

OBESITY, PHYSICAL ACTIVITY & NUTRITION



IN SANTA CLARA COUNTY

Santa Clara County
PUBLIC
HEALTH

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Obesity, Physical Activity, and Nutrition in Santa Clara County

This report summarizes findings for Santa Clara County from multiple data sources on obesity, physical activity, and nutrition. It reviews several topics concerning obesity, physical activity, and nutrition for adults and youth in the county, including:

- Obesity and Overweight
- Weight Management
- Maternal Prepregnancy BMI and Infant Birthweight
- Perceptions of Neighborhood Walkability and Healthy Food Access
- Household and Worksite Policies on Active Living and Healthy Eating
- Fruit and Vegetable Consumption
- Fast Food Consumption
- Food Stamp (CalFresh) Participation
- Food Insecurity
- Beverage Consumption, including Sugar-Sweetened Beverages
- Food Advertising and Marketing
- Walking and Biking to School

New data on some of these topics will be available in early 2014. Check www.sccphd.org/statistics2 for updates..

Key Findings

Obesity and overweight

- Overweight/obesity among Santa Clara County adults increased from 52% in 2000 to 55% in 2009.
- Seventeen percent (17%) of fifth-, seventh-, and ninth-graders in Santa Clara County are overweight and 16% are obese.

Physical Activity

- Only about 1 in 2 adults (57%) in Santa Clara County meet CDC's recommendations for physical activity.
- On a typical weekend day, over half of children (59%) and nearly two thirds of adolescents (64%) watch television or play video games for two or more hours.
- Forty percent (40%) of middle and high school students attend daily physical education (PE) class and 56% engage in daily physical activity.

Nutrition

- Only 18% of adults report consuming five or more servings of fruits and vegetables the previous day.
- Approximately 4 in 10 children ages 6-11 (39%) ate five or more fruits and vegetables the previous day.
- From 2001 to 2008, the percentage of middle and high school students consuming one or more glasses of soda the previous day decreased from 71% to 55%.
- Fewer Latino (65%) than White adults (90%) report they often or always can find a variety of high quality and affordable produce to purchase in their neighborhood.
- Nearly all adults (90%) limit the amount of sugar-sweetened beverages children are allowed to drink at home.

1. Obesity and Overweight

Obesity and Overweight Among Adults

In 2009, 38% of adults in Santa Clara County were overweight ($25 \leq \text{BMI} < 30$) and 17% were obese ($\text{BMI} \geq 30$). The prevalence of obesity in Santa Clara County was less than half that nationwide (35.7%) [11], and well below the Healthy People 2020 target of 30.5%. Overweight/obesity among Santa Clara County adults increased from 52% in 2000 to 55% in 2009. In 2009, the prevalence of overweight and obesity was higher among men (59%) than women (50%). Latinos had the highest overweight/obesity prevalence (68%), while Asian/Pacific Islanders had the lowest prevalence (39%). The prevalence of overweight and obesity was higher among high school graduates than those with some college or more. The lower the household income, the higher the prevalence of overweight and obesity.

Table 1.1: Percentage of Adults Who Were Overweight or Obese by Selected Characteristics, 2000-2009

		2000		2004		2006		2009	
		Overweight	Obese	Overweight	Obese	Overweight	Obese	Overweight	Obese
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Santa Clara County		36	16	34	18	37	17	38	17
Sex	Men	45	16	42	20	44	18	42	17
	Women	26	18	26	17	29	16	33	17
Age Group	18-44	33	14	34	15	35	15	37	14
	45-64	39	21	37	25	39	20	37	24
	65+	39	17	31	18	41	17	42	15
Race/ Ethnicity	African American	26	44	34	40	44	27	45	18
	Asian/Pacific Islander	26	7	23	6	29	6	32	7
	Latino	42	24	45	28	42	28	44	24
	White	37	16	35	20	39	19	36	19
Education	Less than high school diploma	46	24	44	31	40	32	35	16
	High school graduate, GED, or equivalent	36	21	35	23	44	21	47	21
	Some college or associate's degree	35	22	35	21	33	22	33	24
	Bachelor's, graduate, or professional	34	11	32	14	35	12	37	13
Household Income	<\$20,000	33	21	42	19	34	24	41	28
	\$20,000-\$49,999	38	18	37	24	38	21	42	20
	\$50,000-\$74,999	35	20	36	22	37	21	40	21
	\$75,000+	35	14	33	15	39	14	35	15
Nativity	U.S.-born	--	--	--	--	--	--	35	20
	Foreign-born	--	--	--	--	--	--	42	12

Source: Santa Clara County Public Health Department, 2000-2009 Behavioral Risk Factor Survey

Note: Results for some groups for some years not reported due to small sample size

Obesity and Overweight Among Youth

From 2008 to 2012, 17% of fifth-, seventh-, and ninth-graders in Santa Clara County were overweight and 16% were obese. The prevalence of obesity among these grade levels was close to the Healthy People 2020 obesity targets of 15.7% for children and 16.1 adolescents.[8] In 2012, the prevalence of overweight and obesity was higher among boys than girls (17% versus 16% for overweight and 18% versus 13% for obesity, respectively). From 2008 to 2012, fifth-grade students had a higher prevalence of overweight and obesity than seventh- and ninth-grade students. In 2012, Latino youth had the highest overweight/obesity prevalence (21%/26%), while Asian/Pacific Islanders and Whites had the lowest prevalence (14%/9%). Overweight is defined as BMI-for-age \geq 85th percentile to < 95th percentile. Obesity is defined as BMI-for-age \geq 95th percentile.

Table 1.2: Percentage of Youth Who Were Overweight or Obese by Selected Characteristics, 2008-2012

		2008-2009		2009-2010		2010-2011		2011-2012	
		Overweight	Obese	Overweight	Obese	Overweight	Obese	Overweight	Obese
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Santa Clara County		17	16	17	16	17	16	17	16
Sex	Male	17	19	17	19	18	18	17	18
	Female	16	13	16	13	16	13	16	13
Grade	Fifth	18	18	18	19	18	18	17	17
	Seventh	17	16	16	15	17	16	17	16
	Ninth	16	14	16	14	16	14	15	14
Race/ Ethnicity	African American	20	20	20	20	20	18	20	21
	Asian/Pacific Islander	14	10	14	10	14	9	14	9
	Latino	21	26	20	26	21	26	21	26
	White	15	10	15	10	14	9	14	9

Source: California Department of Education, 2008-2012 FITNESSGRAM

Among low-income children in Santa Clara County in 2010, the prevalence of overweight and obesity increased with age. The prevalence of overweight and obesity was highest among Latino children for all ages. Overweight is defined as BMI-for-age $\geq 85^{\text{th}}$ percentile to $< 95^{\text{th}}$ percentile. Obesity is defined as BMI-for-age $\geq 95^{\text{th}}$ percentile.

