

# NCCOR Member Call

August 17, 2022 | 2:00 pm ET

Having audio issues? Try dialing in.

**Call In:** 1-877-853-5247

**Meeting ID:** 945-8484-2004



# Agenda

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- Emerging Opportunities for NCCOR
- Steering Committee Updates
- Spotlight: Create Thriving, Activity-Friendly Communities
- Workgroup Updates
- Agency Updates
- Communication Updates
- Announcements
- Calendar Reminders

# Emerging Opportunities for NCCOR

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# Steering Committee Updates

- September Member Meeting moved to October due to White House Conference in September.
  - NCCOR September Member Call: Thursday, September 15 at 2 pm ET
  - NCCOR Fall Member Meeting: Thurs. October 27 12:30-3:30 pm ET
    - Theme: White House Conference on Hunger, Nutrition, and Health
- 2023 Member Meetings
  - Wednesday, January 18, 2023; 12:30-3:30 pm ET (Virtual)
  - Thursday, May 11, 2023 (Atlanta)
  - Wednesday, September 20, 2023 (Washington D.C.)





## Spotlight: Create Thriving, Activity-Friendly Communities

Cole Youngner, MPH  
Centers for Disease Control and Prevention

# Agenda

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- 1 Project Timeline
- 2 Product Highlights
- 3 Coming Soon

## Timeline

2019

- Economic Impact of Built Environment Improvements **Workgroup launches**

2020

- **5 virtual discussions with experts** from housing, transportation, and environmental development
- Expert panel to narrow down **indicators**

2021

- **Published manuscript** of indicators process and results
- Follow-up expert consultation
- **Two-pager** to promote **economic indicators**

## What are activity-friendly communities?

Places connected by routes such as sidewalks and trails to everyday destinations such as grocery stores and parks



# 2021 Highlights

## Journal of Physical Activity & Health



**HUMAN KINETICS**  
http://journals.HumanKinetics.com/journal/JPAH  
ISSN 1543-3086



### **Saving an iconic bridge for a pedestrian and bike trail catalyzed Chattanooga's rebirth.**

POP. 175,000

Saving the Walnut Street Bridge for pedestrians and bicyclists, along with turning a highway into a magnificent waterfront area and trail, was key to revitalizing Chattanooga, TN. Instead of focusing solely on moving vehicles through the area, the department of transportation worked collaboratively with the community to:

- » Restore access to the Tennessee River
- » Extend downtown beyond the urban core
- » Create a defining element of the city's bicycle and pedestrian trail network
- » Economically revitalize downtown Chattanooga

#### **THE APPROACH:**

- » Transportation trails
- » More Complete Streets citywide

#### **KEY BENEFITS:**

- » Less vehicle miles traveled
- » Improved air quality
- » Improved walkability



### **Investing in a walkable downtown brought businesses back to Sulphur Springs.**

POP. 15,000

Sulphur Springs, TX's courthouse square had turned into a downtown dominated by paved parking lots, one-way streets, and 80% vacancy in storefronts. A spirited redesign funded with tax increment financing and led by tremendous community engagement created:

- » A vibrant green and public gathering space
- » Two-way pedestrian-friendly streets
- » More places for people to shop, dine, and socialize
- » More dedicated spaces for people to move about safely

#### **THE APPROACH:**

- » Inclusive community engagement and planning led to Complete Streets and Safe Routes efforts focused especially on state roads cutting through downtown.

#### **KEY BENEFITS:**

- » Increased property tax and retail revenue
- » Lower vacancy rates
- » More small businesses and jobs
- » Less vehicle miles traveled



### **Historic preservation and affordable housing are key to Morganton's healthy downtown.**

POP. 17,000

Morganton, NC rebuilt an accessible downtown with diverse housing types nearby. Community members worked together with local businesses to:

- » Preserve the town's character
- » Re-energize business development by combining a historic theater with adjacent underutilized buildings to create a multi-screen theater on the courthouse square, rather than in an edge-of-town strip development
- » Re-use former industrial buildings and creatively redevelop affordable housing options near downtown

