

KidsHealth® KidsPoll – Health Literacy Poll: Summary of Findings

KidsHealth® KidsPoll is collaboration among the Nemours Foundation/KidsHealth, the Department of Health Education and Recreation at Southern Illinois University Carbondale, the National Association of Health Education Centers, and participating health education centers. The purpose is to gather information (opinions, attitudes, and feelings etc.) about current health issues from children. The information is gathered using handheld data collection devices from children ages 9 to 13 as they attend classes in the health education centers. The information is shared with educators, caregivers, health care organizations, the media, and other interested parties at national and local levels. The goal is to provide insightful information that will enable them to develop programs to help children to make healthy life decisions, prevent disease and injury, and understand their bodies. This poll focused on issues related to health literacy.

Individual Demographics

Individual-level information was collected anonymously from each child who participated.

- o 1,178 children

- o 52% girls, 48% boys

- o ages 9 to 13 (average age 10.5)

- o 11 centers participated in this poll:
 - Alice Aycock Poe Center for Health Education – Raleigh, NC
 - CDC Global Health Odyssey Museum – Atlanta, GA
 - Children’s Health Education Center – Milwaukee, WI
 - HealthSpace Cleveland – Cleveland, OH
 - HealthWorks! Kids Museum – South Bend, IN
 - Health World Children’s Museum – Barrington, IL
 - Robert Crown Center for Health Education – Hinsdale, IL
 - Ruth Lilly Health Education Center – Indianapolis, IN
 - Saint Joseph Mercy Health Exploration Station – Canton, MI
 - Susan P. Byrnes Health Education Center – York, PA
 - Weller Health Education Center – Easton, PA

School demographics

School-level information was not collected from each child but is based on statistics for the schools.

- 35 schools
- The schools participating averaged: 66% White, 15% Black, 17% Hispanic, 1% Asian/Pacific, 1% Native American
 - 68% of the schools had student bodies that were 0% to 33% Black/Hispanic/Asian/Native American combined
 - 7% of the schools had student bodies that were 33% to 67% of these groups
 - 25% of the schools had student bodies that were 67% to 100% of these group
- 39% students in participating schools qualified for free or reduced lunch
 - 54% of the schools had 0% to 33% of their student body qualifying for free or reduced lunch
 - 32% of the schools had 33% to 67% of their student body qualifying for free or reduced lunch
 - 14% of the schools had 67% to 100% of their student body qualifying for free or reduced lunch

The U.S. Census Bureau and U.S. Department of Education use a measure of city size and location called a Metropolitan Statistical Area (MSA). The categories for MSA are:

- *Large city center = center of an MSA city with a population $\geq 250,000$*
- *Midsize city center = center of an MSA city with a population $< 250,000$*
- *Large city fringe = urban fringe of a large MSA city*
- *Midsize city fringe = urban fringe of a midsize MSA city*
- *Large town = not within an MSA with a population $\geq 25,000$*
- *Small town = not within an MSA with a population $2,500 < X < 25,000$*
- *Rural outside = not within an MSA with a population $< 2,500$*
- *Rural inside = within an MSA with a population $< 2,500$*
- Of the participating schools: 21% large city center, 17% midsize city center, 23% large city fringe, 11% midsize city fringe, 8% small town, and 21% rural inside MSA
- Average school size: 551
 - 6% of students from public schools with enrollments of < 250
 - 45% enrollment $250 < X < 500$
 - 34% enrollment $500 < X < 750$
 - 6% enrollment $750 < X < 1,000$
 - 9% enrollment $> 1,000$

6 How much can a kid do to grow up to be a healthy adult?																	
A) a lot	63%	62%	65%	69%	67%	63%	58%	58%	70%	59%	58%	39%	75%	62%	62%	41%	
B) some	17%	15%	19%	9%	18%	17%	30%	17%	13%	25%	13%	7%	11%	22%	21%	14%	
C) a little	4%	5%	2%	5%	2%	3%	3%	1%	3%	3%	3%	11%	3%	3%	6%	6%	
D) almost nothing	2%	4%	1%	1%	1%	4%	0%	4%	2%	1%	7%	16%	1%	1%	2%	9%	
E) I don't know	14%	14%	13%	16%	12%	13%	9%	20%	12%	12%	19%	27%	10%	12%	9%	30%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
6 How much can a kid do to grow up to be a healtht adult? (of those with an answer)																	
A) a lot	73%	72%	75%	82%	76%	72%	64%	73%	80%	67%	72%	53%	83%	70%	68%	59%	
B) some	20%	17%	22%	11%	20%	20%	33%	21%	15%	28%	16%	10%	12%	25%	23%	20%	
C) a little	5%	6%	2%	6%	2%	3%	3%	1%	3%	3%	4%	15%	3%	3%	7%	9%	
D) almost nothing	2%	5%	1%	1%	1%	5%	0%	5%	2%	1%	9%	22%	1%	1%	2%	13%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
7 How interested are you in learning about health?																	
A) very interested	42%	41%	44%	64%	42%	33%	25%	19%	53%	30%	12%	24%	100%				
B) sort of interested	37%	37%	39%	25%	44%	45%	48%	39%	32%	49%	52%	12%		100%			
C) sort of uninterested	8%	6%	9%	4%	7%	9%	13%	14%	5%	10%	21%	10%			100%		
D) very uninterested	13%	16%	8%	7%	7%	13%	14%	28%	10%	11%	15%	54%				100%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
8 I consider myself to be:																	
A) very healthy	59%	58%	59%	73%	63%	46%	50%	42%	100%				73%	50%	41%	49%	
B) sort of healthy	34%	33%	36%	23%	30%	43%	43%	50%		100%			24%	45%	46%	30%	
C) sort of unhealthy	3%	4%	2%	2%	3%	3%	3%	4%			100%		1%	4%	8%	4%	
D) very unhealthy	4%	5%	3%	2%	4%	8%	4%	4%				100%	2%	1%	5%	17%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Margin of error is not reported for this study:

Margin of error is a measure of how precise a reported proportion is within the population represented by the sample. It is a calculation based on the proportion, the confidence level, and the sample size. The larger the sample size, the smaller the margin of error. Margin of error relies on two primary assumptions: 1) the distribution within the population is normal – with large sample sizes this can usually be assumed; and 2) the sample is representative (i.e., random). Our survey cannot be considered random; therefore, we do not report a margin of error.

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