Table 1.3: Overweight and Obesity Among Low-Income Children Participating in the Child Health and Disability Prevention (CHDP) Program by Race/Ethnicity

		Age of Child					
		Ages 2-<5		Ages 5-8		Ages 9-11	
		Overweight (%)	Obese (%)	Overweight (%)	Obese (%)	Overweight (%)	Obese (%)
Santa Clara County		16	18	18	23	21	28
Race/Ethnicity	African American	--	--	--	--	--	--
	Asian	14	14	15	17	20	15
	Latino	18	18	16	25	21	32
	White	18	16	--	--	--	--

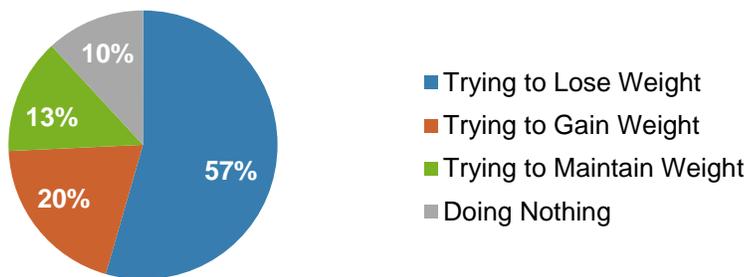
Source: Pediatric Nutrition Surveillance (PedNSS), Table 16B, 2010

Note: Results for African Americans and Whites (for some ages) for overweight and obesity not reported due to small numbers of children examined; percentages were not calculated when less than 100 records were available

Weight Management Among Youth

Among middle and high school students in Santa Clara County in 2007-08, 57% said they were trying to lose weight, 20% were trying to gain weight, 13% were trying to maintain their weight, and 10% were doing nothing. A higher percentage of White adolescents (62%) than African American (50%) or Latino (53%) adolescents were trying to lose weight.

Figure 1.1: Weight Management Among Middle and High School Students



Source: California Healthy Kids Survey, 2007-08

Maternal Prepregnancy BMI and Infant Birthweight

Obesity before pregnancy is associated with increased infant birthweight. [9] In Santa Clara County in 2010, a higher percentage of mothers who were obese (13%) or overweight (9%) before pregnancy gave birth to infants with high birthweights than mothers who were normal weight (6%) or underweight (3%) before pregnancy.

Table 1.4: Infant Birthweight Status by Mother's Prepregnancy BMI

		Infant Birthweight			
		Very low birthweight (< 1500g)	Low birthweight (1500-2499g)	Normal birthweight (2500-3999g)	High birthweight (≥4000g)
Mother's Pre-Pregnancy BMI	Underweight (BMI < 18.5) (%)	1	9	88	3
	Normal (18.5 ≤ BMI < 25)	1	6	87	6
	Overweight (25 ≤ BMI < 30) (%)	1	6	84	9
	Obese (BMI ≥ 30) (%)	2	6	80	13

Source: California Department of Public Health, 2010 Vital Statistics

Note: Percentages may not add to 100% due to rounding

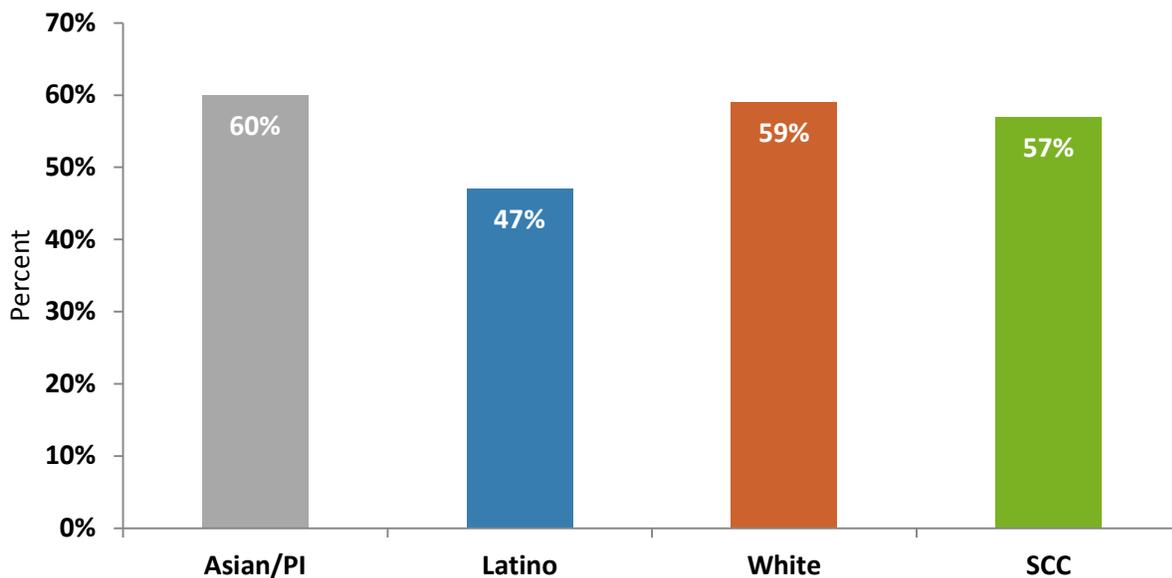
2. Physical Activity

Physical Activity Among Adults

The Centers for Disease Control and Prevention (CDC) suggests that adults ages 18 and older should get at least 2 hours and 30 minutes (150 minutes) of moderate intensity aerobic activity (i.e., brisk walking) every week for good health; 1 hour and 15 minutes (75 minutes) of vigorous intensity aerobic activity (i.e., jogging or running); or an equivalent mix of moderate and vigorous intensity activity.

In 2007, only about 1 in 2 adults (57%) in Santa Clara County met CDC's recommendations for physical activity. The percentage of Latino adults who met CDC's recommendations was below that of all adults in the county and White and Asian/Pacific Islander adults.

