

Obesity Advocacy Glossary

As Of Right: Zoning standards that are determined in advance of development and are self-enforcing. These types of development do not require special approval from a government agency.¹

Baby Friendly Hospital: A maternity facility can be designated 'baby-friendly' when it does not accept free or low-cost breastmilk substitutes, feeding bottles or teats, and has implemented 10 specific steps to support successful breastfeeding. A baby-friendly hospital:

- Maintains a written breastfeeding policy
- Trains all staff in skills needed to implement this policy
- Informs all pregnant women about the benefits and management of breastfeeding
- Helps mothers initiate breastfeeding within one hour of birth
- Shows mothers how to breastfeed even if they are separated from their infants
- Gives infants no food or drink other than breastmilk unless medically indicated
- Allows mothers and infants to remain together 24 hours a day
- Encourages unrestricted breastfeeding
- Gives no pacifiers or artificial nipples to breastfeeding infants
- Refers mothers to breastfeeding support groups²

Beverage Contracts: Standard contracts, the most common type for schools, are signed between a school or school district and a bottler/distributor for a period of years. A standard contract facilitates the sale and marketing of beverages in schools and lays out the terms for compensation for the school/school district. These contracts are legal arrangements that integrate a school or school district into a beverage company's marketing strategy and, simultaneously, integrate a beverage company into a school/district's fundraising plan. Other contracts include: Request for Responses Contracts and Purchase Order Contracts.³

Bike Lanes: As defined by the American Association of State Highway and Transportation Officials, portions of a roadway that have been designated by striping, signing, and pavement markings for the preferential or exclusive use of bicyclists.⁴

Bike Routes: Cycling routes on roads shared with motorized vehicles or on specially marked sidewalks.⁴

Body Mass Index (BMI): One of the most commonly used measures for defining overweight and obesity, calculated as weight in kilograms divided by height in meters squared.¹

Built Environment: Encompasses all of the man-made elements of the physical environment, including buildings, infrastructure, and other physical elements created or modified by people and the functional use, arrangement in space, and aesthetic qualities of these elements.¹

Calorie-Dense, Nutrient-Poor Foods: Foods and beverages that contribute few vitamins and minerals to the diet, but contain substantial amounts of fat and/ or sugar and are high in calories. Consumption of these foods, such as sugar-sweetened beverages, candy, and chips, may contribute to excess calorie intake and unwanted weight gain in children.¹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Child Nutrition Program: The National School Lunch Program (NSLP) is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946.⁵

Coalition: A group of persons representing diverse public-or private-sector organizations or constituencies working together to achieve a shared goal through coordinated use of resources, leadership, and action.⁴

Community Gardens: Any piece of land gardened by a group of people. It can be urban, suburban, or rural. It can be one community plot, or can be many individual plots. It can be at a school, hospital, or in a neighborhood. It can also be a series of plots dedicated to "urban agriculture" where the produce is grown for a market.⁶

Competitive Foods and Beverages: All foods and beverages served or sold in schools that are not part of Federal school meal programs, including "à la carte" items sold in cafeterias and items sold in vending machines. As defined by the Institute of Medicine (2005), competitive foods and beverages typically are lower in nutritional quality than those offered by school meal programs.⁴

Competitive Pricing: The principal vendor selection criterion used for cost containment is a competitive pricing standard to exclude high-priced vendors. States with this criterion require that vendors charge a "fair and competitive price." States differ in defining this price and in whether they use a competitive pricing criterion at application or in evaluating redemptions.⁷

Complete Streets: Streets that support all users—motorists, bicyclists, pedestrians, transit users, young, old, and disabled—by featuring safe access along and across the street via sidewalks, bicycle lanes, wide shoulders, crosswalks, and other features. Complete streets enable safe, attractive, and comfortable access and travel.^{1,4}

Conditional Use Permit: A variance granted to a property owner that allows a use otherwise prevented by zoning, through a public hearing process. These permits allow a city or county to consider special uses of land that may be essential or desirable to a particular community but are not allowed as a matter of right within a zoning district. These permits can also control certain uses that could have detrimental effects on a community or neighboring properties. They provide flexibility within a zoning ordinance.¹

