

CX³ Tier 2 – NF10 Food and Physical Activity Outdoor Marketing Survey

A. Location Information

1) Location ID: _____ - _____
County - Neighborhood

2) Census Tract (record complete #): _____

3) Name of School/Park/Playground: _____

Location type (circle one): 1 - School 2 - Park 3 - Playground

4) Coder Name/ID: _____

5) Date of visit: _____

6) Disposition for school area

(circle one):

1 Completed 2 Partial

Messages and Products in Marketing - Category Descriptions

1 Fast Food Restaurants

Advertising for chain restaurants that sell burgers, fries, fried chicken, pizza, tacos or burritos but that do not display images of foods sold there.

2 Other Restaurants

Advertising for restaurants that offer items other than those specified above or serve a broad range of items that may include some of those specified for fast food restaurants.

3 Healthy Foods, Beverages, and Messages Include

- Water
- 100% Fruit juice
- Low-fat/non-fat dairy products
- Fruits and vegetables
- Low-fat meats (fish, seafood, skinless poultry)
- Soy products (including soy milk)
- Whole grain breads and cereals
- Energy bars, convenient health food (e.g., Power bar)
- Healthy prepared food
- PSAs (government, foundation sponsored, etc.) for healthy messages related to obesity prevention, healthy eating, activity

5 Physical Activity/Sporting Equipment/Facilities

- Basketball
- Baseball
- Tennis
- Golf
- Other (e.g., fitness centers/gyms)

6 Other

Use this category for diet drinks and food related ads that do not fit into any of the above categories and provide a brief description of the products under notes/comments.

4 Unhealthy Foods & Beverages Include

- Fast food (Burgers, fries, fried chicken, pizza, tacos and burritos)
- Low nutrient density snack food (chips, cookies, candy)
- High-fat meats (beef, pork, lamb, poultry with skin, fried poultry/fish/seafood)
- Refined grain breads and cereals
- Desserts (except fresh, frozen, or canned fruit in own juices)
- Sugary beverages, including regular soft drinks & sugar-added fruit drinks
- Sports drinks (PowerAde, Gatorade)
- Specialty Coffee/Tea drinks (Frappuccino, Mocha)
- Regular/2% dairy products
- Alcohol

B. Types of Outdoor Advertising

Record all the different types of outdoor advertising within 1,000' of the school or park. (One survey for each school/park)

Location type (circle one): 1 - School 2 - Park 3 - Playground

Type/Size:

- 1 Large billboard (14' x 48")
- 2 Medium-sized billboard (12' x 25', "30 sheets")
- 3 Small billboard (6' x 12', "8 sheets")
- 4 Transit ad (bus bench/shelter/rail station)
- 5 Sandwich board ad
- 6 Convenience and supermarket building ad ("two-sheets")
- 7 Electronic billboard
- 8 Mobile billboard

Product/Ad is for:

- 1 Fast food restaurant
- 2 Other restaurant
- 3 Healthy food item(s)
- 4 Unhealthy food item(s)
- 5 Physical activity (e.g., sports equipment, gyms)
- 6 Other Food/PA topic (*please specify in notes/comments column*)

Descriptions for each category available on previous page

Location/Street	Photo (mark exposure # if photo taken)	School/park visible from ad? (circle #)	Type/Size (enter number)	Product/Ad is for: (enter number)	Notes/Comments (If Product/Ad = "6-Other")
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
		1 - Yes 0 - No			
7. Total # ads recorded	8. Total ads visible from school/park		Total ads each type/size	10. Total ads healthy	

9. Total # ads for each type/size:

- | | |
|--------------------------|------------------------------------|
| 1 Large billboard _____ | 5 Sandwich board ad _____ |
| 2 Medium billboard _____ | 6 Convenience/supermarket ad _____ |
| 3 Small billboard _____ | 7 Electronic billboard _____ |
| 4 Transit ad _____ | 8 Mobile billboard _____ |

11. Total ads unhealthy or FF restaurant