Figure 2.1: Percentage of Adults Who Met CDC Recommendations for Aerobic Physical Activity by Race/Ethnicity



Source: UCLA Center for Health Policy Research, 2007 California Health Interview Survey

Note: Results for African Americans not reported due to small sample size

Physical Activity and Sedentary Behaviors Among Youth

In Santa Clara County from 2007 to 2009, 35% of children (ages 5-11 who attended school) and 45% of adolescents (ages 12-19) walked, bicycled or skateboarded home from school at least once a week. [3,4] Fewer adolescent girls (38%) engaged in these activities than adolescent boys (52%). [3,4] The percentages for children were approximately the same for girls and boys (34% for girls, 35% for boys). [3,4]

Eighty-two percent (82%) of children ages 1 and older and 77% of adolescents visited a park or playground at least once in the past month. [3,4] The percentage of Asian (73%) and Latino (76%) children who had visited a park or playground was lower than Whites (92%) and children in the county overall (82%). [3,4] More female

children (84%) visited a park or playground than male children (81%), whereas the reverse was true for adolescents (88% of boys compared to 66% of girls). [3,4]

In 2007-08, 40% of middle and high school students attended daily physical education (PE) class and 56% engaged in daily physical activity. Fifty-seven percent (57%) of adolescents exercised three or more days in the past week to strengthen or tone muscles.

Fewer eleventh-graders (15%) attended daily PE class than ninth-graders (38%) and seventh-graders (78%). Similarly, percentage of middle and high school students engaging in daily physical activity and exercising three or more days in the past week to strengthen or tone muscles was lowest among eleventh-graders (47%, 46%, 49%) and highest among seventh-graders (62%, 64%, 54%).

The percentage of middle and high school students attending daily PE class was lowest among Whites (30%) and highest among Latinos (44%). However, the percentage of students with daily physical activity was highest among Whites (65%) and lowest among Latinos (51%). A higher percentage of African American (62%) and White (59%) adolescents exercised three or more days in the past week to strengthen or tone muscles than Latino and Asian/Pacific Islander adolescents (56% for both groups).

From 2001 to 2008, the percentage of middle and high school students who engaged in daily physical activity in the past week changed little for all students. However, this percentage increased for Whites (60% to 65%) and Asian/Pacific Islanders (47% to 54%).

In 2007-08, 52% of middle and high school students watched TV or played video games for at least two hours on an average school day. The percentage of female students (49%) who watched TV or played video games was also lower than male students (54%). Watching TV or playing video games was lower in higher grades. On a typical school day, a higher percentage of African American (57%) and Latino middle and high school students (58%) watched TV or played video games for at least two hours than Asian/Pacific Islander (48%) or White students (47%).

Screen time (time spent watching TV or playing video games) patterns differed on weekend days and school days. From 2007 to 2009 on a typical weekend day, over half of children (59%) and nearly two thirds of adolescents (64%) watched television or played video games for two or more hours, while 24% of children and 44% of adolescents used a computer for fun for at least two hours. [3,4] Similar percentages of male (24%) and female (25%) children used a computer for fun on a typical weekend day. [3,4] A higher percentage of female adolescents (66%) than male adolescents (61%) reported watching TV or playing video games on a typical weekend day. [3,4]

Table 2.1: Physical Activity Among Adolescents by Selected Characteristics

		Attended daily PE class %	Daily physical activity %	Exercised three or more days in the past week to strengthen or tone muscles %	Watched TV or played video games for at least two hours on an average school day %
Santa Clara County		40	56	57	52
Sex	Male	40	61	64	54
	Female	39	51	50	49
Grade	Seventh	78	62	67	54
	Ninth	38	61	60	52
	Eleventh	15	47	46	49
Race/Ethnicity	African American	38	60	62	57
	Asian/Pacific Islander	41	54	56	48
	Latino	44	51	56	58
	White	30	65	59	47

Source: California Healthy Kids Survey, 2007-08

Table 2.2: Percentage of Middle and High School Students Who Engaged in Daily Physical Activity in Past Seven Days by Race/Ethnicity, 2001-2008

		2001-02 %	2003-04 %	2005-06 %	2007-08 %
Santa Clara County		54	55	58	56
Race/Ethnicity	African American	58	54	60	60
	Asian/Pacific Islander	47	53	56	54
	Latino	53	50	54	51
	White	60	62	65	65

Source: California Healthy Kids Survey, 2001-2008

Physical Fitness Standards Among Youth

From 2007 to 2012, most fifth-, seventh-, and ninth-graders in Santa Clara County did not meet all physical fitness standards for students in California schools (see <http://www.fitnessgram.net> for more information on standards). In all years, the percentage of youth meeting these standards increased with age. Although the percentage meeting standards fluctuated over the four-year period, percentages decreased from 2007-08 to 2011-12 for fifth- (28% to 24%) and seventh-graders (37% to 33%) and increased for ninth-graders (40% to 43%). Across all years and grade levels, the percentage of Latino youth who met all standards fell below that of students countywide and from all other major racial/ethnic groups.

Table 2.3: Percentage of Youth Who Met Physical Fitness Standards by Grade and Race/Ethnicity, 2007-2012

		2007-08	2008-09	2009-10	2010-11	2011-12
		%	%	%	%	%
Fifth Grade	Santa Clara County	28	29	29	25	24
	African American	24	26	27	22	21
	Asian	34	35	35	32	32
	Latino	18	21	19	16	14
	White	36	36	39	30	31
Seventh Grade	Santa Clara County	37	35	38	33	33
	African American	28	28	31	26	26
	Asian	50	48	49	45	46
	Latino	24	26	26	22	23
	White	42	38	44	35	37
Ninth Grade	Santa Clara County	40	46	47	43	43
	African American	33	39	37	32	33
	Asian	55	62	61	57	57
	Latino	28	33	33	28	29
	White	43	50	51	49	48

Source: California Department of Education, 2007-2012 FITNESSGRAM

Perceptions of Neighborhood Walkability

Living in a walkable community has been shown to promote physical activity by providing greater access and opportunities for walking, running, biking, and other forms of exercise. [10] In Santa Clara County in 2011, 92% of adults reported that the sidewalks, shoulders of the road, trails, or parks in their neighborhoods were safe for walking, running, or biking, and 96% reported that the sidewalks, shoulders of the road, trails, or parks in their neighborhoods were somewhat or very pleasant. In addition, 83% of adults reported that they had access to safe public indoor or outdoor exercise facilities in their neighborhoods. A lower percentage of Latino adults (77%) than White adults (96%) reported that their neighborhood environment was safe for walking, running, or biking. Similarly, a lower percentage of Latinos (75%) than Whites (85%) reported having access to safe public indoor or outdoor exercise facilities in their neighborhood.