#### **THE APPROACH:**

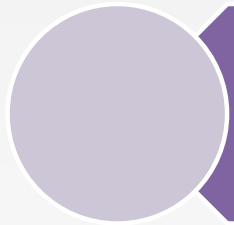
- » Maintaining and improving housing affordability
- » Creative planning and zoning to support mixed redevelopment in and near downtown

#### **KEY BENEFITS:**

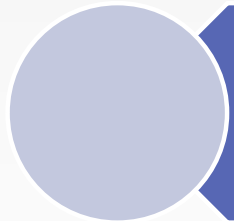
- » Improved housing affordability
- » More small businesses preserved
- » Increased retail sales
- » More jobs



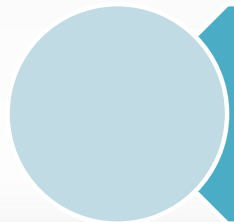
## 2022 Milestones



Developed **discussion points** on economic benefits of activity-friendly communities



Launched Create Thriving, Activity-Friendly Communities **resource page**



Developing **customizable presentation** and user-friendly **indicators library**.



### Customizable Presentation

Have more time to make your case on improving the built environment? Use this customizable PowerPoint template.

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## Priorities and Indicators for Economic Evaluation of Built Environment Interventions to Promote Physical Activity

Angie L. Cradock, David Buchner, Hatidza Zaganjor, John V. Thomas, James F. Sallis, Kenneth Rose, Leslie Meehan, Megan Lawson, René Lavinghouze, Mark Fenton, Heather M. Devlin, Susan A. Carlson, Torsha Bhattacharya, and Janet E. Fulton

**Background:** Built environment approaches to promoting physical activity can provide economic value to communities. How best to assess this value is uncertain. This study engaged experts to identify a set of key economic indicators useful for evaluation, research, and public health practice. **Methods:** Using a modified Delphi process, a multidisciplinary group of experts participated in (1) one of 5 discussion groups (n = 21 experts), (2) a 2-day facilitated workshop (n = 19 experts), and/or (3) online surveys (n = 16 experts). **Results:** Experts identified 73 economic indicators, then used a 5-point scale to rate them on 3 properties: measurement quality, feasibility of use by a community, and influence on community decision making. Twenty-four indicators were highly rated ( $\geq 3.9$  on all properties). The 10 highest-rated “key” indicators were walkability score, residential vacancy rate, housing affordability, property tax revenue, retail sales per square foot, number of small businesses, vehicle miles traveled per capita, employment, air quality, and life expectancy. **Conclusion:** This study identified key economic indicators that could characterize the economic value of built environment approaches to promoting physical activity. Additional work could demonstrate the validity, feasibility, and usefulness of these key indicators, in particular to inform decisions about community design.

**Keywords:** policy, exercise, transportation, city planning

## TOOLS

# Create Thriving, Activity-Friendly Communities

## Making the case for investments in activity-friendly communities

Improved health isn't the only reason to invest in activity-friendly communities—doing so can also improve safety, social connectedness, air quality, and local economies.<sup>1</sup> The National Collaborative on Childhood Obesity Research (NCCOR) has created a growing collection of resources and research to help public health practitioners, decision makers, and community members make the business case for improving the built environment.

→ Jump to Resources

## Easier than you think

There are many great ways to start the conversation around activity-friendly communities. These talking points and questions will help you be ready for issues that may arise when discussing priorities with local decision makers and community members.

### What are activity-friendly communities?

Places connected by routes such as sidewalks and trails to everyday destinations such as grocery stores and parks