Connectivity: The directness of travel to destinations. Sidewalks and paths that are in good condition and without gaps can promote connectivity.¹

Counter-Advertising Media: The Recovery Act Communities Putting Prevention to Work-Community Initiative suggests using media as a key strategy to:

- Promote healthy foods/drinks and increase activity

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

- Restrict advertising and employ counter-advertising for unhealthy foods/drinks⁸

Media can be a key element to increase awareness and motivation and can be used to promote healthy eating, portion size awareness, eating fewer calorie-dense, nutrient-poor foods and to raise awareness of weight as a health issue. High-frequency television and radio advertising, as well as signage, may stimulate improvements in attitudes toward a healthy diet. Counter-advertising media promote healthy foods/drinks/lifestyle in an attempt to counteract the barrage of marketing and media messaging for unhealthy products. This technique was used successfully to reach youth in the tobacco and alcohol prevention fields.¹

Density: Population per unit of area measure.¹

Dietary Guidelines For Americans: The Dietary Guidelines for Americans have been published jointly every 5 years since 1980 by the Department of Health and Human Services (HHS) and the Department of Agriculture (USDA). The Guidelines provide authoritative advice for people 2 years and older on how good dietary habits can promote health and reduce risk for major chronic diseases. They serve as the basis for federal nutrition assistance and nutrition education programs.¹

Discretionary Calories: The number of calories in one's "energy allowance" after one consumes sufficient amounts of foods and beverages to meet one's daily calorie and nutrient needs while promoting weight maintenance.¹

Eating Occasion: A single meal or snack.⁴

Energy-Dense Foods: Foods that are high in calories.¹

Energy Density: The number of calories per gram in weight.⁴

Environmental Change: An alteration or change to physical, social, or economic environments designed to influence people's practices and behaviors.⁴

Exactions: Requirements placed on developers as a condition of development approval, generally falling into two categories: impact fees (see below) or physical exactions such as dedication of land or provision of infrastructure. Exactions must be related to the expected impacts of a project. For example, new homes create the need for more parks and schools, and an exaction might dedicate land in the developer's plans for more parks and schools.¹

Family Friendly Store Displays: When we shop, our purchases are influenced not only by what's available and affordable, but also by how products are organized and advertised inside the store. The overall layout of the store affects what we buy. When high-sugar cereals are shelved at children's eye level, parents are more likely to be pestered into choosing them over healthier breakfast options. When fruit and granola bars, rather than candy and chips, are stocked in the check-out lanes, people are much less likely to make an unhealthy, last-minute impulse buy.⁹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Farm Bill: The Farm Bill sets overall U.S. agricultural policy and is usually renewed at 5-year intervals. It encompasses all federal policy related to commodities, price supports for certain crops, conservation, food safety, agricultural disaster assistance and much more.¹⁰

Farm Stand: Multiple and single vendors that are not part of a licensed farmers market.⁴

Farmer-Day: Any part of a calendar day spent by a farmer (vendor) at a farmers market (excluding craft vendors and prepared food vendors). The total number of annual farmer-days for a given farmers market is based on the number of days that the farmers market is open in a year multiplied by the number of farm vendors at the market on a given day.⁴

Farm To School: Farm to School brings healthy food from local farms to school children nationwide. The program teaches students about the path from farm to fork, and instills healthy eating habits that can last a lifetime. At the same time, use of local produce in school meals and educational activities provides a new direct market for farmers in the area and mitigates environmental impacts of transporting food long distances.¹¹

Farm To Hospital: The farm to hospital approach extends beyond local fruits and vegetables to include other sustainable and health-promoting food purchasing options such a focus on organic food, sustainably raised produce and meats, antibiotic free meat, and rBGH-free (recumbent Bovine Growth Hormone) dairy products. Farmers' markets on hospital grounds and community health promotion activities are also integral components of the farm to hospital model.¹²

Food Access: The extent to which a community can supply people with the food needed for health. Communities with poor food access lack the resources necessary to supply people with the food needed for a healthy lifestyle. Availability of high quality, affordable food and close proximity to food stores increase food access.¹

