



Communication and Promotion

This is the seventh in a series of eight handouts summarizing the statewide results for each category of the School Wellness Policy Report. All handouts are available at <http://www.sde.ct.gov/sde/cwp/view.asp?a=2626&q=322168>.

Background

The Child Nutrition and WIC Reauthorization Act of 2004 (Public Law 108-265) required that schools participating in the U.S. Department of Agriculture’s child nutrition programs establish a school wellness policy by the 2006-07 school year. During the 2007-08 school year, the Connecticut State Department of Education (CSDE) conducted a review of district school wellness policies in partnership with the Rudd Center for Food Policy & Obesity at Yale University. In June 2008, each district received a *School Wellness Policy Report*, which included district, state and District Reference Group (DRG) scores for comprehensiveness and strength in seven policy categories: Nutrition Education; School Meals; Other School Food and Beverages; Physical Education; Physical Activity; Communication and Promotion; and Evaluation.

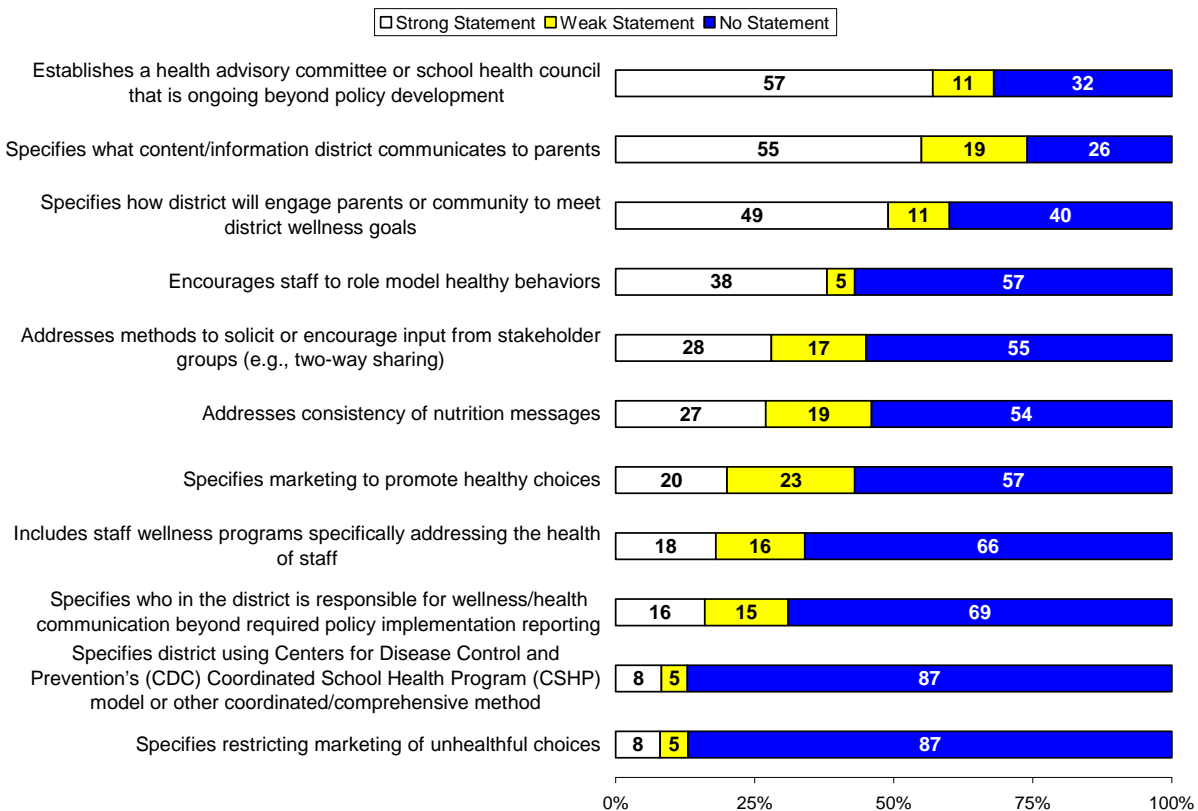
Results

Federal law specifies that parents, students, representatives of the school food authority, the school board, school administrators, and the public must be involved in the development of the school wellness policy (see Data Summary 1). Seventy percent of Connecticut school wellness policies specified that districts met this requirement.

Based on state standards, Figure 1 below indicates the percent of public school districts receiving a score of 2 (strong statement), 1 (weak statement) or 0 (not mentioned) for each policy item in the *Communication and Promotion* component. Weak statements are hard to enforce because they are vague and/or only recommended. Strong statements include a concept followed by specific plans or strategies for implementation and use wording that indicates action is required. Detailed information on policy scoring is contained in the *Coding Tool for Connecticut School Wellness Policies* at http://www.sde.ct.gov/sde/lib/sde/PDF/DEPS/Student/NutritionEd/SWP/SW_CodingTool.pdf

Weak statements often use words such as *may, can, could, should, might, encourage, suggest, urge, some, partial, make an effort* and *try*. Strong statements use words such as *shall, will, must, have to, insist, require, all, total, comply* and *enforce*.