Table 2.4: Perceptions of Neighborhood Walkability and Access to Physical Activity Facilities Among Adults by Selected Characteristics

		Sidewalks, shoulders of the road, trails, or parks in home neighborhood are safe for walking, running, or biking (%)	Sidewalks, shoulders of the road, trails, or parks in home neighborhood are somewhat pleasant or very pleasant (%)	Have access to safe public indoor or outdoor exercise facilities, such as tracks, basketball or tennis courts, swimming pools, or school gyms in home neighborhood (%)
Santa Clara County		92	96	83
Sex	Men	92	95	87
	Women	93	96	80
Age	18-44	92	95	86
	45-64	94	97	80
	65+	92	99	79
Race/Ethnicity	Latino	77	98	75
	White	96	93	85
Education	Less than high school diploma	--	--	--
	High school graduate, GED, or equivalent	85	97	81
	Some college or associate's degree	96	90	87
	Bachelor's, graduate, or professional degree	97	97	86
Household Income	<\$20,000	85	90	67
	\$20,000-\$49,999	89	96	87
	\$50,000-\$74,999	97	89	61
	\$75,000+	97	98	88
Nativity	U.S.-born	94	93	82
	Foreign-born	90	99	85

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for those with less than a high school diploma not reported due to small sample size

Household Physical Activity Policies

In 2011, nearly 7 in 10 adults (69%) in Santa Clara County reported limiting the amount of time their children watch television, and 8 in 10 adults (80%) reported limiting the amount of time their children were allowed to browse the internet, play video games, or watch videos/DVDs.

The presence of a television in a child’s bedroom has been associated with increased odds of childhood obesity. [7] Only 1 in 4 adults (26%) permitted their children to have a television in their bedroom.

Table 2.5: Household Physical Activity Policies Among Adults by Selected Characteristics

		Limited amount of time child(ren) watch TV (%)	Limited amount of time child(ren) allowed to browse internet, play video games, or watch video/DVDs (%)	Child had a TV in the room where he or she sleeps (%)	Allowed child to walk or bike to or from school (%)
Santa Clara County		69	80	26	62
Sex	Men	65	80	25	60
	Women	75	79	28	63
Age	18-44	71	81	25	64
	45-64	64	74	25	56
	65+	--	--	--	--
Race/ Ethnicity	Latino	72	89	--	65
	White	63	74	14	68
Education	Less than high school diploma	--	--	--	--
	High school graduate, GED, or equivalent	--	--	--	47
	Some college or associate’s degree	--	--	--	67
	Bachelor’s, graduate, or professional degree	83	85	11	61
Household Income	<\$20,000	--	--	--	72
	\$20,000-\$49,999	--	--	--	63
	\$50,000-\$74,999	--	--	--	79
	\$75,000+	81	84	7	58
Nativity	U.S.-born	55	72	24	64
	Foreign-born	79	85	28	60

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

Workplace Physical Activity Policies

Since employed adults often spend the majority of their day at the workplace, the work environment presents an opportunity to encourage adults to be more physically active. In Santa Clara County in 2011, 54% of adults reported access to indoor or outdoor facilities that made it easier for them to be physically active during work hours. However, fewer Latino adults (20%) had such access than White adults (59%). Only 34% of adults in the county reported that their employers provided physical activity benefits such as gym membership, sports teams, and onsite exercise classes.

Table 2.6: Workplace Physical Activity Policies Among Adults by Selected Characteristics

		Indoor or outdoor facilities available that make it easier to be physically active during work hours (%)	Employer provided physical activity benefits such as gym membership, sports teams, exercise classes (%)
Santa Clara County		54	34
Sex	Men	59	33
	Women	45	37
Age	18-44	50	31
	45-64	63	42
	65+	--	--
Race/ Ethnicity	Latino	20	8
	White	59	41
Education	Less than high school diploma	55	31
	High school graduate, GED, or equivalent	54	13
	Some college or associate's degree	61	32
	Bachelor's, graduate, or professional degree	60	45
Household Income	<\$20,000	--	--
	\$20,000-\$49,999	32	3
	\$50,000-\$74,999	--	--
	\$75,000+	66	47
Nativity	U.S.-born	64	42
	Foreign-born	45	28

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

3. Nutrition

Healthy Nutrition Among Adults

In Santa Clara County in 2010, only 18% of adults (13% of men and 22% of women) reported consuming five or more servings of fruits and vegetables the previous day. Fruit and vegetable consumption was lowest among Latinos (16%) and highest among Whites (20%). Consumption of fruits and vegetables increased with age and was higher among those with a college degree than groups with lower educational attainment.

From 2004 to 2010, consumption of five or more servings of fruits and vegetables the previous day was fairly stable for all adults and was consistently lower among men than women, young adults ages 18-44 than older age groups, Latinos compared to Whites, and those with a lower versus higher level of education.

Table 3.1: Consumption of at Least Five Servings of Fruits and Vegetables the Previous Day Among Adults by Selected Characteristics, 2004-2010

		Five or more servings of fruits and vegetables the previous day (%)			
		2004	2006	2009	2010
Santa Clara County		19	20	14	18
Sex	Men	13	15	9	13
	Women	25	26	20	22
Age Group	18-44	17	19	13	17
	45-64	20	21	16	17
	65+	28	27	17	22
Race/Ethnicity	African American	12	--	--	--
	Asian/Pacific Islander	23	23	13	17
	Latino	12	16	10	16
	White	21	21	18	20
Education	Less than high school diploma	11	12	--	--
	High school graduate, GED, or equivalent	15	19	12	16
	Some college or associate's degree	19	18	11	15
	Bachelor's, Graduate, or Professional Degree	22	23	19	21
Household Income	<\$20,000	17	19	13	18
	\$20,000-\$49,999	15	20	13	14
	\$50,000-\$74,999	24	18	17	18
	\$75,000+	21	21	17	19
Nativity	U.S.-born	NA	NA	16	NA
	Foreign-born	NA	NA	13	NA

Source: Santa Clara County Public Health Department, 2004-2009 Behavioral Risk Factor Survey; Communities Putting Prevention to Work, 2010 Behavioral Risk Factor Survey

Note: Results for some groups not reported due to small sample size

In 2010, a higher percentage of women ate fruit, cooked or canned beans, and dark green, orange-colored and other vegetables at least once per day in the past month than men.