## Making the Business Case for Activity-Friendly Places

HOW LOCAL LEADERS CAN CREATE VIBRANT PLACES THAT WORK FOR EVERYONE

### Measurable benefits of activity-friendly settings



### Activity-friendly places help meet many local community needs



### Popular approaches communities use to create activity-friendly places

- |   |  |   |
|---|--|---|
| <b>TRANSPORTATION</b> <ul style="list-style-type: none"> <li>Support policies such as Complete Streets to ensure every road is safe.</li> <li>Use rail, utility, and waterfront corridors to create transportation trail networks.</li> <li>Implement Safe Routes and Vision Zero initiatives that slow neighborhood traffic and improve safety for all.</li> </ul> | <b>HOUSING AND DEVELOPMENT</b> <ul style="list-style-type: none"> <li>Create affordable, diverse, and accessible housing near jobs, essential services, and transit routes.</li> <li>Utilize thoughtful planning and zoning to create more compact, mixed, and accessible places for people of all abilities.</li> <li>Provide planning expertise and funding, particularly for communities without planning staff.</li> </ul> | <b>COMMUNITY ENGAGEMENT</b> <ul style="list-style-type: none"> <li>Require broad input to develop a community vision and comprehensive plan to guide healthier designs and community safety.</li> <li>Use pre-active, in-community approaches such as walk audits and listening sessions to gather inclusive input.</li> <li>Engage businesses and developers on healthy design policies and creative funding opportunities.</li> </ul> |
|---|--|---|

[www.nccor.org/activityfriendly](http://www.nccor.org/activityfriendly)



# Discussion Points

## Talking about economic benefits of activity-friendly communities

Good for people, business, and the environment

Support community priorities

A worthwhile investment

Save money

Anticipate success

### Start the conversation by asking...

- How would a more activity-friendly community be **good for us and our neighbors**?
- What are **some examples** of activity-friendly places or infrastructure in our community?
- What are some **untapped opportunities** and possibilities for activity-friendly plans or development in our community?
- What could the **future-version** of our community look like?
- What areas and who in our community would benefit most from more places to **safely walk, bike, run, or roll**?



Activity-friendly communities **create economic opportunities**.

Economic opportunities help **attract employees, customers, and patrons** who want to live and work near jobs, businesses, and services that are **convenient and easy to access**.



People in thriving communities **live longer and report better health**, contributing to **lower health care costs and increased productivity for employers**.

When communities make it easy and convenient to walk, bike, and roll to ample job opportunities, businesses, and services, they create shared **economic prosperity**, which helps **people feel connected** and promotes the community's **overall health and economy**.



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# Economic Indicators Library

Select an indicator category to explore.



Healthy Environments ▼



Healthy People ▼



Healthy Economies ▼

Walkability

Vehicle Miles Traveled  
(VMT) Per Capita

Vacancy Rate  
(Residential)

Housing  
Affordability

Property Tax  
Revenue

Use the Economic Indicators Library to create and measure the benefits of activity-friendly communities. It includes ten economic indicators that communities can use to monitor the economic activities important to people, prosperity, and the planet. Public health practitioners and decision makers can use these indicators to measure or estimate benefits to support community planning. These ten indicators were selected from a longer list by an expert panel

These ten indicators were selected from a longer list by an expert panel that the National Collaborative on Childhood Obesity held in 2020. The panel included experts from sectors such as housing, transportation, public health, and economics. For a complete list of the 73 indicators identified during the expert panel, see Priorities and Indicators for Economic Evaluation of Built Environment

# Economic Indicators Library

Select an indicator category to explore.



Healthy Environments ▾



Healthy People ▾



Healthy Economies ▾

Walkability

Vehicle Miles Traveled  
(VMT) Per Capita

Vacancy Rate  
(Residential)

Housing  
Affordability

Property Tax  
Revenue

## Vehicle miles traveled (VMT) per capita

### What does this indicator mean?

Total annual miles of vehicle travel divided by the total population in a state or urbanized area. Reducing VMT creates many benefits, including alleviating traffic congestion and