Food Desert: "Food desert" means an area in the United States with limited access to affordable and nutritious food. Food deserts often exist in areas composed of predominantly lower-income neighborhoods and communities.¹³

Form-Based Code: A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulations.¹

Health Disparities: Differences in the incidence and prevalence of health conditions and health status between groups. Most health disparities affect groups marginalized because of socioeconomic status, race/ethnicity, sexual orientation, gender, disability status, geographic location, or some combination of these. People in such groups not only experience worse health but also tend to have less access to the social determinants or conditions (e.g., healthy food, good housing, good education, safe neighborhoods, freedom from racism and other forms of discrimination) that support health.¹⁴

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Health Equity: When everyone has the opportunity to "attain their full health potential" and no one is "disadvantaged from achieving this potential because of their social position or other socially determined circumstance."¹⁴

Health Inequities: When health disparities are the result of the systematic and unjust distribution of certain critical conditions (eg, healthy food, good housing, good education, safe neighborhoods, freedom from racism and other forms of discrimination).¹⁴

Health Impact Assessment: Health impact assessment (HIA) is commonly defined as "a combination of procedures, methods, and tools by which a policy, program, or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population"¹⁵

HIA is used to evaluate objectively the potential health effects of a project or policy before it is built or implemented.¹⁶

Healthy Eating Environment: An environment that provides access to and encourages the consumption of healthy foods, as described by the Dietary Guidelines for Americans.¹

Healthier Foods And Beverages: As defined by Institute of Medicine (2005), foods and beverages with low energy density and low content of calories, sugar, fat, and sodium.⁴

Home Zone: A residential street or group of streets that is designed to operate primarily as a space for social use. The needs of residents take priority over the needs of car drivers. Home zones are designed to be shared by pedestrians, playing children, bicyclists, and low-speed motor vehicles. Traffic-calming methods such as speed humps are avoided in favor of methods that make slower speeds more natural to drivers, rather than an imposition. Home zones encourage children's play and neighborhood interaction and also increase road safety.¹

Impact Fee: A monetary exaction placed on developers related to the expected impacts of a project. For example, to lessen the effect of increased traffic at a new shopping center, a developer might be required to pay an impact fee that would be used for construction of a left-turn lane and traffic lights.¹

Joint Use Agreement: A joint use agreement (JUA) is a formal agreement between two separate government entities—often a school and a city or county—setting forth the terms and conditions for shared use of public property or facilities. JUAs can range in scope from relatively simple (e.g., opening school playgrounds to the public outside of school hours) to complex (allowing community individuals and groups to access all school recreation facilities, and allowing schools to access all city or county recreation facilities).¹⁷

Largest School District Within a Local Jurisdiction: The school district that serves the largest number of students within a local jurisdiction.⁴

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Less Healthy Foods And Beverages: As defined by Institute of Medicine (2005), foods and beverages with a high content of calories, sugar, fat, and sodium, and low content of nutrients, including protein, vitamins A and C, niacin, riboflavin, thiamin, calcium, and iron.⁴

Local Food: Practically speaking, local food production can be thought of in concentric circles that start with growing food at home. The next ring out might be food grown in our immediate community - then state, region, and country. For some parts of the year or for some products that thrive in the local climate, it may be possible to buy closer to home. At other times, or for less common products, an expanded reach may be required.¹⁸

Local Government Facilities: Facilities owned, leased, or operated by a local government (including facilities that might be owned or leased by a local government but operated by contracted employees). For the purposes of this project, and according to the definition established by ICMA, local government facilities might include facilities in the following categories:

- 24-hour “dormitory-type” facilities: facilities that generally are in operation 24 hours per day, 7 days per week, such as firehouses (and their equipment bays), women’s shelters, men’s shelters, and group housing facilities for children, seniors, and physically or mentally challenged persons, not including regular public housing;
- administrative/office facilities: general office buildings, court buildings, data processing facilities, sheriff’s offices (including detention facilities), 911 centers, social service intake centers, day care/preschool facilities, historical buildings, and other related facilities;
- detention facilities: jails, adult detention centers, juvenile detention centers, and related facilities;
- health care facilities: hospitals, clinics, morgues, and related facilities;
- recreation/community center facilities: senior centers, community centers, gymnasiums, public parks and fields, and other similar recreation centers, including concession stands located at these facilities; and
- other facilities: water treatment plants, airports, schools, and all other facilities that do not explicitly fall into the categories listed above.¹

