

CDC Operationalized 1305 Performance Measure

Date: 2/10/2016

Performance Measure 2.3.06: Percent of schools that prohibit all forms of advertising and promotion for candy, fast food restaurants, or soft drinks

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 schools are promoting healthy eating prohibiting all forms of advertising and promotion for candy, fast food restaurants, or soft drinks (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 for candy, fast food restaurants, or soft drinks
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.</p>
Unit of Analysis	<ul style="list-style-type: none"> Schools
Intended/Targeted Population	Schools in targeted local education agencies who engage in very little promotion of healthy eating.
Numerator/Count	<ul style="list-style-type: none"> N/A
Denominator	<ul style="list-style-type: none"> N/A
Rate/Percentage	<ul style="list-style-type: none"> Percent of schools in targeted LEAs that prohibit all forms of advertising and promotion for candy, fast food restaurants, or soft drinks.
Disparities Focus	<p>Approach related/specific:</p> <ul style="list-style-type: none"> N/A
	<p>Stratification:</p> <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"> • 2014, 2016, 2018 School Health Profiles (2016 Principal Questionnaire, Q33) <p>Not Appropriate:</p> <ul style="list-style-type: none"> •
Frequency of Data Collection	<ul style="list-style-type: none"> • Biannually
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 Fruit and Vegetable National Action Guide http://www.cdc.gov/nutrition/downloads/national-action-guide2013.pdf • Action for Healthy Kids - Parents for Healthy Kids Toolkit http://www.actionforhealthykids.org/what-we-do/programs/parents-for-healthy-kids • USDA HealthierUS School Challenge http://teamnutrition.usda.gov/HealthierUS/index.html
Questions/Issues for CDC Grantee Collaboration	<ul style="list-style-type: none"> • N/A
Additional Information/Guidance	<ul style="list-style-type: none"> • N/A