### How is this indicator useful for creating and measuring activity-friendly places?

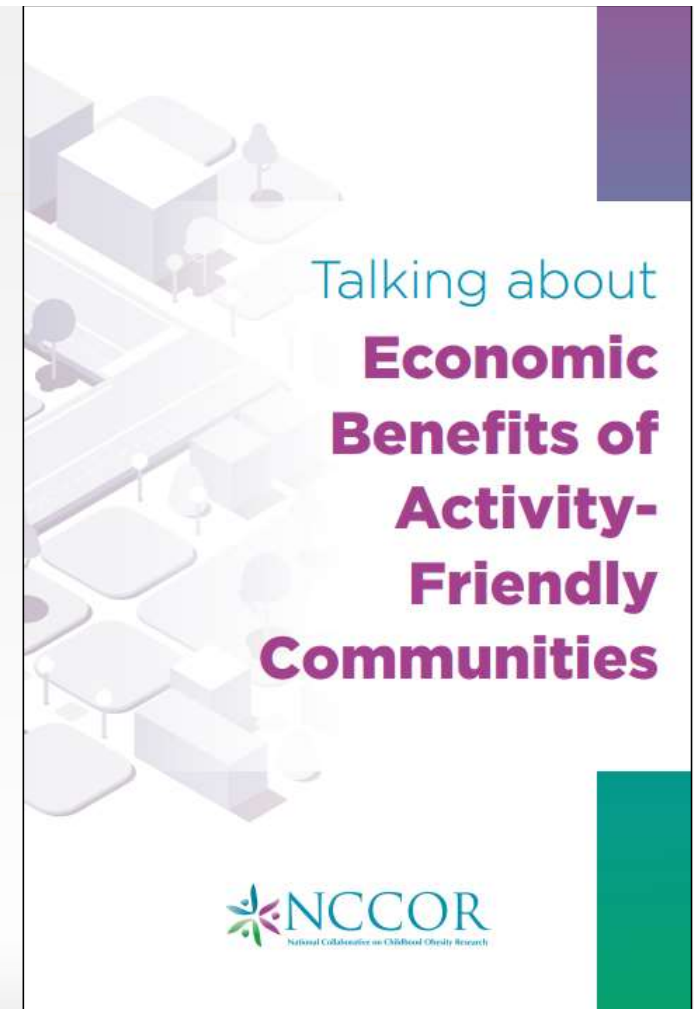
- To determine places where multiple modes of transportation can be supported



## Presenting at APHA

### How-to Resources to Create Thriving, Activity-Friendly Communities: Making the Case for Improving the Built Environment

November 9, 2022, 12:30 pm



## Q & A



[www.nccor.org/activityfriendly](http://www.nccor.org/activityfriendly)



# Thank you!

## **Contact Info**

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Cole Youngner, MPH – [xyb2@cdc.gov](mailto:xyb2@cdc.gov)

**Have a success story to share with us?**  
**[www.nccor.org/activityfriendly](http://www.nccor.org/activityfriendly)**

# Workgroup Updates

Van Do, NCCOR Coordinating Center



# Workgroup Updates

- **Diet Assessment**
  - Commentary is going through clearance; will be submitted to the *Journal of the Academy of Nutrition and Dietetics*
- **Economic Impact of Built Environment Improvements**
  - Launched [Create Thriving, Activity-Friendly Communities](#)
  - Developing economic indicator library tool
- **Implementation Science**
  - Planning a virtual workshop on implementation science in Oct 2022
- **Measurement**
  - Developing a commentary on the 10th anniversary of the MR/CSS
  - Discussing possibility of a tabular piece on the use of the Measures Registry
- **Sleep & Catalogue of Surveillance Systems**
  - Contracting Selena Nguyen-Rodriguez, PhD, MPH, California State University Long Beach and her student to abstract sleep key variables in CSS



## Agency Updates, Publications, and Webinars

Van Do, NCCOR Coordinating Center

# CDC

- **Reports**

- Organized Sports Participation Among Children Aged 6-17 Years: United States, 2020; August 2022

- **Funding Opportunities**

- The High Obesity Program
  - Estimated Post Date: January 12, 2023
  - Estimated Application Deadline: March 27, 2023
- The State Physical Activity and Nutrition Program (SPAN)
  - Estimated Post Date: January 12, 2023
  - Estimated Application Deadline: April 10, 2023
- Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation's Health
  - Estimated Post Date: January 31, 2023
  - Estimated Application Deadline: April 3, 2023

- **Webinar**

- Prevention in Focus – Spreading Effective Interventions to Support Healthy Child Growth: CDC's Data Modernization and Implementation Science Efforts