Low Energy Dense Foods And Beverages: Foods and beverages with a low calorie-per-gram ratio. Foods with a high water and fiber content are low in energy density, such as fruits, vegetables, and broth-based soups and stews.⁴

Macronutrients: Nutrients needed in relatively large quantities, such as protein, carbohydrates, and fat.¹

Measure: For the purpose of this project, a measure is defined as a single data element that can be collected through an objective assessment of the physical or policy environment and used to quantify without bias an obesity prevention strategy.⁴

Micronutrients: Nutrients needed in relatively small quantities, such as vitamins and minerals.¹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Mixed Land Use: A mixed land use development incorporates many sectors of a community, including retail, office, and residential. Communities with a balanced mix of land use give residents the option to walk, bike, or take transit to nearby attractions.¹

Mixed-Use Development: Zoning that combines residential land use with one or more of the following types of land use: commercial, industrial, or other public use.⁴

Motivational Interviewing: Motivational interviewing is a directive, client-centered counseling style for eliciting behavior change by helping clients to explore and resolve ambivalence. Compared with nondirective counseling, it is more focused and goal-directed. The examination and resolution of ambivalence is its central purpose, and the counselor is intentionally directive in pursuing this goal.¹⁹

National School Lunch Program: The National School Lunch Program (NSLP) is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946.²⁰

Network Distance: Shortest distance between two locations by way of the public street network.⁴

No Child Left Behind: The No Child Left Behind Act of 2001 (No Child Left Behind) is a landmark in education reform designed to improve student achievement and change the culture of America's schools. Enacted under President George W. Bush.

With passage of No Child Left Behind, Congress reauthorized the Elementary and Secondary Education Act (ESEA)--the principal federal law affecting education from kindergarten through high school. In amending *ESEA*, the new law represents a sweeping overhaul of federal efforts to support elementary and secondary education in the United States. It is built on four common-sense pillars: accountability for results; an emphasis on doing what works based on scientific research; expanded parental options; and expanded local control and flexibility.²¹

No Child Left Inside: A movement thought to help address the childhood obesity problem by increasing the time students spend learning about nature, both in and outside the classroom.²²

Nonmotorized Transportation: Any form of transportation that does not involve the use of a motorized vehicle, such as walking and biking.⁴

Nutrient-Dense Foods: Foods that provide substantial amounts of vitamins, minerals, and other health-promoting components such as fiber and relatively few calories. Foods that are low in nutrient density supply calories but no or small amounts of vitamins, minerals, and health-promoting components.¹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Nutrition Standards: Criteria that determine which foods and beverages may be offered in a particular setting (e.g., schools or local government facilities). Nutrition standards may be defined locally or adopted from national standards.⁴

Obesity And Overweight: Children and adolescents are defined as obese if they have a body mass index (BMI) equal to or greater than the 95th percentile for their age and sex, and overweight if they have a BMI at the 85th percentile to less than the 95th percentile for their age and sex, according to growth charts (<http://www.cdc.gov/growthcharts>).¹

Partnership: A business-like arrangement that might involve two or more partner organizations.⁴

Physical Activity: Body movement produced by the contraction of muscle that increases energy expenditure above the resting level.¹

Pocket Park: A small park frequently created on a vacant building lot or on a small, irregular piece of land, sometimes created as a component of the public space requirement of large building projects. Pocket parks provide greenery, a place to sit outdoors, and sometimes playground equipment. They may be created around a monument, historic marker, or art project.¹

Point Of Purchase Decision Making: Refers to labeling /signage/placement to increase consumption of healthy foods/drinks, and prompt physical activity. Example: Require menu labeling to assist families and individuals in making healthy choices when eating away from home. Another example is replacing unhealthy foods with healthy foods in prominent display areas such as check out lines.²³

Policy: Laws, regulations, rules, protocols, and procedures designed to guide or influence behavior. Policies can be either legislative or organizational in nature.⁴

