

**LOCAL IMPLEMENTATION OF THE WISCONSIN NUTRITION AND  
PHYSICAL ACTIVITY STATE PLAN**

**RFPG#002**

**APPENDIX A**

**GLOSSARY OF TERMS**

**Asset Mapping** – Asset mapping is the process of cataloging the resources of a community and can serve a number of purposes:

1. Identify possible resources
2. Provide a foundation for strategic planning and implementation
3. Deepen understanding of key regional systems and linkages
4. Become a catalyst for new partnerships
5. Be an organizational and motivational tool for implementation

**Audience Segmentation** – Audience segmentation is the process of dividing a broad target audience into more homogeneous subgroups, called audience segments.

**Coalition** - The term coalition is being used generically throughout this document for simplicity. Coalition is defined as a group of diverse stakeholders and/or organizations with a common interest who are working together toward a common goal. However, task forces, partnerships, networks, groups and other organizations fit within this definition.

**Coalition Capacity** - Coalition capacity is the ability of a coalition to effectively and efficiently develop, implement, and evaluate (or otherwise support) interventions that address key community health issues in a manner that both garners community support and participation and is in keeping with current research and standards relevant to public health practice. This definition also encompasses a coalition’s capacity for strategic planning and is related to aspects of the coalition that are both structural (e.g., number and type of people, meeting space, funding) and functional (e.g., skills and training, effective leadership, conflict resolution).

**Environmental Change (Environment)** – Physical, social, or economic factors designed to influence people’s practices and behaviors. Examples of alterations or changes to the environment include:

- *Physical*: Structural changes or the presence of programs or services, including the presence of healthy food choices in restaurants or cafeterias, improvements in the built environment to promote walking (e.g., walking paths), and the presence of comprehensive school health education curricula in schools.
- *Social*: A positive change in attitudes or behavior about policies that promote health or an increase in supportive attitudes regarding a public health practice, including an increase in favorable attitudes of community decision makers about the importance of policies related to nutrition or physical activity.

- *Economic*: the presence of financial disincentives or incentives to encourage a desired behavior, including charging higher prices for less healthy nutritional choices to decrease their use or the provision of health insurance discounts for healthy behaviors.

**Formative Assessment (or Formative Research)**- Formative assessment is research conducted during the development of your program or intervention to help you choose and describe your target audience, understand the factors which influence their behavior, and determine best ways to reach them.

**Formative Assessment Techniques -**

- o Intercept Interviews
- o Key Informant Interviews
- o Environmental Scan/Assessment
- o Existing Data Sources
- o Community Forums
- o Focus Groups
- o GIS Mapping
- o Pre-Survey/Community Survey
- o Community Needs Assessment
- o Pilot Testing

**Grassroots Organizing** – Activities to mobilize community members around a specific issue. Activities may include town hall meetings, petition drives, legislative breakfasts, providing education at local meetings or events, letter writing, public hearings, and accountability sessions with elected officials.

**Health Disparities** – Differences in the incidence, prevalence, mortality, and burden of diseases and other adverse health conditions that exist among specific population groups in the United States.

**High Energy Dense Foods** - High energy dense foods are those that contain a large number of calories for only a small amount of food. High energy dense foods are often high in refined grains, and added sugar and fat. In comparison, low energy dense foods tend to be foods with a high water content, a high fiber content or little fat (e.g., fruits, vegetables and broth-based soups).

**Intervention Action Plan** – The events, actions, or methods used to influence, facilitate, or promote behavior change and/or support a desired environmental, policy, or systems change.

**Media Advocacy** - Using the mass media strategically to advance one or more social or policy initiatives. Many potential media advocacy strategies are available, including writing press releases, letters to the editor, or op-eds, conducting interviews or press conferences, and providing reporters with tips for feature stories. Media advocacy also encompasses longer-term strategies, such as meeting with editorial boards and cultivating relationships with local reporters. Social media advocacy strategies are also starting to be used.