- **Funding Opportunities**

- Environmental Influences on Child Health Outcomes (ECHO) Cohort Funding Opportunities
    - Application Deadline: November 21, 2022
  - NICHD Global Network for Women's and Children's Health Research: Data Coordinating Center
    - Application Deadline: November 29, 2022
  - Leveraging Network Infrastructure to Advance Research and Outcomes for Women, Children, Pregnant and Lactating Individuals and/or Persons with Disabilities
    - Estimated Post Date: November 18, 2022
    - Estimated Application Deadline: June 5, 2023



National Institutes of Health  
Office of Disease Prevention

**Prevention in Focus Webinar Series**

**Spreading Effective Interventions to Support Healthy Child Growth:  
CDC's Data Modernization and Implementation Science Efforts**



Presented by  
**CAPT Heidi Blanck, Ph.D.**

**August 18, 2022  
2:00 p.m.–3:00 p.m. ET**

[Register now](#)



# RWJF

- **RWJF-Funded Projects**

- Impact of Family Development on Family Health and Well-Being: Findings From a Three-Year Study of Colorado's Family Pathways Framework; July 2022
- A Framework for Promoting Equity and Excellence in Healthcare; 2022
- A Smart Investment For America's Health: The Land and Water Conservation Fund's Outdoor Recreation Legacy Partnership; 2022

- **Funding Opportunities**

- Policies to Build and Sustain Economic Security and Wealth for Families and Communities of Color
  - Letter of Intent Deadline: September 7, 2022
  - Full Proposal Deadline: February 1, 2023
- Systems for Action: Systems and Services Research to Build a Culture of Health
  - Letter of Intent Deadline: September 6, 2022
  - Full Proposal Deadline: October 5, 2022

# USDA

- **Webinar**

- NIFA Nutrition Security Webinar Series: The Development of New Measures to Complement the U.S. Household Food Security Survey Module
  - August 30, 2022; 1-2 pm ET

- **Reports**

- USDA Direct Certification with Medicaid for Free and Reduced-Price Meals (DCM-F/RP) Demonstration, School Year 2019-2020; March 2022