Table 3.2: Consumption of Fruits and Vegetables at Least Once Per Day in the Past Month Among Adults by Selected Characteristics

		Fruit (%)	Cooked or canned beans (%)	Dark green vegetable (%)	Orange-colored vegetable (%)	Other vegetable (%)
Santa Clara County		56	13	29	8	39
Sex	Men	52	11	26	6	34
	Women	60	14	33	10	45
Age	18-24	--	9	--	--	--
	25-34	--	9	--	10	--
	35-44	54	16	28	6	40
	45-54	52	14	25	6	40
	55-64	66	15	32	11	42
	65+	63	9	35	12	43
Race	Other	56	17	29	8	35
	White	56	7	29	9	45
Education	Less than high school	--	--	--	8	--
	High school or GED	55	6	27	7	37
	Some post-high school	48	15	29	8	36
	College graduate	60	11	32	9	47
Household Income	<\$15,000	--	--	--	12	--
	\$15,000-24,999	--	--	--	8	--
	\$25,000- 34,999	--	12	--	13	--
	\$35,000-49,999	--	8	--	9	--
	\$50,000-74,999	--	7	--	6	--
	\$75,000+	58	11	27	6	44

Source: Communities Putting Prevention to Work, 2010 Behavioral Risk Factor Survey

Note: Results for some groups not reported due to small sample size

In 2011, adults in Santa Clara County consumed on average 1.36 servings of whole grain bread, 0.54 servings of other whole grains, 2.34 servings of fruit, 2.26 servings of vegetables, 0.38 servings of beans, and 0.24 servings of soy products on a typical day. [2]

Fast Food Consumption Among Adults

In 2009, 2 in 5 adults (40%) in Santa Clara County reported that they ate at a fast food restaurant at least once a week. A higher percentage of men (50%) than women (30%) ate fast food at least once in the past week. A higher percentage of Latinos (49%) reported eating fast food at least once a week followed by African Americans (43%), Asian/Pacific Islanders (37%) and Whites (36%). Consumption of fast food decreased with age.

Table 3.3: Consumption of Fast Food Among Adults by Selected Characteristics

		Consumed fast food one or more times in the past week (%)
Santa Clara County		40
Sex	Men	50
	Women	30
Age Group	18-44	46
	45-64	35
	65+	28
Race/Ethnicity	African American	43
	Asian/Pacific Islander	37
	Latino	49
	White	36
Education	Less than high school diploma	63
	High school graduate, GED, or equivalent	38
	Some college or associate's degree	47
	Bachelor's, graduate, or professional degree	34
Household Income	<\$20,000	30
	\$20,000-\$49,999	42
	\$50,000-\$74,999	42
	\$75,000+	38
Nativity	U.S.-born	43
	Foreign-born	36

Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey

Healthy Nutrition and Fast Food Consumption Among Children and Adolescents

From 2007 to 2009, approximately 4 in 10 children ages 6-11 (39%) in Santa Clara County ate five or more fruits and vegetables the previous day. Similar percentages were observed for boys (38%) and girls (40%). More than two thirds of children ages 6-11 (68%) ate fast food one or more times in the past week. A higher percentage of boys (74%) than girls (63%) consumed fast food.[3]

Less than one quarter of adolescents ages 12-19 (24%) in Santa Clara County from 2007 to 2009 ate five or more fruits and vegetables the previous day (26 % of boys and 21% of girls). Nearly three quarters of adolescents (74%) ate fast food one or more times in the past week. A higher percentage of boys (78%) than girls (71%) consumed fast food. [4]

Use of Menu Labeling Among Adults

Only 11% of adults in Santa Clara County in 2010 reported always using calorie information on menus in fast food and chain restaurants to help decide what to order. A higher percentage of women (15%) than men (8%) always used this information. The percentage of adults that always use this information increased with educational attainment.

Table 3.4: Use of Calorie Information in Fast Food and Chain Restaurants to Help Decide What to Order Among Adults by Selected Characteristics

		Always used calorie information (%)	Never used calorie information (%)
Santa Clara County		11	39
Sex	Men	8	45
	Women	15	33
Age	18-24	5	--
	25-34	14	--
	35-44	12	38
	45-54	12	42
	55-64	15	43
	65+	7	44
Race	Other	10	35
	White	13	43
Education	Less than high school	4	--
	High school or GED	7	38
	Some post-high school	11	42
	College graduate	16	34
Household Income	<\$15,000	8	--
	\$15,000-24,999	6	--
	\$25,000- 34,999	6	--
	\$35,000-49,999	--	--
	\$50,000-74,999	--	--
	\$75,000+	14	36

Source: Communities Putting Prevention to Work, 2010 Behavioral Risk Factor Survey

Note: Results for some groups not reported due to small sample size

Food Stamp (CalFresh) Participation and Food Assistance

In 2012, 4% of Santa Clara County residents were enrolled in CalFresh. The percentage enrolled was highest among African Americans (12%), followed by Latinos (9%) and lowest among Whites (2%) and Asian/Pacific Islanders (3%).

Table 3.5: Percentage of Population Enrolled in CalFresh Only and CalWorks/CalFresh Mixed by Race/Ethnicity

		Enrolled number	Enrolled (%)
Santa Clara County		78,144	4
Race/Ethnicity	African American	5,022	12
	Asian/Pacific Islander	17,087	3
	Latino	43,017	9
	White	11,103	2

Sources: Santa Clara County, Social Services Agency, Quarterly Statistical Data of Public Assistance Families in the County of Santa Clara, Quarter 1, 2012; U.S. Census Bureau, 2010 Census

In 2009, nearly 1 in 10 adults (9%) reported that either they or another adult in the household had obtained food from a food bank, food pantry, or church in the past 12 months. A higher percentage of Latinos (17%) obtained food from a food bank than Asian/Pacific Islanders and Whites (6% and 5%, respectively). Seven in 10 adults (68%) who had obtained food from a food bank, food pantry, or church also reported one or more children ages 17 and younger living in the household. [13]

Food Insecurity Among Adults

Food insecurity is defined as the condition of limited or uncertain access to adequate food.[11] Among adults in Santa Clara County in 2011, 11% said often or sometimes their food did not last and they did not have enough money to buy more food in the past 12 months. Thirteen percent (13%) of adults in Santa Clara County in 2011 reported that they often or sometimes could not afford to eat balanced meals in the past 12 months. Nine percent (9%) of adults in Santa Clara County in 2011 reported that they or others in their household skipped meals due to a lack of money in the past 12 months. Among adults in Santa Clara County in 2011, 2% said they went hungry because they could not afford food in the past 12 months.

