Have a question or need technical assistance?

Type your question(s) in the chat box located on the left and a representative will respond shortly.
1. Spotlight: NCCOR Turns Five!
2. One on One with NCCOR Leaders
3. Funding Opportunities
4. Highlights from the Field
NCCOR Turns 5!

• In the past 30 years, U.S. childhood obesity rates have **doubled** in children and **tripled** in adolescents.

• In February 2009, the four largest funders in childhood obesity research joined forces to launch NCCOR
THE FOUR LARGEST FUNDERS OF
CHILDHOOD OBESITY RESEARCH
JOINED FORCES TO FORM

NIH
National Institutes of Health

The nation’s health research engine

Robert Wood Johnson Foundation

The nation’s largest philanthropy devoted to health

CDC
The nation’s public health agency

USDA
The nation’s leader on farming and food

NCCOR
National Collaborative on Childhood Obesity Research
NCCOR’s Mission

- NCCOR improves the efficiency, effectiveness, and application of childhood obesity research through enhanced coordination and collaboration.
As a National Leader, NCCOR is innovative and impactful

ACCELERATES dialogue and ACTION

BUILD knowledge and skills

LAUNCHES ideas

works ACROSS SECTORS to integrate childhood obesity priorities
How do we make progress?

By contributing four types of CAPITAL in flexible combinations to carry out projects that make an impact.
Social Capital
relationships, cooperation, and trust

Intellectual Capital
expertise, insights

Managerial Capital
project oversight

Financial Capital
funding
Leveraging Partner Resources

Diagram showing partnerships and capital resources:
- CDC
- NIH
- USDA
- RWJF

Key components:
- Social Capital

Capital categories:
- Intellectual Capital
- Financial Capital
- Managerial Capital
In tight economic times, NCCOR is leveraging Financial Capital and getting more done with less.
$5 million into NCCOR operations

$75+ million in direct NCCOR projects

$500+ million in partner efforts influenced by NCCOR
NCCOR’s Accomplishments

• For the past five years NCCOR has:
  – Worked in tandem to manage projects and reach common goals
  – Combined funding to make the most of available resources
  – Shared insights and expertise to strengthen research
Today NCCOR is a recognized leader—innovative, strategic, and effective. By working together, NCCOR members are moving forward to support future generations.
NCCOR Annual Report 2013

- Web-based
- 5-year theme
- Fun features:
  - Video
  - 1st-person accounts
  - New way to share our projects and activities!

BUILDING MOMENTUM

Five years ago, the four largest funders of childhood obesity research joined forces to create the National Collaborative on Childhood Obesity Research (NCCOR). The Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Robert Wood Johnson Foundation (RWJF), and the U.S. Department of Agriculture (USDA).

These leading national organizations have...
- worked in tandem to manage projects and reach common goals
- combined funding to make the most of available resources
- shared insights and expertise to strengthen research

Today, NCCOR is a recognized leader—innovative, strategic, and effective. By working together, NCCOR members are giving our children a better chance at a bright and healthy future.
ONE ON ONE
Today’s Panel

Elaine Arkin, M.S.
Moderator

Laura Leviton, Ph.D.
Senior Program Officer
Research and Evaluation
Robert Wood Johnson Foundation

Robin McKinnon, M.P.A., Ph.D.
Health Policy Specialist
Applied Research Program
National Cancer Institute
National Institutes of Health

Laura Kettel Khan, M.I.M., Ph.D.
Senior Scientist for Policy & Partnerships
Division of Nutrition, Physical Activity and Obesity
NCCDPHP
Centers for Disease Control and Prevention

Jay Variyam, Ph.D.
Director
Food Economics Division
U.S. Department of Agriculture
Q1: What are NCCOR’s strengths and novel approaches?

Speakers:

• Todd Phillips, NCCOR Project Director
• Laura Leviton, RWJF
Q2: What tools does NCCOR offer for researchers?