Portion Size: The amount of a single food item served in a single eating occasion (e.g., a meal or a snack). Portion size is the amount (e.g., weight, caloric content, or volume) of food offered to a person in a restaurant, the amount in the packaging of prepared foods, or the amount a person chooses to put on his or her plate. One portion of food might contain several USDA food servings.⁴

Pricing Strategies: Intentional adjustment to the unit cost of an item (e.g., offering a discount on a food item, selling a food item at a lower profit margin, or banning a surcharge on a food item).⁴

Public Recreation Facility: Facility listed in the local jurisdiction's facility inventory that has at least one amenity that promotes physical activity (e.g., walking/hiking trail, bicycle trail, or open play field/play area).⁴

Public Recreation Facility Entrance: The point of entry to a facility that permits recreation. For

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

the purposes of this project, geographic information system (GIS) coordinates of the entrance to a recreational facility or the street address of the facility.⁴

Public Service Venue: Facilities and settings open to the public that are managed under the authority of government entities (e.g., schools, child care centers, community recreational facilities, city and county buildings, prisons, and juvenile detention centers).⁴

Public Transit Stop: Point of entrance to a local jurisdiction's transportation and public street network, such as bus stops, light rail stops, and subway stations.⁴

Quality Physical Education: Appropriate actions must be taken in four main areas to ensure a high quality physical education program: (1) curriculum, (2) policies and environment, (3) instruction, and (4) student assessment (5) healthy school environment; (6) counseling, psychological, and social services; (7) health promotion for staff; and (8) family and community involvement.

Policy and environmental actions that support high quality physical education require the following:

- Adequate instructional time (at least 150 minutes per week for elementary school students and 225 minutes per week for middle and high school students),
- All classes be taught by qualified physical education specialists,
- Reasonable class sizes, and
- Proper equipment and facilities.
- Instructional strategies that support high-quality physical education emphasize the following:
 - The need for inclusion of all students,
 - Adaptations for students with disabilities,
 - Opportunities to be physically active most of the class time,
 - Well-designed lessons,
 - Out-of-school assignments to support learning, and
 - Not using physical activity as punishment.
- Regular student assessment within a high-quality physical education program features the following:
 - The appropriate use of physical activity and fitness assessment tools,
 - Ongoing opportunities for students to conduct self-assessments and practice self-monitoring of physical activity,
 - Communication with students and parents about assessment results, and
 - Clarity concerning the elements used for determining a grading or student proficiency system.²⁴

Retrofit: Modification of infrastructure and facilities in existing areas of the community rather than the provision of infrastructure and facilities in new areas of development.¹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Road Diet: Involves reducing the amount of lanes in a road to include a bike lane and/or sidewalks. Road diets are intended to slow traffic and make the road safer for pedestrians and cyclists.¹

Safe Communities: According to the Leadership for Healthy Communities: Action Strategies Toolkit, keeping communities safe and free from crime encourage outdoor activity. Parents' perceptions of safety in their neighborhoods, from concerns about traffic to strangers, can determine the level of activity in which their children engage. Strategies identified to combat these issues include: street patrols, neighborhood watch groups, and community design and aesthetics.²⁵

Safe Routes to Schools: Communities use many different approaches to make it safer for children to walk and bicycle to school and to increase the number of children doing so. Programs use a combination of education, encouragement, enforcement and engineering activities to help achieve their goals.²⁶

School Siting: The process of locating schools and school facilities.⁴

School Wellness Council: Many states require local School Wellness Councils or Health Advisory councils that are usually made up school staff, students, parents and community members and which implement the School Wellness Policy.

