

## **UCSB Parents & Family Weekend Survey Results**

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During UCSB's Parents' Weekend (November 2nd, 2019), a survey assessing parent perspectives on food and beverage consumption and sales on campus was distributed at Prof. David Cleveland's presentation ("Is There a 'Best' Diet for us, our Students, and Planet?"). This exploratory survey is part of our UCSB Healthy Beverage Initiative (HBI) research. The survey is appended to this report. The purpose of this survey is to explore knowledge and attitudes about UCSB's beverage and food environment and how it might be improved, especially regarding sugar sweetened beverages (SSBs). We distributed surveys before the presentation and collected them at the end, and received 23 responses.

Since this was an exploratory survey of a small, non-representative sample of parents, the results cannot be generalized to UCSB parents in general. However, the survey has given us valuable experience in framing questions, and the results provide feedback on how questions can be improved, as well as ideas for testing hypotheses in the future. In the remainder of this report we use the term "parents" to mean the respondents to our survey.

Our first question asked, "Have you been able to experience or observe the food and beverages available on the UCSB campus, either from eating on campus or seeing food stores here?". Of 22 respondents 20 indicated that they had experienced or observed the food environment at UCSB at least a little.

Question 2 asked parents "How would you rate the UCSB campus food and beverage environment?", with possible choices of being healthy, environmentally friendly, affordable, appetizing, and similar to students' diets at home, on a scale of 1 to 5 (1 being "strongly agree", 5 being "strongly disagree", and 3 being "no opinion either way").

Most respondents who rated their students' diets at home as 'similar' also said the UCSB food environment is healthy (median = 2). Respondents who rated their children's diets at home as 'not similar' to the campus food environment also said the UCSB food environment less healthy (median = 4). This begs the question, "What do students' diets look like at home?" and "How might the UCSB food environment play a role in potentially improving how healthy the diets of students are?" This could be a point of future research to compare home diets versus campus diets, as well as perceptions of what counts as a 'healthy' diet or food environment.

Table 1. Results of question 2. N=22 (1/23 respondents had no comment for this question).

	% Agree	% No Opinion	% Disagree
Healthy	43%	24%	33%
Environmentally Friendly	42%	47%	11%
Affordable	15%	70%	15%
Appetizing	19%	57%	24%
Convenient	57%	10%	33%
Similar to what your student eats and drinks at home	27%	23%	50%

Question 3 asked parents to rate different goals for food and beverage availability on the UCSB campus. Goals listed included “campus profit, campus community health, environmental health, food justice and accessibility, and convenience for the campus community; an ‘other’” section was provided for parents to provide their own comments or ideas.

Based on the distribution of answers, parents strongly agree with having “campus community health” and “environmental health” as goals for UCSB food and beverage availability. And 83% of parents expressed that student and environmental health should be a prioritized goal. Additionally, “environmental health” as a concern shows that most parents care about and are conscious of the impacts a large institution such as UCSB may have on the environment. The most strongly disagreed with goal was “campus profit”. Overall, respondents seem to be interested in prioritizing “campus community health” and “environmental health” over “campus profit.”