Figure 1. Percent of District Policies with Strong, Weak and No Statements for Communication and Promotion



Communication and Promotion, continued

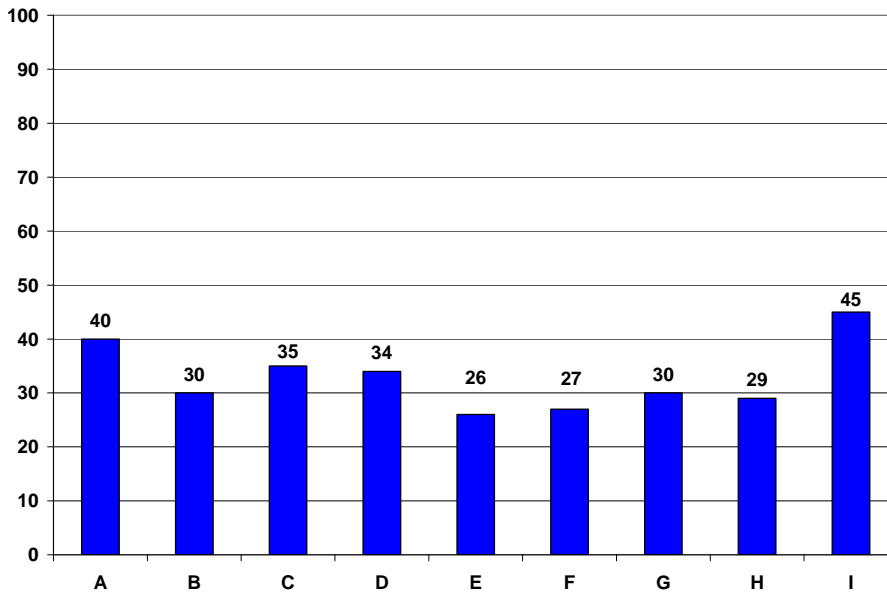
Results by District Reference Group

District Reference Group (DRG) is a classification system in which districts that have public school students with similar socioeconomic status and need are grouped together. DRGs are based on the following seven variables: income, education, occupation, family structure, poverty, home language and district enrollment. They include nine groups, from group A (very affluent, low-need suburban districts) to group I (high-need, low socioeconomic urban districts). Charter schools, Connecticut Technical High Schools and Regional Educational Service Centers are not given DRGs. For additional information, see http://www.csde.state.ct.us/public/cedar/databulletins/db_drg_06_2006.pdf.

Figure 2 shows the average *Communication and Promotion* strength score for each DRG. There were no reliable differences among the DRGs in scores for this component.

Figure 2. Average Communication and Promotion Score by DRG*

*Based on a scale from 0 to 100



Connecticut District Reference Groups

DRG A: Darien, Easton, New Canaan, Redding, Ridgefield, Weston, Westport, Wilton, Region 9

DRG B: Avon, Brookfield, Cheshire, Fairfield, Farmington, Glastonbury, Granby, Greenwich, Guilford, Madison, Monroe, New Fairfield, Newtown, Orange, Simsbury, South Windsor, Trumbull, West Hartford, Woodbridge, Region 5, Region 15

DRG C: Andover, Barkhamsted, Bethany, Bolton, Canton, Columbia, Cornwall, Ellington, Essex, Hebron, Mansfield, Marlborough, New Hartford, Oxford, Pomfret, Salem, Sherman, Somers, Suffield, Tolland, Region 4, Region 7, Region 8, Region 10, Region 12, Region 13, Region 14, Region 17, Region 18, Region 19

DRG D: Berlin, Bethel, Branford, Clinton, Colchester, Cromwell, East Granby, East Hampton, East Lyme, Ledyard, Milford, Newington, New Milford, North Haven, Old Saybrook, Rocky Hill, Shelton, Southington, Stonington, Wallingford, Waterford, Watertown, Wethersfield, Windsor

DRG E: Ashford, Bozrah, Brooklyn, Canaan, Chaplin, Chester, Colebrook, Coventry, Deep River, Eastford, East Haddam, Franklin, Hampton, Hartland, Kent, Lebanon, Lisbon, Litchfield, Norfolk, North Branford, North Stonington, Portland, Preston, Salisbury, Scotland, Sharon, Thomaston, Union, Westbrook, Willington, Woodstock, Region 1, Region 6, Region 16, Woodstock Academy,

DRG F: Canterbury, East Windsor, Enfield, Griswold, Montville, North Canaan, Plainville, Plymouth, Seymour, Sprague, Stafford, Sterling, Thompson, Voluntown, Windsor Locks, Wolcott, Region 11

DRG G: Bloomfield, Bristol, East Haven, Groton, Hamden, Killingly, Manchester, Middletown, Naugatuck, Plainfield, Putnam, Stratford, Torrington, Vernon, Winchester, Gilbert School, Norwich Free Academy

DRG H: Ansonia, Danbury, Derby, East Hartford, Meriden, Norwalk, Norwich, Stamford, West Haven

DRG I: Bridgeport, Hartford, New Britain, New Haven, New London, Waterbury, Windham

District school wellness policy reports can be accessed online at <http://www.sde.ct.gov/sde/cwp/view.asp?a=2626&q=320754#SW>. For additional information, please contact Susan Fiore, Nutrition Education Coordinator, CSDE, at susan.fiore@ct.gov or (860) 807-2075 or Marlene Schwartz, Deputy Director, Rudd Center for Food Policy & Obesity, at (203) 432-0662 or marlene.schwartz@yale.edu.