School Wellness Councils:

- Advise the school board/district on school/community health issues.
- Identify student/staff health needs.
- Monitor and evaluate implementation of school wellness policies.
- Support the school in developing a healthier school environment.
- Assist with policy development to support a healthy school environment.
- Plan and implement programs for students and staff.
- Tap into funding and resources for student and staff wellness.²⁷

School Wellness Policy: Section 204 of Public Law 108 – 265, the Child Nutrition and WIC Reauthorization Act of 2004, requires that every school district receiving funding through the National School Lunch and/or Breakfast Program develop a local wellness policy that promotes the health of students with a particular emphasis on addressing the growing problem of childhood obesity.²⁸

Screen (Viewing) Time: Time spent watching television, playing video games, and engaging in non-educational computer activities.⁴

Shared-Use Paths: As defined by the American Association of State Highway and Transportation Officials, bikeways used by cyclists, pedestrians, skaters, wheelchair users, joggers, and other nonmotorized users that are physically separated from motorized vehicular traffic by an open space or barrier and within either the highway right-of-way or an independent right-of-way.⁴

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Sidewalk Network: An interconnected system of paved walkways designated for pedestrian use, usually located beside a street or roadway.⁴

Street Network: A system of interconnecting streets and intersections for a given area.⁴

Smart Growth: An approach to urban planning that is more town centered and transit and pedestrian oriented, and has a greater mix of housing, commercial, and retail uses. It also preserves open space and many other environmental amenities.¹

Social Environment: Includes interactions with family, friends, coworkers, and others in the community. It also encompasses social institutions, such as the workplace, places of worship, and schools. Housing, public transportation, law enforcement, and the presence or absence of violence in the community are among other components of the social environment. The social environment has a profound effect on individual health, as well as on the health of the larger community, and is unique because of cultural customs; language; and personal, religious, or spiritual beliefs. At the same time, individuals and their behaviors contribute to the quality of the social environment (definition from *Healthy People 2010*).¹

Social Marketing: Using the same marketing principles that are used to sell Products to consumers to “sell” ideas, attitudes, and behaviors. Social marketing is often used to change health behaviors.¹

Stranger Danger: The perceived danger to children presented by strangers. The phrase is intended to sum up the various concerns associated with the threat presented by unknown adults.¹

Sugar-Sweetened Beverages: Beverages that contain added caloric sweeteners, primarily sucrose derived from cane, beets, and corn (high-fructose corn syrup), including non-diet carbonated soft drinks, flavored milks, fruit drinks, teas, and sports drinks.⁴

Supermarket: A large, corporate-owned food store with annual sales of at least \$2 million.⁴

Supplemental Nutrition Assistance Program (SNAP): SNAP helps low-income people and families buy the food they need for good health. You apply for benefits by completing a State application form. Benefits are provided on an electronic card that is used like an ATM card and accepted at most grocery stores. Through nutrition education partners, SNAP helps clients learn to make healthy eating and active lifestyle choices.²⁹

Traffic Calming: Measures that attempt to slow traffic speeds and increase pedestrian and bicycle traffic through physical devices designed to be self-enforcing. These include speed humps and bumps, raised intersections, road narrowing, bends and deviations in a road, medians, central islands, and traffic circles.¹

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

Transportation Equity Act: Every five to seven years, Congress updates and renews federal transportation policies. This legislation encompasses road-building and related improvements; airline, ship, and rail transportation issues; safety measures; transit and community design; and a range of other aspects of transportation policy.³⁰

Underserved Census Tract: Within metropolitan areas, a census tract that is characterized by one of the following criteria: (i) a median income at or below 120% of the median income of the metropolitan area and a minority population of 30% or greater; or (ii) a median income at or below 90% of median income of the metropolitan area. In rural, nonmetropolitan areas, the following criteria should be used instead: (i) a median income at or below 120% of the greater of the State nonmetropolitan median income or the nationwide non-metropolitan median income and a minority population of 30% or greater; or (ii) a median income at or below 95% of the greater of the State nonmetropolitan median income or nationwide nonmetropolitan median income (Department of Housing and Urban Development, 1995).⁴

United States Federal Communications Commission (FCC): The FCC is charged with the regulation of broadcast television and has the authority to make rules “to assure that broadcasters operate in the public interest.” Special FCC rules designed to protect children require that broadcasters limit the amount of advertising shown during children’s programming (to no more than 10.5 minutes/hour on weekends and no more than 12 minutes/hour on weekdays); clearly separate program content from commercial messages; and distinguish when a program will transition to a commercial.³¹

VERB Campaign: A national, multicultural, social marketing campaign to increase and maintain physical activity among tweens. It was coordinated by the U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention and ran from 2002 to 2006.¹

