportunities for electronic media use training and assistance?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Email communications, including e-newsletters	85	83	74	60
Web portal or website	67	58	44	31
On-site visits	21	19	16	12
Postal Mail	19	35	44	57
Social media, such as Facebook or YouTube	10	17	11	10
Other	8	0	1	1
None of the above	4	6	10	8
DK/Refused	4	0	1	1

54. And, how would you prefer to **receive guidance and be trained** on electronic media use guidelines and recommendations for children ages 0 to 5?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Webinars/online trainings	81	70	54	42
Print materials	60	56	49	52
Video clips (online, DVD)	54	49	46	39
In-person trainings at a nearby location	35	43	42	38
On-site visits by food program and other professionals	19	23	19	16
DK/Refused	4	0	2	1
None of the above	2	6	11	9
Other	0	0	*	1

34/44/53. Preferred ways to **receive information** on nutritional guidelines/physical activity/electronic media use

	All respondents (1402)		
	Nutritional Guidelines	Physical Activity	Electronic Media Use
Email communications, including e-newsletters	92	76	72
Web portal or website	67	48	43
On-site visits	27	21	15
Postal mail	13	49	46
Social media, such as Facebook or YouTube	6	13	11
Other	6	2	1
None of the above	0	2	9
DK/Refused	0	1	1

35/45/54. Preferred ways to **receive guidance and be trained** on nutritional guidelines/physical activity/electronic media use

	All respondents (1402)		
	Nutritional Guidelines	Physical Activity	Electronic Media Use
Webinars/online trainings	88	59	54
In-person trainings at a nearby location	58	51	41
Print materials	54	56	51
Video clips (online, DVD)	52	50	45
On-site visits by food program and other professionals	31	25	19
Other	1	1	1
None of the above	0	2	9
DK/Refused	0	1	1

DEMOGRAPHICS AND FIRMOGRAPHICS

55. [STATE AGENCY STAFF AND SPONSORING ORGANIZATIONS ONLY] How often do you communicate with and provide information to your child care centers and/or day care homes [FOR STATE AGENCY STAFF ONLY] as well as sponsoring organizations in your state about each of the following?

NET: Frequently (Weekly+Monthly)

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
Information to promote healthy habits related to nutrition	38	70	-	-
Information to promote healthy habits related to physical activity	19	53	-	-
Information to promote healthy habits related to electronic media use	8	25	-	-

a. Information to promote healthy habits related to nutrition

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
NET: Frequently (Weekly+Monthly)	38	70	-	-
At least weekly	6	16	-	-
At least monthly	33	54	-	-
NET: Infrequently (Every few months+yearly)	60	29	-	-
Every few months	35	23	-	-
Yearly at most	25	6	-	-
Never	0	1	-	-
DK/Refused	2	0	-	-

b. Information to promote healthy habits related to physical activity

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
NET: Frequently (Weekly+Monthly)	19	53	-	-
At least weekly	0	11	-	-
At least monthly	19	42	-	-
NET: Infrequently (Every few months+yearly)	73	43	-	-
Every few months	29	32	-	-
Yearly at most	44	11	-	-
Never	4	4	-	-
DK/Refused	4	0	-	-

c. Information to promote healthy habits related to electronic media use

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
NET: Frequently (Weekly+Monthly)	8	25	-	-
At least weekly	0	4	-	-
At least monthly	8	22	-	-
NET: Infrequently (Every few months+yearly)	60	52	-	-
Every few months	19	25	-	-
Yearly at most	40	27	-	-
Never	17	20	-	-
DK/Refused	15	3	-	-

56. [STATE AGENCY STAFF AND SPONSORING ORGANIZATIONS ONLY] How do you communicate with and provide information to your child care centers and/or day care homes [FOR STATE AGENCY STAFF ONLY] as well as sponsoring organizations in your state?