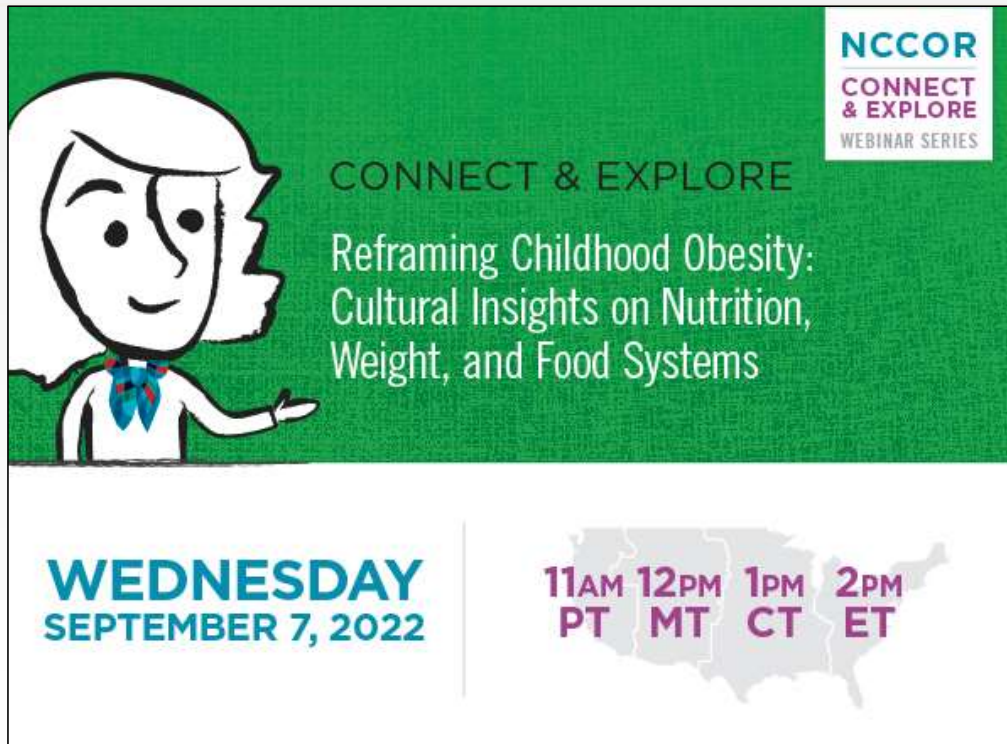
- **Funding Opportunities**

- SNAP Data and Technical Assistance Grants
  - Deadline: August 24, 2022
- WIC Technology for Better WIC Experience – Communications, Data, and Metrics Grant
  - Deadline: September 8, 2022
- Equitable Access in Child Nutrition Programs
  - Deadline: September 12, 2022

# Communication Updates

Song Xiong, NCCOR Coordinating Center

# Connect & Explore Webinar



- Explore how public health programs can work with, not against, cultural traditions and norms and harness local creativity to change nutritional outcomes.
- Speakers:
  - Karabi Acharyam, DrPH, MHS, RWJF
  - Jamie Bussel, MPH, RWJF
  - Ted Fischer, PhD, Vanderbilt University

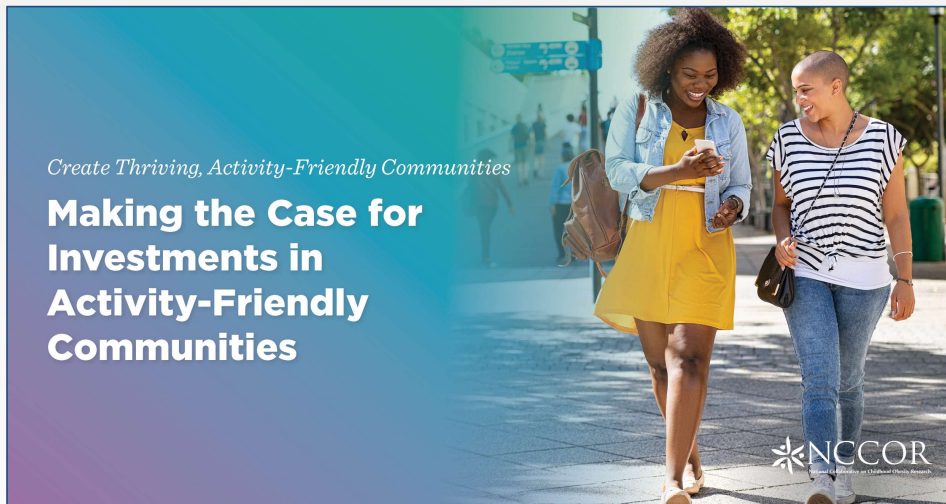
## Reminder: Please share your topic ideas!

- Connect & Explore Webinars are free to the research and practitioner communities
- Topics can include NCCOR projects and newsworthy topics in the field:
  - Assessing the Public Health Impacts of the Children's Food and Beverage Advertising Initiative
  - A Toolkit for Evaluating Childhood Healthy Weight Programs
  - Childhood Obesity Research Across Borders: Social Determinants of Health
- Send suggestions to [nccor@fhi360.org](mailto:nccor@fhi360.org)