Violent Crime: A legal offense that involves force or threat of force. According to the Federal Bureau of Investigation’s Uniform Crime Reporting (UCR) Program, violent crime includes murder, forcible rape, robbery, and aggravated assault
http://www.fbi.gov/ucr/cius2007/offenses/violent_crime/index.html.⁴

Walking School Bus: A walking school bus is a group of children walking to school with one or more adults.³²

Women Infants Children Program (WIC): WIC provides Federal grants to States for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.³³

Citations

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

¹ Parker, L., Burns, A., and Sanchez, E., Editors; Committee on Childhood Obesity Prevention Actions for Local Governments; Institute of Medicine; National Research Council. (2009). Local Government Actions to Prevent Childhood Obesity.

Available at: <http://www.nap.edu/catalog/12674.html>. Accessed January 11, 2010.

²The Baby-Friendly Hospital Initiative. Unicef. Available at:

<http://www.unicef.org/programme/breastfeeding/baby.htm>. Accessed January 11, 2010.

³Raw Deal: School Beverage Contracts Less Lucrative Than They Seem. 2006. The Center for Science in the Public Interest & The Public Health Advocacy Institute. Available at:

<http://www.cspinet.org/beveragecontracts.pdf>. Accessed January 11, 2010.

⁴Keener, D., Goodman, K., Lowry, A., Zaro, S., & Kettel Khan, L. (2009). Recommended community strategies and measurements to prevent obesity in the United States:

Implementation and measurement guide.

Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.

Available at: <http://www.cdc.gov/NCCDPHP/DNPAO/Publications/index.html>. Accessed Jan 11, 2010.

⁵National School Lunch Program. United States Department of Agriculture, Food and Nutrition Service. 2009. Available at: <http://www.fns.usda.gov/cnd/Lunch/default.htm>. Accessed January 11, 2010.

⁶What Is A Community Garden. American Community Gardening Association. Available at: <http://www.communitygarden.org/learn/>. Accessed January 11, 2010.

⁷Kirlin, John, Cole, Nancy, Logan, Christopher, and Kaufman, Phil. (2003). Assessment of WIC cost containment practices: Final report. United States Department of Agriculture, Economic Research Service. Available at: www.ers.usda.gov/publications/efan03004. Accessed January 11, 2010.

⁸Recovery Act Communities Putting Prevention to Work — Community Initiative. Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention. Available at: <http://www.cdc.gov/chronicdisease/recovery/community.htm>. Accessed January 11, 2010.

⁹Community Food Environment. Strategic Alliance Enact. Available at: http://www.preventioninstitute.org/sa/enact/neighborhood/store_displays.php. Accessed January 11, 2010.

¹⁰ American Academy of Pediatrics Department of Federal Affairs. <http://www.aap.org/advocacy/washing/overview.htm>

¹¹ Farm to School: nourishing kids and community. Available at: <http://www.farmentoschool.org/aboutus.php>. Accessed January 11, 2010.