Overall, food insecurity was higher among women, Latino adults, adults with lower incomes, adults with less education, and foreign-born adults.

Table 3.6: Food Insecurity among Adult by Selected Characteristics

		Often or sometimes felt that food bought just didn't last, and didn't have money to get more in the last 12 months (%)	Often or sometimes couldn't afford to eat balanced meals in last 12 months (%)	Cut size or skipped meals because of lack of money for food in last 12 months (%)	Went hungry because couldn't afford food in last 12 months (%)
Santa Clara County		11	13	9	2
Sex	Male	10	14	7	1
	Female	12	11	12	4
Age	18-44	11	14	9	2
	45-64	11	11	12	4
	65+	10	7	6	3
Race/ethnicity	Latino	23	29	25	8
	White	5	4	4	1
Education	Less than high school diploma	--	--	--	--
	High school graduate, GED, or equivalent	21	22	25	3
	Some college or associate's degree	7	4	7	3
	Bachelor's, graduate, or professional degree	2	4	0.4	0
Income	<\$20,000	43	45	46	13
	\$20,000-\$49,999	28	28	21	4
	\$50,000-\$74,999	8	3	4	0
	\$75,000+	1	3	1	0
Nativity	U.S.-born	9	9	8	2
	Foreign-born	14	17	11	3

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

Beverage Consumption Among Adults

In 2010, nearly 1 in 10 adults in Santa Clara County reported drinking soda (9%) and other sugar-sweetened drinks (such as Kool-aid, lemonade, sweet tea, sports or energy drinks) (9%) and nearly 1 in 5 (18%) reported drinking 100% pure fruit juice at least once per day in the past month. A higher percentage of men reported drinking soda (13%), sugar-sweetened fruit drinks (11%), and 100% pure fruit juice (20%) at least once per day in the past month compared to women (5%, 7%, and 16%, respectively). Soda consumption decreased with household income and was lower among adults with the highest education level.

Nearly half of adults (46%) reported drinking an 8-ounce glass of water at least four times per day in the past week. A higher percentage of women (50%) than men (42%) reported this level of water consumption. Water consumption increased with educational level.

Table 3.7: Consumption of Beverages Among Adults by Selected Characteristics

		Drink at least once per day in the past month (%)			Drink four or more times per day in the past week (%)
		Soda	Other sugar-sweetened drinks	100% pure fruit juice	Water
Santa Clara County		9	9	18	46
Sex	Men	13	11	20	42
	Women	5	7	16	50
Age	18-24	--	--	--	--
	25-34	12	12	17	--
	35-44	11	7	9	--
	45-54	6	6	17	52
	55-64	8	5	26	41
	65+	2	6	31	42
Race	Other	12	12	16	49
	White	7	5	22	42
Education	Less than high school	--	--	12	--
	High school or GED	12	9	21	35
	Some post-high school	13	12	19	46
	College graduate	3	4	19	49
Household Income	<\$15,000	--	--	13	--
	\$15,000-24,999	--	--	18	--
	\$25,000- 34,999	9	9	20	--
	\$35,000-49,999	8	3	14	--
	\$50,000-74,999	7	5	22	--
	\$75,000+	4	7	19	--

Source: Communities Putting Prevention to Work, 2010 Behavioral Risk Factor Survey

Note: Results for some groups not reported due to small sample size

Adults in Santa Clara County in 2011 consumed on average 5.66 cups of water on a typical day, 1.11 glasses of milk or drinks made with milk yesterday, and 0.42 cans or glasses of soda or sweetened non-carbonated sweetened beverages (such as Gatorade, Tampico, Arizona Iced Tea, Sunny Delight, or Kool-Aid) yesterday. In addition, nearly a quarter of adults (23%) consumed one or more cans or glasses of soda or sweetened non-carbonated beverages the previous day.

Table 3.8: Beverage Consumption Patterns Among Adults by Selected Characteristics

		Average cups of water on a typical day	Average glasses of milk or drinks made with milk yesterday	Average cans or glasses of soda or sweetened non-carbonated beverages consumed yesterday	Consumed one or more cans or glasses of soda or sweetened non-carbonated beverages yesterday (%)
Santa Clara County		5.66	1.11	0.42	23
Sex	Men	6.13	1.27	0.66	32
	Women	5.18	0.94	0.18	13
Age	18-44	6.10	1.33	0.55	26
	45-64	5.32	0.69	0.27	20
	65+	4.34	0.94	0.14	13
Race/Ethnicity	Latino	5.80	0.84	0.86	49
	White	5.41	1.26	0.45	22
Education	Less than high school diploma	--	--	--	--
	High school graduate, GED, or equivalent	5.03	1.25	0.28	25
	Some college or associate's degree	6.40	1.76	1.02	38
	Bachelor's, graduate, or professional degree	5.70	0.91	0.26	14
Household Income	<\$20,000	4.83	1.04	0.27	26
	\$20,000-\$49,999	6.05	0.98	0.81	43
	\$50,000-\$74,999	5.08	0.59	0.29	18
	\$75,000+	5.70	1.05	0.15	13
Nativity	U.S.-born	5.56	1.14	0.47	25
	Foreign-born	5.80	1.08	0.36	20

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for those with less than a high school diploma not reported due to small sample size

Preferences Regarding Water Consumption Among Adults

Water consumption is associated with lower sugar-sweetened beverage consumption and lower obesity risk. Public health organizations emphasize tap water consumption over bottled water consumption because it is a safe, no-cost alternative. [5]

In 2011, more than a quarter of adults (29%) in Santa Clara County thought bottled water was safer than tap and nearly half (46%) thought bottled water tasted better than tap. However, most adults (69%) drank tap water (either filtered or unfiltered) most often.