Speaker: Robin McKinnon, NIH
Q3: What is NCCOR doing to understand decreases in childhood obesity and to move the field forward?

Speaker: Laura Kettel Khan, CDC
Q4: What is NCCOR’s work related to food systems?

Speaker: Jay Variyam, USDA
Q5: What are you most excited about NCCOR doing next?

Speakers: Full panel

• Laura Leviton, RWJF
• Robin McKinnon, NIH
• Laura Kettel Khan, CDC
• Jay Variyam, USDA
Questions from the Audience
NCCOR Resources

- NCCOR website: www.nccor.org
- Sign up for the NCCOR e-Newsletter
- Join the conversation:
  - Twitter @NCCOR
  - LinkedIn
  - Blog
- Tools for researchers and practitioners:
  - Measures Registry
  - Catalogue of Surveillance Systems
FROM OUR BLOG

A place to search and comment on NCCOR-authored content and childhood obesity research and trends

**NCCOR Envision members help inform new recommendations on managing children’s weight**

The National Institute for Health and Care Excellence (NICE), part of the Department of Health in the United Kingdom, recently issued new guidance on managing overweight and obesity in children through lifestyle weight management services.

The National Collaborative on Childhood Obesity ... Continue reading →

Posted on November 11, 2013 by Coordinating Center | Read more...

**DID YOU KNOW?**

Approximately how many snack foods do kids consume daily?

- 2
- 3
- 4
- 5

Submit
MEASURES REGISTRY

A product of the National Collaborative on Childhood Obesity Research

The NCCOR Measures Registry is a searchable database of diet and physical activity measures relevant to childhood obesity research.

- Download the fact sheet
- Read the case study

The purpose of this registry is to promote the consistent use of common measures and research methods across childhood obesity prevention and research at the individual, community, and population levels.

Obesity and public health researchers need standard measures to describe, monitor, and evaluate interventions, particularly policy and environmental interventions, and factors and outcomes at all levels of the socio-ecological model. NCCOR hopes that this registry web tool facilitates access to available measures, helps identify gaps in measures, and encourages the development of new measures.

**What are diet and physical activity measures?**

Measures are defined broadly as tools and methodologies to assess individual diet, physical activity, and the environments in which these behaviors occur. Examples of measures in the registry include questionnaires, instruments, diaries, logs, electronic devices, direct observations of people or environments, protocols, and analytic techniques.
CATALOGUE OF SURVEILLANCE SYSTEMS

A product of the National Collaborative on Childhood Obesity Research

This web tool provides a catalogue of existing surveillance systems that contain data relevant to childhood obesity research. It includes local, state, and national systems that provide data at multiple levels.

- Download the fact sheet
- Read the case study

Surveillance systems for this Catalogue were identified by reviewing existing reports of available systems and soliciting expert review and suggestions. The systems were chosen because they provide access to publicly available raw data gathered in the United States.

Some systems have been in operation for many years; others are relatively new. However, all contain data pertaining to the past 10 years.

The Catalogue provides one-stop access to a large number of systems, which provide a unique window on obesity-related policies and environmental factors as well as trends in relevant health behaviors, outcomes, and determinants.

Using this site, users can:
- Identify and compare surveillance systems to meet research needs
- Link to other resources of interest
- Provide feedback on the Catalogue
FUNDING OPPORTUNITIES
[Placeholder for Tracy Fox piece. Todd, if she went, I think she’d have to go first, since Robin is prepared to talk about all the rest including the FAQs. I think we could just make sure this FO is on our website and have Marie do a blog post for it? That’s an alternative. Also, Robin sent over three Funding Opportunities, total. Is three too much, as we want her to discuss the FAQs and have time for that?]
Time Sensitive Obesity Policy and Program Evaluation (R01)

- **Funder:** NIH

- **Funding Opportunity Announcement:** PAR-12-257

- **Purpose:** Rapid review and funding mechanism for time-sensitive research. Evaluation of a new policy or program expected to influence obesity related behaviors (e.g., dietary intake, physical activity, or sedentary behavior) and/or weight outcomes in an effort to prevent or reduce obesity.