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

- ¹²Farm to Hospital. Urban & Environmental Policy Institute. Available at: <http://departments.oxy.edu/uepi/cfj/f2h.htm>. Accessed January 11, 2010.
- ¹³Food, Conservation, and Energy Act of 2008: H.R. 6124. United States Department of Agriculture. Available at: http://www.usda.gov/documents/Bill_6124.pdf. Accessed January 11, 2010.
- ¹⁴Brennan Ramirez, LK., Baker, EA, and Metzler, M. Promoting Health Equity: A Resource to Help Communities Address Social Determinants of Health. 2008. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Available at: <http://www.cdc.gov/nccdphp/dach/chaps/pdf/SDOHworkbook.pdf>. Accessed January 11, 2010.
- ¹⁵1999 Gothenburg consensus statement. (1999). World Health Organization Regional Office for Europe & European Centre for Health Policy. Available at: <http://www.euro.who.int/document/PAE/Gothenburgpaper.pdf>. Accessed January 11, 2010.
- ¹⁶Health Impact Assessment. Centers for Disease Control and Prevention. 2009. Available at: <http://www.cdc.gov/healthyplaces/hia.htm>. Accessed January 11, 2010.
- ¹⁷Checklist for Developing a Joint Use Agreement (JUA). National Policy & Legal Analysis Network to Prevent Childhood Obesity. 2009. Available at: <http://nplanonline.org/products/checklist-developing-joint-use-agreement-jua>. Accessed January 11, 2010.
- ¹⁸Eat Local, Buy Local, Be Local: What Is Local. Sustainable Table. 2009. Available at: <http://www.sustainabletable.org/issues/eatlocal/>. Accessed January 11, 2010.
- ¹⁹Wagner, Chris & Conners, Wayne. What Is MI? Motivational Interviewing: Resources for Clinicians, Researchers, and Trainers. 2001. Available at: <http://motivationalinterview.org/clinical/whatismi.html>. Accessed January 11, 2010.
- ²⁰National School Lunch Program. United States Department of Agriculture, Food and Nutrition Service. 2009. Available at: <http://www.fns.usda.gov/cnd/Lunch/>. Accessed January 11, 2010.
- ²¹Introduction: No Child Left Behind. United States Department of Education. 2005. Available at: <http://www.ed.gov/nclb/overview/intro/index.html>. Accessed January 11, 2010.
- ²²Childhood Obesity. No Child Left Inside. Available at: <http://www.cbf.org/Page.aspx?pid=711>. Accessed January 11, 2010.

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

- ²³ Nutrition Policy Profiles: Educating Consumers About Healthy Food Choices: Point-Of-Sale Interventions. Prevention Institute. 2002. Available at: http://www.preventioninstitute.org/CHI_POS.html#one. Accessed January 11, 2010.
- ²⁴ Physical Education Curriculum Analysis Tool. Centers for Disease Control and Prevention. 2006. Available at: <http://www.cdc.gov/HealthyYouth/PECAT/pdf/PECAT.pdf>. Accessed January 11, 2010.
- ²⁵ Leadership for Healthy Communities Action Strategies Toolkit: A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity. Robert Wood Johnson Foundation. 2009. Available at: http://www.leadershipforhealthycommunities.org/images/stories/toolkit/lhc_action_strategies_toolkit_0900504final.pdf. Accessed January 11, 2010.
- ²⁶ Elements of Safe Routes to School Programs. Safe Routes to School Online Guide. Pedestrian and Bicycle Information Center. 2006. Available at: http://www.saferoutesinfo.org/guide/introduction/elements_of_safe_routes_to_school_programs.cfm. Accessed January 11, 2010.
- ²⁷ What Is a School Wellness Council. Alliance for a Healthier Generation. 2009. Available at: <http://www.healthiergeneration.org/schools.aspx?id=3283>. Accessed January 11, 2010.
- ²⁸ Healthy Schools: Local Wellness Policies. United States Department of Agriculture, Food and Nutrition Service. Available at: <http://www.fns.usda.gov/tn/Healthy/wellnesspolicy.html>. Accessed January 11, 2010.
- ²⁹ Supplemental Nutrition Assistance Program (SNAP). United States Department of Agriculture, Food and Nutrition Service. Available at: <http://www.fns.usda.gov/fsp/>. Accessed January 11, 2010.
- ³⁰ American Academy of Pediatrics Department of Federal Affairs. <http://www.aap.org/advocacy/washing/overview.htm>.
- ³¹ Food and Beverage Marketing to Children and Adolescents Research Brief. Healthy Eating Research: A National Program of the Robert Wood Johnson Foundation. 2008. Available at: <http://www.leadershipforhealthycommunities.org/images/stories/foodmarketingbrief.pdf>. Accessed January 11, 2010.
- ³² The Basics. Pedestrian and Bicycle Information Center for the Partnership for a Walkable America & the U.S. Department of Transportation. Available at: <http://www.walkingschoolbus.org/>. Accessed January 11, 2010.

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics

Obesity Advocacy Glossary

³³ Women, Infants, and Children. United States Department of Agriculture, Food and Nutrition Service. 2009. Available at: <http://www.fns.usda.gov/wic/>. Accessed January 11, 2010.

DISCLAIMER – These terms are provided as a resource to assist you in your advocacy efforts and do not necessarily reflect policy or endorsement of American Academy of Pediatrics