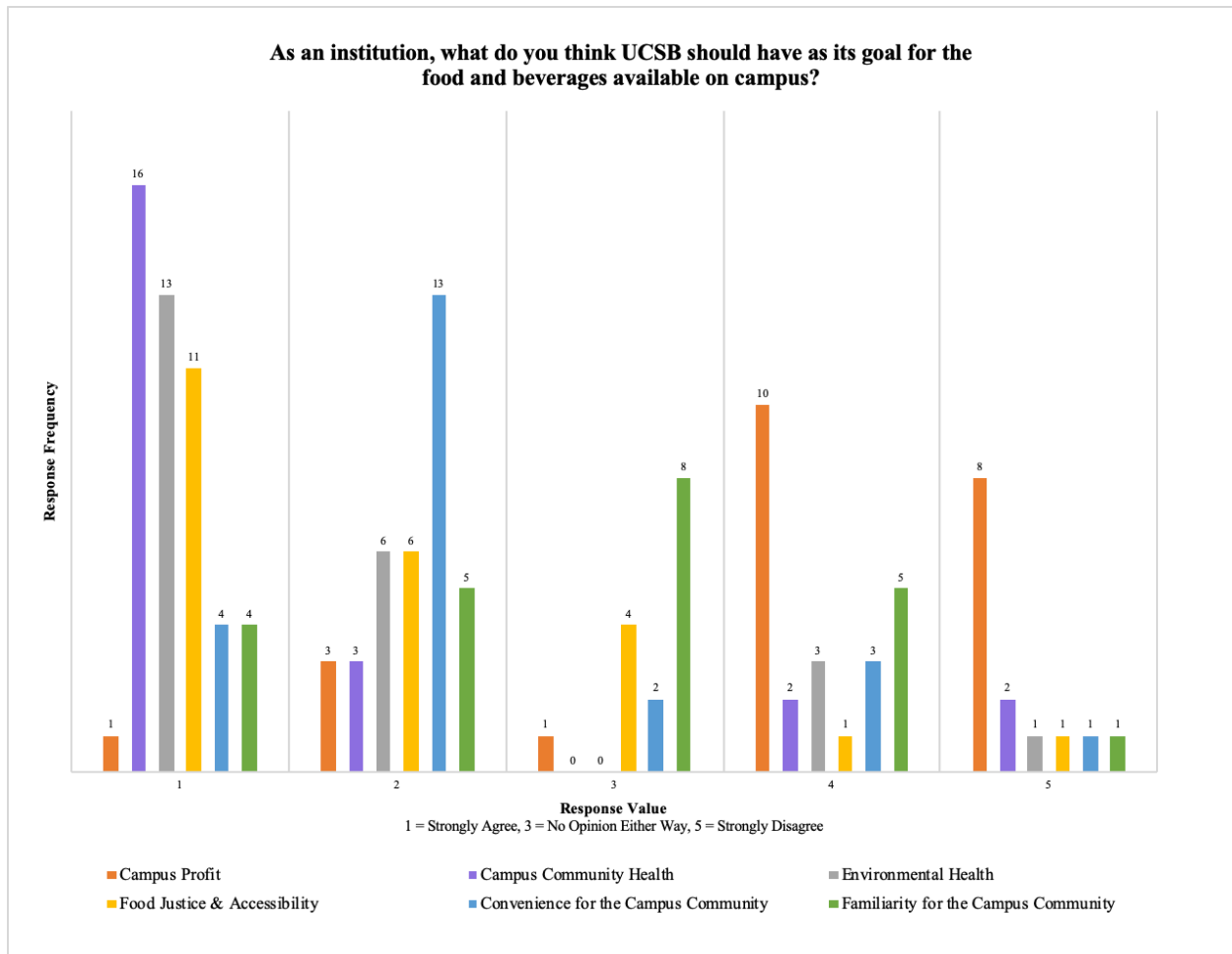


Fig. 1. Results of question 3. N=23.

In the other/comments section, one parent mentioned that waste reduction should be considered as another goal. In conjunction with the distribution of ratings, it would appear that parents care about how UCSB mandates activities and should actively be mindful of these concerns. In comparison to the other goals, “campus community health” stands out as a priority amongst this group of parents, as 70% of parents expressed that they strongly agree with this goal. This suggests that parents recognize the role the campus food and beverage environment play in the health of their children. This might also suggest that parents would want UCSB to be held accountable for providing products that have the “campus community health” in mind, an issue we will explore in further research.

Question 4 asked “As an Institution, do you think UCSB should take steps to reduce SSB consumption by its students, staff and faculty?”. Four parents said “no” but also selected actions favoring UCSB take steps towards reducing SSB consumption. This is likely because the question was poorly worded, and, if used in the future, should be clarified. Better wording would be: “Do you think UCSB should change the beverage environment on campus to reduce SSB consumption by its students, staff and faculty?”

At least 4 or 5 of the 5 actions were selected by 65% of the parents, suggesting strong support for UCSB to change the beverage environment (Fig. 2). However, only 30% of parents chose “Stop sales of SSBs on campus”, whereas each of the other less drastic actions were chosen by 74-87% of parents. This suggests that parents might be more favorable to a gradual phasing out of SSBs rather than a ban at the beginning of the HBI. However, providing additional information about the negative health, environmental and social equity effects of SSBs might increase the proportion favoring a ban on SSBs.