- **Application deadlines:** Monthly; see funding announcement for details:

Obesity Policy Evaluation Research (R01)

• Funder: NIH

• Funding Opportunity Announcement: PA-13-110

• Purpose: Encourage Research Project Grant applications that propose to evaluate large scale policy or programs that are expected to influence obesity related behaviors

• Application deadlines: Standard NIH receipt dates

School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes

- **Funder:** NIH

- **Funding Opportunity Announcement:** PA-13-098/099/100

- **Purpose:** Encourage applications that propose to:
  1) Foster multidisciplinary research evaluating policies’ influence school physical activity and nutrition environments, and youths’ behaviors and weight outcomes;
  2) Understand how schools are implementing these policies and examine multi-level influences on adoption and implementation;
  3) Understand the synergistic or counteractive effect of school nutrition and physical activity polices on the home and community environment, and body weight.

Helpful Resources

- For information related to NIH grants: www.grants.nih.gov

- All NIH obesity-related funding opportunities:
  http://obesityresearch.nih.gov/funding/funding.aspx

- NCCOR partners’ funding opportunities:
  http://nccor.org/blog/?page_id=97
FAQs

• For the time-sensitive funding announcement:
  • What does time-sensitive mean?
  • Why are resubmissions not allowed?
• Are there special considerations for new/early stage investigators?
Further questions?

• Contact Robin McKinnon or Christine Hunter (NIDDK) for more information about the Time Sensitive Obesity Policy and Program Evaluation:
  • mckinnonr@mail.nih.gov
  • christine.hunter@nih.hhs.gov

• Other questions about funding opportunities generated by NCCOR’s funders?
  • Email the NCCOR Coordinating Center at coordinatingcenter@nccor.org, and we’ll get you the answer.
HIGHLIGHTS FROM THE FIELD
Food Companies Cutback on Calories

- RWJF study found 16 leading food and beverage companies cut 78 calories out of an American’s daily diet.
- This is the result of a five-year (2007-2012) reduction in sales totaling 60.4 trillion calories.
- The study was overseen by a handful of national experts including NCCOR members.
- This is the first effort to track all the calories sold by such major companies.
Obesity is Found to Gain its Hold in Earliest Years

• A major new study of more than 7,000 children found that 1/3 of children who were overweight in kindergarten were obese by eighth grade.

• Almost every child who was very obese at age 5 remained that way.

• Experts say they may reshape approaches to combating the nation’s obesity epidemic, suggesting efforts must start much earlier and focus on the children at greatest risk.
Fast Food Still Has a Long Way to Go

• According to a new Rudd Center report, the fast food industry spent $4.6 billion in 2012 to advertise mostly unhealthy products.
• Children and teens remained key audiences for that advertising.
Fast Food Still Has a Long Way to Go

• The study found:
  – Kids see 3-5 fast food ads a day.
  – Less than 1% of kids’ meals at restaurants meet nutrition standards recommended by experts.
  – Fast food marketing via social media and mobile devices grew exponentially.

• NCCOR recognizes that food marketing influences children’s eating patterns and co-sponsored RWJF’s third Food Marketing Research Roundtable.
Want more highlights from the field?

Original Sources:

- Food Companies Cutback on Calories
- Obesity is Found to Gain its Hold in Earliest Years
- Fast Food Still Has a Long Way to Go

For more information on these highlights and other news from the field, check out our blog and sign-up sign-up for our monthly NCCOR e-Newsletter at www.nccor.org.
Questions?

Please type your question(s) in the chat box located on the left.
Thank you!

We want your feedback!

Join us for the next installment of NCCOR Connect & Explore

June 12, 2014 at 2 PM EST