# Promoting Activity-Friendly Communities



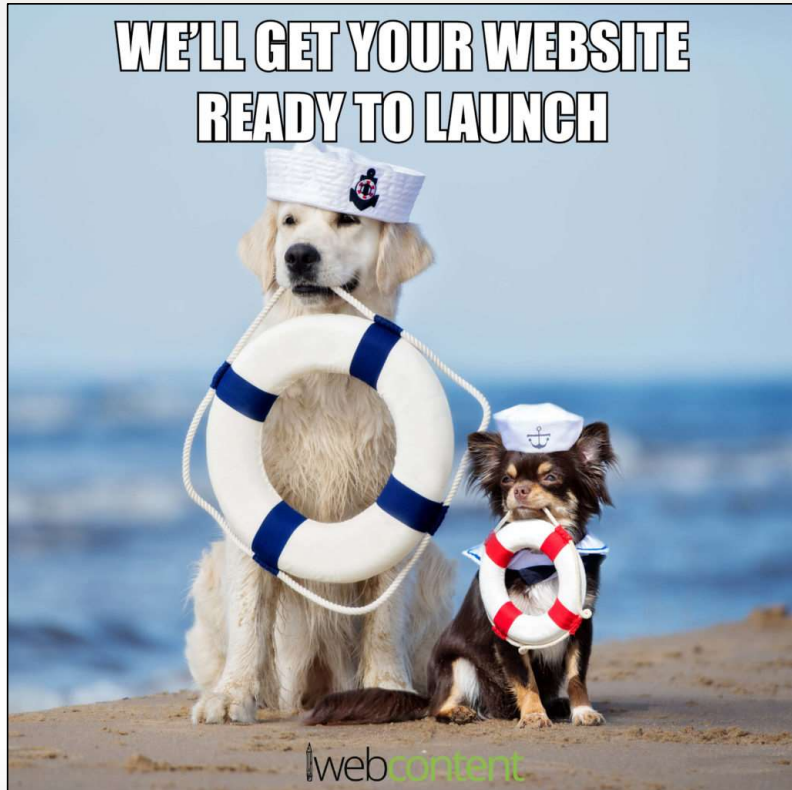
- Started promotion for NCCOR's newest tool and have over 40,000 impressions in just the first week.

# National Childhood Obesity Awareness Month



- Join us next month online for special social media promotions
- #ChildhoodObesityMonth
- This year's event will spotlight over a decade of NCCOR's work advancing childhood obesity research, with a special focus on NCCOR's tools.

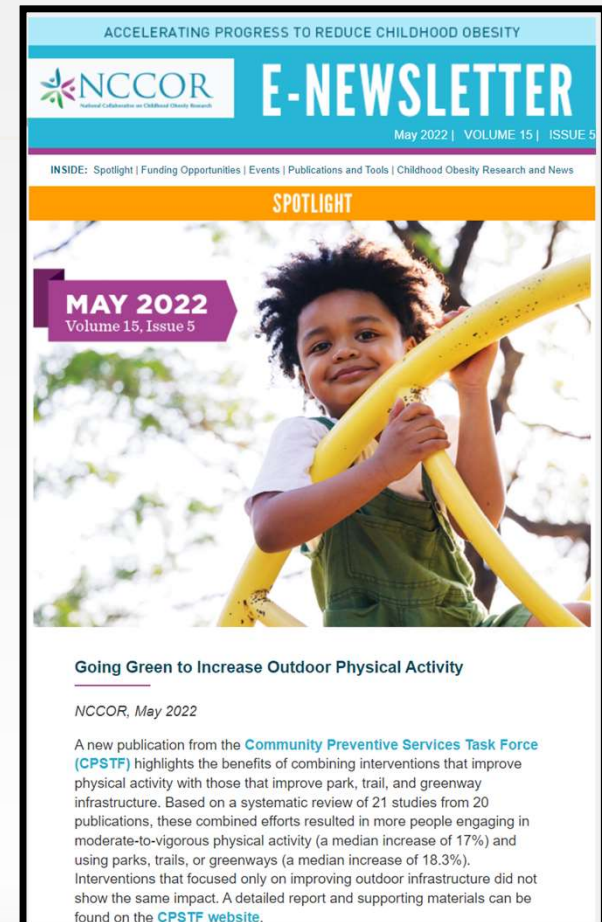
## Stay Tuned!



- Changes to the NCCOR website are underway!
- We are planning a phase 1 launch this fall of an improved internal resources page for NCCOR members.
- More details to come!