A higher percentage of women (52%) thought bottled water tasted better than men (40%). More men (72%) than women (66%) reported drinking tap water most often. A higher percentage of Latino adults than White adults thought that bottled water was safer (27% versus 19%), and a lower percentage (42% versus 76%) drank tap water most often.

Table 3.9: Water Consumption Preferences Among Adults by Selected Characteristics

		Thought bottled water was safer (%)	Thought bottled water tasted better (%)	Drank tap water most often (%)
Santa Clara County		29	46	69
Sex	Men	28	40	72
	Women	31	52	66
Age	18-44	31	48	70
	45-64	30	50	64
	65+	20	26	78
Race/Ethnicity	Latino	27	46	42
	White	19	42	76
Education	Less than high school diploma	--	--	--
	High school graduate, GED, or equivalent	--	--	--
	Some college or associate's degree	22	44	73
	Bachelor's, Graduate, or Professional Degree	28	46	75
Household Income	<\$20,000	--	--	--
	\$20,000-\$49,999	27	41	55
	\$50,000-\$74,999	--	--	--
	\$75,000+	32	52	73
Nativity	U.S.-born	21	44	75
	Foreign-born	40	48	60

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

Beverage Consumption Among Youth

In Santa Clara County from 2001 to 2008, the percentage of middle and high school students consuming one or more glasses or cans of soda the previous day decreased from 71% to 55%. A decline in consumption was seen for each grade and racial/ethnic group. In 2007-08, a lower percentage of eleventh-graders (52%) reported consuming soda the previous day than ninth-graders (56%) and seventh-graders (59%). A higher percentage of Latino (64%) and African American (61%) adolescents consumed soda the previous day than Whites (55%) or Asian/Pacific Islanders (48%).

In Santa Clara County from 2007 to 2009, nearly one third of children ages 6-11 (31%) consumed one or more glasses or cans of soda the previous day. The percentage was higher among girls than boys (36% versus 26%). [3,4]

More than half of children ages 6-11 (57%) and adolescents ages 12-19 (57%) consumed one or more glasses of 100% juice in the past 24 hours. A higher percentage of girls than boys consumed 100% juice (59% versus 56%). For adolescents, the reverse was true for juice consumption (59% of boys versus 54% of girls). [3,4]

Table 3.10: Soda Consumption Among Middle and High School Students by Selected Characteristics, 2001-2008

		Consumed one or more glasses or cans of soda the previous day			
		2001-02 %	2003-04 %	2005-06 %	2007-08 %
Santa Clara County		71	64	61	55
Grade	Seventh	72	65	61	59
	Ninth	73	65	63	56
	Eleventh	68	60	56	52
Race/Ethnicity	African American	77	71	68	61
	Asian/Pacific Islander	63	54	52	48
	Latino	78	74	72	64
	White	70	61	56	55

Source: California Healthy Kids Survey, 2001-2008

Consumption of Foods Linked with Higher Intake of Sugar-Sweetened Beverages

Intake of certain foods and beverages has been shown to have a strong relationship with sugar-sweetened beverage consumption. Sugar-sweetened beverages account for 13% of all calories consumed by adolescents, and many believe that sugar-sweetened beverage consumption has contributed to the rise in overweight and obesity. Consumption of food and beverages such as milk (including flavored milks and milkshakes), desserts and sweets, chips and fried food, french fries and fried vegetables, and fast food has been shown to be associated with an increase in sugar-sweetened beverage consumption [5].

As reported earlier, adults in Santa Clara County in 2011 on average consumed 0.42 cans or glasses of soda or sweetened non-carbonated beverages and 1.11 glasses of milk or drinks made with milk. In addition, they ate 0.63 servings of sweets, 0.18 servings of chips, and 0.30 servings of fried foods on average. Average consumption of chips and fried foods decreased with age and was higher among Latinos than Whites. There were few clear patterns by education or income.

Table 3.11: Consumption of Foods Linked with Higher Sugar-Sweetened Beverage Intake Among Adults by Selected Characteristics

		Average servings of sweets yesterday	Average servings of chips yesterday	Average servings of fried foods yesterday
Santa Clara County		0.63	0.18	0.30
Sex	Men	0.62	0.17	0.30
	Women	0.64	0.20	0.29
Age	18-44	0.65	0.19	0.41
	45-64	0.53	0.18	0.15
	65+	0.76	0.14	0.10
Race/Ethnicity	Latino	0.47	0.28	0.48
	White	0.79	0.18	0.32
Education	Less than high school diploma	--	--	--
	High school graduate, GED, or equivalent	0.50	0.28	0.38
	Some college or associate's degree	0.96	0.13	0.41
	Bachelor's, graduate, or professional degree	0.57	0.17	0.18
Household Income	<\$20,000	0.30	0.07	0.22
	\$20,000-\$49,999	0.70	0.10	0.62
	\$50,000-\$74,999	0.67	0.15	0.26
	\$75,000+	0.63	0.18	0.16
Nativity	U.S.-born	0.79	0.15	0.37
	Foreign-born	0.42	0.23	0.20

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for those with less than a high school diploma not reported due to small sample size

Perceptions of Neighborhood Healthy Food Access Among Adults

In 2011, while the majority of Santa Clara County adults (81%) often or always could find a variety of high quality and affordable produce to purchase in their neighborhood, this percentage was lower among Latino adults (65%) than Whites (90%). In addition, this percentage was lower among low-income adults, with only 49% of adults with an annual household income of less than \$20,000 reporting that they often or always could easily find high quality and affordable produce compared to 86% of those with incomes of \$75,000 or more.

Nearly half of adults (46%) reported that it was challenging to find fruits and vegetables at work, with more adults (71%) with an annual household income of less than \$20,000 reporting difficulty finding produce at work than those with higher incomes (40%). Perceptions of the affordability of fruits and vegetables also varied by household income, with 63% of those earning less than \$20,000 per year compared to only 12% of those earning more than \$75,000 per year reporting that fruits and vegetables were too expensive.