	State Agency Staff (52)	Sponsoring Orgs (158)	Child Care Centers (-)	Family Day Care Homes (-)
On-site visits	88	82	-	-
Email, including e-newsletters	85	77	-	-
Conferences and events	71	47	-	-
Mail	48	39	-	-
Webinars	40	11	-	-
Conference calls/ meeting	37	43	-	-
Listservs	23	5	-	-
Other	12	12	-	-
None of the above	0	0	-	-
DK/Refused	0	0	-	-

57. What is the last grade of school you have completed? If you are currently in college, please indicate so.

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Some College or Less	4	23	24	59
High School or GED	2	4	5	19
Some university/college or vocational school	2	19	19	37
College	96	76	73	39
College	42	49	47	33
Postgraduate degree (Masters, Ph.D. Professional Degree)	54	27	26	7
DK/Refused	0	1	3	2

58./59./60. Combined Race/Ethnicity/Tribal Community

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
White	69	70	45	36
Hispanic or Latino	4	7	14	14
Black or African American	17	14	27	37
Tribal Community	-	-	1	-
American Indian or Alaska Native	-	-	1	-
Asian	-	1	4	3
Native Hawaiian or Other Pacific Islander	2	1	1	-
Other	-	1	-	1
DK/Refused	8	7	8	8

60. **[PROVIDERS AND SPONSORING ORGANIZATIONS ONLY]** How would you describe the area in which your center(s) and home(s) is located – urban, suburban, small town, rural, or tribal community?

	State Agency Staff (-)	Sponsoring Orgs (158)	Child Care Centers (802)	Family Day Care Homes (390)
Urban	-	37	40	34
Suburban	-	18	23	23
Small Town	-	22	23	25
Rural	-	20	8	8
Tribal Community	-	0	1	*
DK/Refused	-	3	5	10

61. **[PROVIDERS ONLY]** In a typical day, do you have regular access to the Internet at your center(s) and home(s)?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Yes	-	-	98	95
No	-	-	2	5
DK/Refused	-	-	*	1

62. **[PROVIDERS ONLY]** Including yourself, how many people live in your household?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Mean	-	-	3.4	3.2
3 or fewer	-	-	59	61
1	-	-	9	10
2	-	-	28	28
3	-	-	23	24
4 or more	-	-	36	38
4	-	-	18	16
5	-	-	10	14
6	-	-	4	3
7	-	-	1	2
8	-	-	1	1
9	-	-	*	0
10	-	-	0	0
11	-	-	*	0
12	-	-	*	0
Refused	-	-	5	1

63. **[PROVIDERS ONLY]** What is your annual household income before taxes?

	State Agency Staff (-)	Sponsoring Orgs (-)	Child Care Centers (802)	Family Day Care Homes (390)
Under 185% FPL	-	-	18	35
185% FPL or more	-	-	67	51
DK/Refused	-	-	15	13
Question not asked	-	-	*	1

64. Thank you for sharing your time and thoughts with us today. Is there anything else you would like to add?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Thank you/ thank you for the opportunity to participate in the survey	10	5	7	6
I would like more trainings/classes in my area	4	4	3	3
Good/great survey	-	-	1	2
I would like to see the findings/outcome of this survey	2	1	1	-
Some questions were too personal	-	-	1	*
I like/am grateful for the child food program we have now	-	2	1	1
Hope our input helps	-	-	*	2
Printed information on topics are helpful	-	1	*	*
Survey was too long	-	-	*	-
Too many regulations/ food program is to regulated to be most successful	4	1	*	-
No/ none/ nothing else	56	59	69	74
Other	10	11	4	6
DK/ Refused	17	17	11	8

65. One more thing. In the future, if we would like to include you in follow-up research on this topic, would you be willing to be contacted and asked if you would like to participate?

	State Agency Staff	Sponsoring Orgs	Child Care Centers	Family Day Care Homes
Yes, please	77	68	62	58
No, thank you	23	32	38	42