

CDC Operationalized 1305 Performance Measure

Date: 12/18/2015

Measure ID: m_2.3.05

Performance Measure: Percent of local education agencies that have adopted and implemented policies that prohibit all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property

Strategy: Create supportive nutrition environments in schools

Intervention (Enhanced only): Implement policies and practices that create a supportive nutrition environment, including establish standards (including sodium) for all competitive foods; prohibit advertising of unhealthy foods; and promote healthy foods in schools, including those sold and served within school meal programs and other venues

Basic

Enhanced

Domain 2: Environmental Approaches that Promote Health

Domain 3: Health Systems Interventions

Domain 4: Community Clinical Linkages

Short Term

Intermediate

Long Term

AREAS	EXPLANATION
Purpose of Performance Measure	<ul style="list-style-type: none"> The purpose of this performance measure is to determine the extent to which targeted LEAs have adopted and implemented policies that prohibit all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property (see CDC’s School Health Guidelines to Promote Healthy Eating and Physical Activity).
Results Statements	<ul style="list-style-type: none"> In the US, CDC funded grantees worked to promote healthy eating by prohibiting all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property
Definition of Terms <i>(Key concepts defined)</i>	<p>A healthy school nutrition environment includes multiple elements: access to healthy and appealing foods and beverages available to students in school meals, vending machines, school stores, à la carte lines in the cafeteria, fundraisers, and classroom parties; consistent messages about food and healthy eating; and the opportunities students have to learn about healthy eating.</p> <p>Nutrition standards outline the requirements that foods and beverages must meet in order to be sold or available. Nutrition standards can address nutrient requirements (e.g., ≤35% calories from sugar), types of foods and beverages to make available (e.g., fruits, vegetables, whole grains, low-fat or nonfat dairy), portion sizes (e.g., 8 fluid ounce portions of milk), and time of day and locations where items may be offered or sold, served or consumed.</p> <p>Local education agency (LEA) is another word for school district and will be referred to as LEA throughout this document. For the purposes of this performance measure, LEAs refer only to those targeted for intervention.</p>
Unit of Analysis	<ul style="list-style-type: none"> Targeted local education agencies (e.g., school districts) that have adopted a policy
Intended/Targeted Population	<ul style="list-style-type: none"> Targeted local education agencies serving K-12 students.
Numerator/Count	<ul style="list-style-type: none"> Please record the numerator used to calculate the percent in the measure notes field of the reporting template.
Denominator	<ul style="list-style-type: none"> Please record the denominator used to calculate the percent in the measure notes field of the reporting template.
Rate/Percentage	<ul style="list-style-type: none"> Percent of targeted LEAs that have adopted and implemented policies that prohibit all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property (Please record the numerator and denominator used to calculate this percent in the measure notes field for this performance measure)

Disparities Focus	Approach related/specific: <ul style="list-style-type: none"> N/A Stratification: <ul style="list-style-type: none"> N/A
Data source(s)	<p>The following data sources can/should be used to collect data for this measure:</p> <ul style="list-style-type: none"> WellSAT 2.0 (http://wellsat.org) is the preferred data source to determine whether local education agencies have adopted policies that prohibit all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property. While the performance measure indicates adoption and implementation, the focus for calculating the percentage is on the adoption of a written policy. Among the targeted LEAs you are working with use the WellSAT 2.0 to assess existing policy language. There are 5 questions in WellSAT 2.0 that comprise this performance measure. They are: <ul style="list-style-type: none"> WPM11 WPM12 WPM13 WPM14 WPM15 These questions address locations where advertising and promotion of less nutritious foods and beverages are prohibited including: <ul style="list-style-type: none"> Signs, scoreboards, and sports equipment Curricula and text books Exteriors of vending machines, cups and food display racks, In school publications And as part of fundraisers where students and their families buy, sell, or consume products in exchanges for funds for the school. These questions are each scored overall, not by individual grade level. An overall rating of 2 on WPM11, WPM12, WPM13, WPM14, WPM15 = Meets Performance Measure. A survey, reporting tool or tracking tool that allows local education agencies to report whether they have adopted a policy (or policies) that prohibits all forms of advertising and promotion (e.g., contests and coupons) of less nutritious foods and beverages on school property. The policy should be a district level policy. The policy should address one the following: <ul style="list-style-type: none"> Ban the advertising of those foods and beverages that the district does not allow to be sold on campus (e.g. do not meet nutrition standards in the LWP); Ban the advertising of all foods or beverages on campus; or Ban all advertising on campus (including advertising of non-food items). <p>Not Appropriate:</p> <ul style="list-style-type: none"> School Health Profiles
Frequency of Data Collection	<ul style="list-style-type: none"> Annually
References/Resources	<ul style="list-style-type: none"> CDC’s School Health Index http://www.cdc.gov/healthyschools/SHI/index.htm CDC’s School Health Guidelines to Promote Healthy Eating and Physical Activity http://www.cdc.gov/healthyschools/npao/strategies.htm CDC’s Ideas for Parents: Food Marketing in Schools http://www.cdc.gov/healthyschools/parentengagement/pdf/p4hs_marketing.pdf The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN) model

	<p>policies about advertising.</p> <p>http://changelabsolutions.org/sites/default/files/DistPlcy_Food-Bev_Advrtsg_FINAL.pdf http://changelabsolutions.org/sites/default/files/DistPlcy_RestrictingAdvrtsg_FINAL.doc</p> <ul style="list-style-type: none"> • Rudd Center’s model policy about marketing and promotion http://www.valeruddcenter.org/resources/upload/docs/what/communities/Model_Wellness_Policy.pdf • National Association of State Boards of Education’s School Health Policies Database (for state policy) http://www.nasbe.org/healthy_schools/hs/bytopics.php?topicid=3115 • WellSAT 2.0 http://wellsat.org • The Alliance for a Healthier Generation Model Wellness Policy https://www.healthiergeneration.org/_asset/wtqdwu/14-6372_ModelWellnessPolicy.doc
<p>Additional Information/Guidance</p>	<ul style="list-style-type: none"> • Consider working directly with targeted LEAs to determine if an LEA already has an existing policy (or policies) that addresses advertising and promotion. This might be in the district’s LWP or other school board policy. Use the WellSAT 2.0 (http://wellsat.org/) to not only assess their existing policy language but also to identify opportunities to strengthen policy language. • Also consider working with LEAs to monitor the degree of policy implementation at the school level. Wellness policy implementation and monitoring and is part of the Administrative Review process for the school meal programs. USDA has provided guidance on what wellness policy related documentation districts should have for the Administrative Review (http://www.fns.usda.gov/tn/local-process-how-develop-implement-and-evaluate-wellness-policy). • School Health Profiles is not appropriate to calculate this performance measure; however the School Health Index may be used for action planning.