Table 3.12: Perceptions of Neighborhood Food Access by Selected Characteristics

		Often or always could easily find a variety of good quality, affordable, fresh fruits and vegetables that they want (%)	Agreed that it is hard to get fruits and vegetables at restaurants (%)	Agreed that it is hard to get fruits and vegetables at fast food restaurants (%)	Agreed that it is hard to get fruits and vegetables at workplace (%)	Agreed that fruits and vegetables are too expensive (%)
Santa Clara County		81	26	78	46	23
Sex	Men	83	23	82	46	17
	Women	79	29	73	46	28
Age	18-44	81	30	84	49	24
	45-64	79	19	68	41	21
	65+	89	23	71	35	20
Race/Ethnicity	Latino	65	14	68	46	26
	White	90	21	80	41	21
Education	Less than high school diploma	--	--	--	--	--
	High school graduate, GED, or equivalent	77	31	72	41	34
	Some college or associate's degree	83	18	74	58	38
	Bachelor's, graduate, or professional degree	85	27	83	44	13
Household Income	<\$20,000	49	52	57	71	63
	\$20,000-\$49,999	85	16	76	54	24
	\$50,000-\$74,999	80	13	85	32	35
	\$75,000+	86	28	81	40	12
Nativity	U.S.-born	85	21	78	43	25
	Foreign-born	76	33	77	49	19

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for those with less than a high school diploma not reported due to small sample size

Perceptions of Food Advertising and Marketing Among Adults

A majority of adults (73%) in Santa Clara County in 2011 were aware of advertisements about making healthy food choices. This awareness increased with age and was more common among Latinos (90%) than Whites (72%).

Sixty-nine percent (69%) of Santa Clara County adults agreed that TV advertising encourages people to overeat. Fewer Latino adults (58%) than White adults (71%) agreed with this statement. In addition, 73% of adults in Santa Clara County agreed that fast food companies should be restricted in how they advertise products to children.

Table 3.13: Food Advertising and Marketing Perceptions Among Adults by Selected Characteristics

		Aware of ads about importance of making healthy food choices like eating fruits and vegetables (%)	Often or sometimes read or took home information on amount of fruits and vegetables to eat for better health (%)	Agreed that TV advertising encourages people to eat too much food (%)	Strongly or somewhat agreed that fast food companies should be restricted in how advertise products to children (%)
Santa Clara County		73	40	69	73
Sex	Men	72	--	65	70
	Women	75	46	74	76
Age	18-44	71	--	68	78
	45-64	74	--	70	66
	65+	81	--	73	65
Race/Ethnicity	Latino	90	--	58	66
	White	72	--	71	70
Education	Less than high school diploma	--	--	--	--
	High school graduate, GED, or equivalent	77	--	75	83
	Some college or associate's degree	78	--	64	58
	Bachelor's, graduate, or professional degree	67	--	75	79
Household Income	<\$20,000	73	--	--	--
	\$20,000-\$49,999	93	--	65	68
	\$50,000-\$74,999	72	--	84	79
	\$75,000+	66	--	72	80
Nativity	U.S.-born	76	--	71	70
	Foreign-born	69	--	67	78

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

Household Food and Beverage Policies

Household rules can help limit access to unhealthy foods and beverages and promote healthier food choices at home. [6] In 2011, nearly all Santa Clara County adults (90%) limited the amount of sugar-sweetened beverages children are allowed to drink at home. Percentages were similar across most demographic groups.

Adults also tended to limit the number of times their family ate at fast food restaurants. Nearly three quarters (71%) of adults had such limits for their families. A higher percentage of Latinos had these limits than Whites (80% versus 63%).

Eating meals together as a family has been shown to increase children's consumption of fruits and vegetables and reduce consumption of unhealthy foods. [12] In Santa Clara County in 2011, 66% of adults reported that all family members who lived in the household ate a meal together every day or most days in the past week. This percentage was lower among Latinos (46%) than Whites (72%) and among those with household incomes of \$20,000-\$49,999 (55%) versus \$75,000 or more (78%).

Table 3.14: Household Nutrition Policies Among Adults by Selected Characteristics

		Limit how much soda and other sugary beverages child(ren) drink(s) at home (%)	Limit number of times per week or month family ate at fast food restaurants (%)	All family members who live in the household ate a meal together most or every day in the past week (%)
Santa Clara County		90	71	66
Sex	Men	95	68	68
	Women	83	75	64
Age	18-44	91	75	62
	45-64	85	71	74
	65+	--	55	70
Race/Ethnicity	Latino	96	80	46
	White	92	63	72
Education	Less than high school diploma	--	--	--
	High school graduate, GED, or equivalent	--	63	62
	Some college or associate's degree	--	52	63
	Bachelor's, graduate, or professional degree	92	77	73
Household Income	<\$20,000	--	70	--
	\$20,000-\$49,999	--	78	55
	\$50,000-\$74,999	--	58	51
	\$75,000+	91	79	78
Nativity	U.S.-born	88	60	70
	Foreign-born	90	86	62

Source: California Dietary Practices Survey, Santa Clara County Sample, 2011

Note: Results for some groups not reported due to small sample size

Workplace Food and Beverage Policies

One in 5 adults (21%) in Santa Clara County in 2011 ate food from their worksite cafeteria, snack bar, or food service the previous day. A majority of adults responded that healthy foods (85%) and healthy beverages (91%) were available from their worksite cafeteria, snack bar, or food service. Few adults worked where healthy food was available from onsite vending machines (15%) or where their workplace provided an onsite farmers' market, weekly produce delivery, or weekly free fresh fruit snack (17%).

Table 3.15: Workplace Food Policies Among Adults by Selected Characteristics

		Healthy foods available at cafeteria, snackbar, or food service (%)	Healthy beverages available at cafeteria, snackbar, or food service (%)	Healthy foods available at worksite vending machines (%)	Workplace provided onsite farmers' market, weekly produce delivery or weekly free fresh fruit snack (%)
Santa Clara County		85	91	15	17
Sex	Men	87	88	11	18
	Women	82	95	21	14
Age	18-44	81	90	12	16
	45-64	95	95	22	17
	65+	--	--	--	--
Race/Ethnicity	Latino	--	--	--	7
	White	91	93	19	21
Education	Less than high school diploma	--	--	--	--
	High school graduate, GED, or equivalent	--	--	--	--
	Some college or associate's degree	--	--	--	29
	Bachelor's, graduate, or professional degree	81	92	18	19
Household Income	<\$20,000	--	--	--	--
	\$20,000-\$49,999	--	--	--	20
	\$50,000-\$74,999	--	--	--	--
	\$75,000+	78	92	17	16
Nativity	U.S.-born	96	95	17	16
	Foreign-born	75	86	14	17

Source: California Dietary Practices Survey, Santa Clara County sample, 2011

Note: Results for some groups not reported due to small sample size

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