# Newsletter

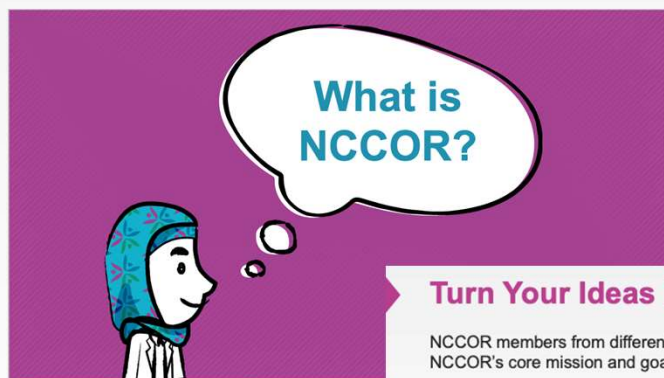
- Please share any newsletter items you would like to share with the NCCOR audience.
- Sign up at
  - [nccor.org/e-newsletters](https://nccor.org/e-newsletters)





# NCCOR 101 Resources

- NCCOR 101 resources are now available on the NCCOR Internal Resources website
- [nccor.org/internalresources](https://nccor.org/internalresources)



## Turn Your Ideas Into Actions

NCCOR members from different agencies come together to work on projects that are related to NCCOR's core mission and goals.



### MEASUREMENT

Over the past 10 years, NCCOR has developed tools for program evaluation and childhood obesity research. NCCOR continues to define next steps in measurement needs.



### PHYSICAL ACTIVITY

NCCOR has several workgroup projects focused on research on the importance of physical activity for obesity prevention and overall health in children, such as the youth active travel to school initiative.



### DIET ASSESSMENT

NCCOR identifies gaps in diet research and develops research questions and methods of evaluation.



### COVID-19

A workgroup was formed to begin to understand the impact of the COVID-19 pandemic and legislation on childcare systems, and further downstream, on child well-being.

## NCCOR Strategic Planning Model



- Agency priorities and guidance from senior leaders are at the core of determining NCCOR priorities and activities.
- NCCOR bridges agency priorities with the needs of the field to advance progress through projects.
- Input from the field identifies gaps, needs, and opportunities.



## WELCOME TO NCCOR

## Frequently Asked Questions



Join a team of leading health experts to advance your research and address the most pressing concerns in children's health. That is the promise of NCCOR.

### WHAT IS NCCOR?

The National Collaborative on Childhood Obesity Research (NCCOR) brings together four of the nation's leading public health institutions to help shape the field of childhood obesity research. Member organizations include the:



Centers for Disease Control and Prevention (CDC)



National Institutes of Health (NIH)



Robert Wood Johnson Foundation (RWJF)



U.S. Department of Agriculture (USDA)

### WHAT DOES NCCOR DO?

NCCOR offers opportunities for sustained collaboration among partner agencies working to improve childhood obesity research and surveillance. NCCOR helps members:

**BUILD** enduring professional relationships among colleagues with similar research interests

**MANAGE** projects and reach common goals

**COMBINE** funding to make the most of available resources

**SHARE** insights and expertise among other members

**IDENTIFY** emerging topics in childhood obesity research

**COMMUNICATE** new findings and recommendations with researchers and practitioners in the field

**SUPPORT** the next generation of childhood obesity researchers through student-focused outreach



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NCCCOR

National Collaborative on Childhood Obesity Research

## Share Your Thoughts

The next NCCOR Member Meeting will be held virtually on Thursday, October 27 from 12:30-3:30 pm ET. Would you be interested in attending an in-person event (i.e., happy hour) following the Member Meeting in Washington D.C.?

- Yes
- No
- Not sure

## Share Your Thoughts

- Which conferences do you plan to attend in-person this fall?
  - American Academy of Pediatrics (AAP)
    - October 7-11, 2022; Anaheim, CA
  - Obesity Week
    - November 1-4, 2022; San Diego, CA
  - American Public Health Association (APHA)
    - November 6-9, 2022; Boston, MA
  - Other (write it in the chat)

# Announcements

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# Questions?

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# Calendar Reminders

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- **Member Calls**
  - September 15, 2022
  - November 16, 2022
  - December 21, 2022
- **Member Meetings**
  - October 27, 2022 (Virtual)