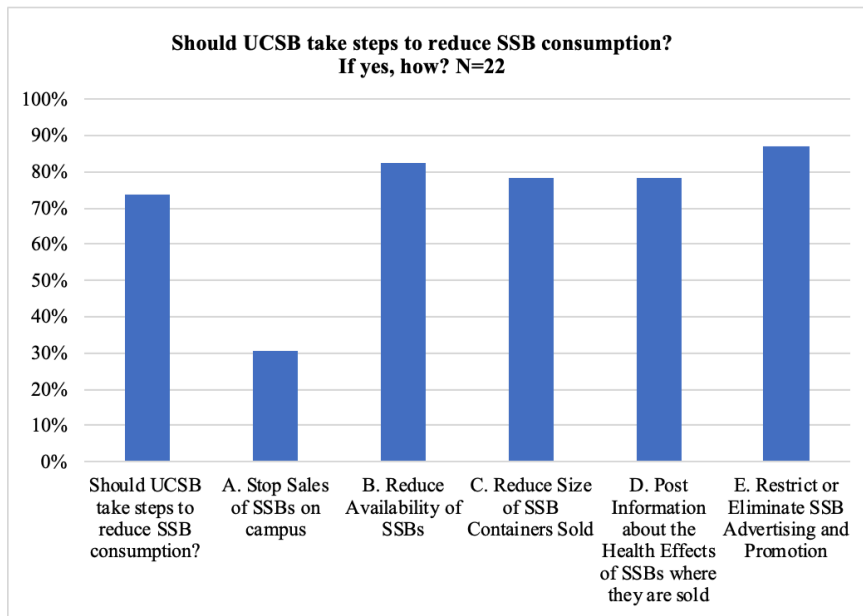


Fig. 2. Responses to question 4.

Copy of the Parents' Survey distributed at the UCSB Parents and Family Weekend presentation "Is There a 'Best' Diet for Us, Our Students and the Planet?" by David A Cleveland, November 2, 2019

Pre-presentation parent survey. Your participation is completely voluntary.

**PLEASE CIRCLE YOUR ANSWERS**

1. Have you been able to experience the food and beverage environment on the UCSB campus, either from eating on campus or observing the food and beverages available here? **YES NO A LITTLE**

2. If even "a little", how would you rate the UCSB campus food and beverage environment?

(1 = VERY, 3 = NO OPINION EITHER WAY, 5= NOT AT ALL)

healthy [1 2 3 4 5]

environmentally friendly [1 2 3 4 5]

affordable [1 2 3 4 5]

appetizing [1 2 3 4 5]

convenient [1 2 3 4 5]

similar to what your student eats and drinks at home [1 2 3 4 5]

other: \_\_\_\_\_

\_\_\_\_\_

3. As an institution, what do you think UCSB should have as its goal for the food and beverages available on campus? (

1 = STRONGLY AGREE, 3 = NO OPINION EITHER WAY, 5 = STRONGLY DISAGREE)

campus profit [1 2 3 4 5]

campus community health [1 2 3 4 5]

environmental health [1 2 3 4 5]

food justice and accessibility [1 2 3 4 5]

convenience for the campus community [1 2 3 4 5]

familiarity for the campus community [1 2 3 4 5]

other: \_\_\_\_\_

4. All UC campuses are tobacco-free, based on research that has shown the negative health impacts of tobacco. UC San Francisco stopped selling all soda and other sugar-sweetened beverages (SSBs) on the UCSF campus in 2015 because researchers there have shown consumption of these beverages is strongly linked to diseases like diabetes, and liver, heart and other diseases. Do you think UCSB should take steps to reduce SSB consumption by its students, staff and faculty?

**YES   NO**

**If YES, HOW? (YOU CAN CIRCLE AS MANY AS APPLY)**

- a. stop sales of SSBs on campus
- b. reduce availability of SSBs
- c. reduce size of SSB containers sold
- d. post information about the health effects of SSBs where they are sold
- e. restrict or eliminate SSB advertising and promotion

Other ideas, or comments:

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**IF NO, WHY?** \_\_\_\_\_

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**Thank you for your input!**