

Definitions

for Terms Used in This Plan

Behavioral Risk Factor Survey – This survey provides Delaware data on behaviors that put people at risk for major health problems. It is part of the Behavioral Risk Factor Surveillance System (BRFSS), and is conducted in all 50 states and three territories. It is a state-based, telephone interview survey of adults 18 and older. Interviewing is conducted throughout the year, with an annual sample size for Delaware of about 4,000 per year. The survey, conducted annually since 1990, is funded by a cooperative agreement between the U.S. Centers for Disease Control (CDC) and the Delaware Division of Public Health.

Body Mass Index (BMI) – BMI is a widely accepted method for determining overweight and obesity, using height and weight. The BMI formula is weight in kilograms divided by height in meters squared (w/h^2). An expert panel convened by the National Institutes of Health (NIH) in 1998 agreed to use BMI as the common public health measure for defining overweight and obesity. Clinical studies have shown that BMI is significantly correlated with body fat content for the majority of people. Its major limitation is that BMI overestimates body fat for individuals who are very muscular.

- **Overweight** – Using the Body Mass Index, a person is considered “overweight” if he or she has a BMI between 25 and 29.9. Health risks are greater at or above BMI 25 than they are for persons below that level.
- **Obesity** – A person is considered “obese” if he or she has a BMI higher than 30. Health risks – including risks for cardiovascular disease, type 2 diabetes, and some cancers – increase significantly with a BMI of 30 or greater. Risk increases as BMI increases.

Evaluation – Evaluation is essential to the success of any program. Data gathered during evaluation enables managers to develop the most effective possible programs, to learn from mistakes, to make modifications as necessary, and to monitor progress toward a program’s goals and objectives. There are three main types of evaluations for health promotion programs:

- **Process Evaluation** – A process evaluation is research to determine how well a program is operating. Process evaluation assesses if the program is achieving its stated goals and reaching its target audience.
- **Impact Evaluation** – To determine the impact of a program, research is conducted to examine short-term effects. Impact evaluations primarily assess changes in people’s knowledge, attitudes and beliefs. For example, did the program increase the percentage of the target population who believe that eating five or more fruits and vegetables a day is important for their health.
- **Outcome Evaluation** – This type of evaluation measures long-term or final outcomes of a program. Outcome evaluations involve research to determine changes in prevalence of risk behaviors, and/or reductions in health conditions or premature death rates. For example, did the program result in lower prevalence of obesity among its target audience?

Physical Activity – The term is used in this plan to cover physical activity – whether moderate or vigorous – which is done regularly and at an intensity high enough to provide positive health benefits.

Social Marketing – One commonly accepted definition of “social marketing” is the application of commercial marketing methods and technologies to the analysis, planning, execution and evaluation of programs designed to influence the health or quality of life of individuals and their society.

Youth Risk Behavior Survey (YRBS) – Similar to the BRFSS in that it asks questions about behavioral risk factors, the YRBS is conducted every other year (since 1995) in public high schools. The most recent survey sampled nearly 3,000 students in 30 high schools throughout the state. The YRBS is a cooperative effort between CDC and the Delaware Department of Education.

Internet Resources *for Physical Activity and Nutrition Planning*

Healthy People 2010 – the national health plan for the year 2010

<http://www.health.gov/healthypeople/>

Healthy Delaware 2010 – physical activity and nutrition objectives from the Delaware health plan for the year 2010

<http://www.healthylivingdelaware.com/01-PhysicalActivity0401.pdf>

<http://www.healthylivingdelaware.com/02-nutrition0401.pdf>

Guidelines for Comprehensive Programs to Promote Healthy Eating and Physical Activity, from the National Nutrition and Physical Activity Work Group (NUPAWG)

<http://www.astphnd.org/programs/guidelines.htm>

Get Up and Do Something campaign

<http://www.getupanddosomething.org/>

Lieutenant Governor's Challenge to make “the First State the Fit State”

<http://www.state.de.us/lsgov/>

<http://www.getupanddosomething.org/lsgov/> (for online registration)

Physical Activity Evaluation Handbook, from the Centers for Disease Control (CDC)

<http://www.cdc.gov/nccdphp/dnpa/physical/handbook/handbook.pdf>

Dietary Guidelines for Americans (2000 Edition)

<http://www.health.gov/dietaryguidelines/dga2000/DIETGD.PDF>

Eat 5-a-Day Fruits and Vegetables Campaign

Produce for Better Health Foundation: <http://www.5aday.org/>

National Cancer Institute: <http://www.5aday.gov/>

Centers for Disease Control and Prevention: <http://www.cdc.gov/nccdphp/dnpa/5aday/>

Obesity Trends in the US – a slide show from CDC

<http://www.cdc.gov/nccdphp/dnpa/obesity/trend/maps/slide/001.htm>

The Surgeon General's Call to Action Prevent and Decrease Overweight and Obesity

<http://www.surgeongeneral.gov/topics/obesity/>

Delaware Dietetic Association

<http://www.dedietassn.org/>

Nutrition.gov – a U.S. government clearinghouse of nutrition information

<http://www.nutrition.gov/>

You can find links to more resources on the “Health Ed Links” page of the Health Education Network of Delaware (HENOD) website:

<http://www.henod.org/>