**Mission Statement** - A mission statement describes *what* the group is going to do, and *why* it's going to do that. Mission statements are similar to vision statements, but they're more concrete, and they are more "action-oriented" than vision statements. The mission might refer to a problem, such as an inadequate housing, or a goal, such as providing access to health care for everyone. And, while they don't go into a lot of detail, they start to hint - very broadly - at *how* your organization might go about fixing the problems it has noted. Some general guiding principles about mission statements are that they are: *concise* - although not as short a phrase as a vision statement, a mission statement should still get its point across in one sentence; *outcome-oriented* - mission statements explain the overarching outcomes your organization is working to achieve; and, *inclusive* - while mission statements do make statements about your group's overarching goals, it's very important that they do so very broadly. Good mission statements are not limiting in the strategies or sectors of the community that may become involved in the project. [http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main\\_1086.htm](http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm)

**Primary Target Audience** – The primary target audience (also called target audience) is a group of individuals whose behavior needs to change in order to positively impact the problem. In some cases, they are directly affected by the problem themselves. In other cases, the primary target audience will be those who can make policy or environmental changes because you want their behavior to change (i.e., voting behavior, approval of policies).

**Policies** – Laws, regulations, rules, protocols, and procedures, designed to guide or influence behavior. Policies can be either legislative or organizational in nature. Policies often mandate environmental changes and increase the likelihood that they will become institutionalized or sustainable. Examples of legislative policies include taxes on tobacco products, provision of county or city public land for green spaces or farmers' markets, and regulations governing the National School Lunch Program. Examples of organizational policies include schools requiring healthy food options for all students, a district ban on the sale of less healthy foods throughout the school day, menu labeling in restaurants, or a human resources policy that requires healthy foods to be served at meetings.

**Policymaker Education** – Activities to increase the knowledge of policymakers at the organizational, local, state, or federal level. Activities may include letter writing, personal visits, in-district meetings, presentations to local governance structures (e.g., school boards, city councils, county boards, boards of health, or other legislative bodies).

**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).

**Secondary Target Audience** – The secondary target audience is a group of individuals who exert influence on the primary target audience's behavior.

**Social Marketing Planning Approach** – The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences to improve their personal welfare and that of society.

**Social Ecological Model (SEM):** The Social Ecological Model provides a framework in which to develop, implement, and evaluate comprehensive interventions. The model stresses that society is composed of interconnected elements—individual, interpersonal, organizational, community, and social—that invariably affect one another.

Sample activities based on the SEM, include the following:

- **Individual**—teach parents skills about selecting and preparing fruits and vegetables
- **Interpersonal**—teach family meal preparation skills and encourage children living in the home to participate in meal planning and preparation
- **Organizational**—offer fruits and vegetables in vending machines at school or work
- **Community**—establish a farmers’ market or offer fruits and vegetables at the local convenience store
- **Social/Policy**—offer a tax credit for the location of farmers’ markets in lower income neighborhood

**SMART Objectives** – A method of writing objectives, The acronym stands for Specific, Measurable, Achievable, Relevant, and Time-specific.

**Strategies** – Means by which policy, programs, and practices are put into effect as population-based approaches (e.g., offering healthy food and beverage options in vending machines at schools, implementing activity breaks for meetings longer than one hour) versus individual-based approaches (e.g., organizing health fairs, implementing cooking classes, disseminating brochures).

**Strategic Plan** - A strategic plan provides overall direction for accomplishing a goal or set of goals over a period of several years. It is used to help a coalition focus its resources and energy, to ensure that members of the coalition are working toward the same goals, and to assess and adjust the coalition's direction in response to a changing environment.

<http://ctb.ku.edu/en/dothework/tools tk 5.htm>

**Systems Change** – Change that impacts all elements, including social norms of an organization, institution, or system; may include a policy or environmental change strategy. Policies are often the driving force behind systems change. Examples are implementing the National School Lunch Program across a school district or ensuring a hospital system goes tobacco free.

**Vision Statement** - A vision statement communicates what your coalition believes are the ideal conditions for your community; how things would look if the issue important to you were perfectly addressed. This vision is generally articulated by one or more phrases or vision statements, which are brief proclamations that convey the community's dreams for the future. By developing a vision statement, your organization makes the beliefs and governing principles of your organization clear to the greater community (as well as to your own members). In general, vision statements should be: understood and shared by members of the community; broad enough to allow a diverse variety of local perspectives to be encompassed within them; inspiring and uplifting to everyone involved in your effort; and easy to communicate.

[http://ctb.ku.edu/en/tablecontents/sub\\_section\\_main 1086.htm](http://ctb.ku.edu/en/tablecontents/sub_section_main 1086.htm)