

NATIONAL COLLABORATIVE ON CHILDHOOD OBESITY RESEARCH

New Paths to Equity Social Media Toolkit

2020-2021



ABOUT

the National Collaborative on Childhood Obesity Research (NCCOR)

More than ten years ago, the nation's four leading childhood obesity research funders—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)—came together to accelerate progress in the field of childhood obesity research. Together, they established the National Collaborative on Childhood Obesity Research (NCCOR).

These leading national organizations work in tandem to manage projects and reach common goals, coordinate funding to make the most of available resources, and share insights and expertise to strengthen research.

This toolkit is a companion piece to NCCOR's 2020 Annual Report. It highlights many of NCCOR's equity-related activities and efforts throughout 2020, from innovative workshops to measurement tools for high-risk populations, in addition to NCCOR's other top projects from the year.

What you will find in this toolkit

The following pages include sample language and media that can be used to promote NCCOR's tools and resources to your network. Posts can be used across platforms such as Facebook, Twitter, LinkedIn, and Instagram, or with your network as deemed appropriate by your organization. You are welcome to adapt posts to fit your needs. The sample posts are categorized into the following topic areas: measurement, early childhood, and physical activity.



CLICK HERE to access the images for these posts.



SUGGESTED HASHTAGS

#ChildhoodObesity

#ChildhoodObesityResearch

#NCCOR

#Nutrition

#PhysicalActivity

#AcademicTwitter

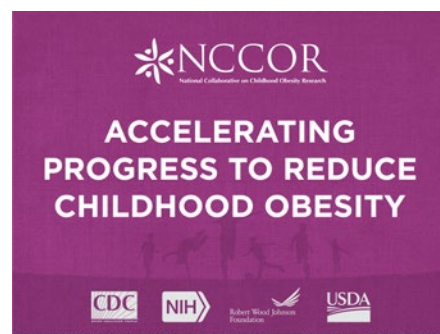
#ResearchNews

About NCCOR

→ [CLICK HERE TO DOWNLOAD](#)



Get the latest news from NCCOR right in your inbox! Sign up for the monthly e-Newsletter or the quarterly Student Hub e-Newsletter: <https://www.nccor.org/e-newsletters/>



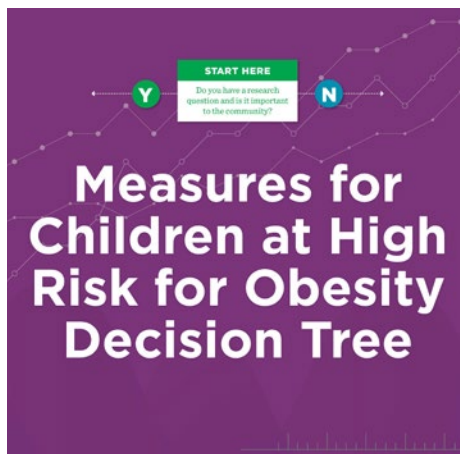
NCCOR works to accelerate progress to reduce childhood obesity by bringing together the four largest childhood obesity research funders: CDC, NIH, RWJF, and USDA. Follow NCCOR and check out their website for new tools, resources, and projects related to childhood obesity research: www.nccor.org.



Equity

NCCOR's Measures for Children at High Risk for Obesity Decision Tree

→ [CLICK HERE TO DOWNLOAD](#)



NCCOR's Measures for Children at High Risk for Obesity Decision Tree can help you determine whether you need to apply, adapt, or develop a measure to evaluate your community program.
<https://bit.ly/2OYwVYV>



Looking for articles on measurement adaptation? Check out NCCOR's Measures for Children at High Risk for Obesity Resource List:
<https://bit.ly/37TdsQU>



NCCOR developed five case studies that provide guidance how to involve communities in your research project and how to determine whether a population has unique characteristics that require measures adaptation?
<https://bit.ly/2P2ajH8>



Equity

White paper series on Advancing Measurement for Childhood Obesity Research

→ [CLICK HERE TO DOWNLOAD](#)



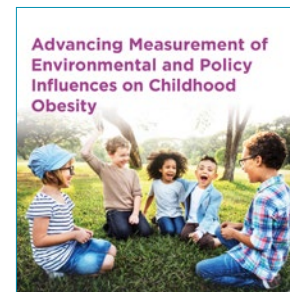
NCCOR's new whitepaper series on Advancing Measurement for Childhood Obesity Research highlights priorities related to individual behavior, policies, and environments, with a special focus on populations at high risk for obesity. Read them here: <https://bit.ly/3rm8frs>



NCCOR's whitepaper, Advancing Measurement for High-Risk Populations and Communities Related to Childhood Obesity, highlights priorities such as the need to develop new, and adapt existing, measures for high-risk groups and to develop methods and guidance to accommodate the need to balance standardization against tailoring measures, and more. <https://bit.ly/3rm8frs>



NCCOR's whitepaper, Advancing Measurement of Individual Behaviors Related to Childhood Obesity, highlights priorities such as developing measurement methods for capturing exposures for diet and physical activity for children under age 6, and more: <https://bit.ly/3rm8frs>



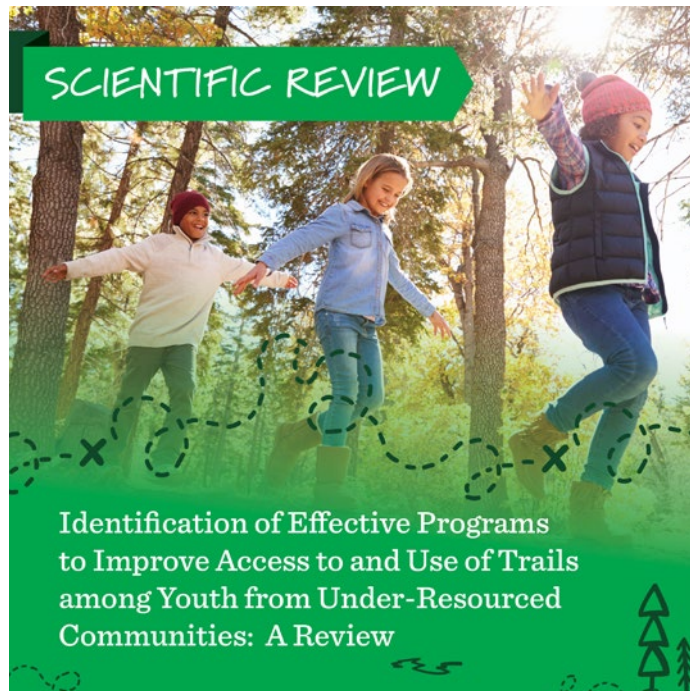
NCCOR's whitepaper, Advancing Measurement of Environmental and Policy Influences on Childhood Obesity, highlights priorities such as developing proactive approaches to engage and align with communities to identify modifiable community determinants of obesity and more <https://bit.ly/3rm8frs>



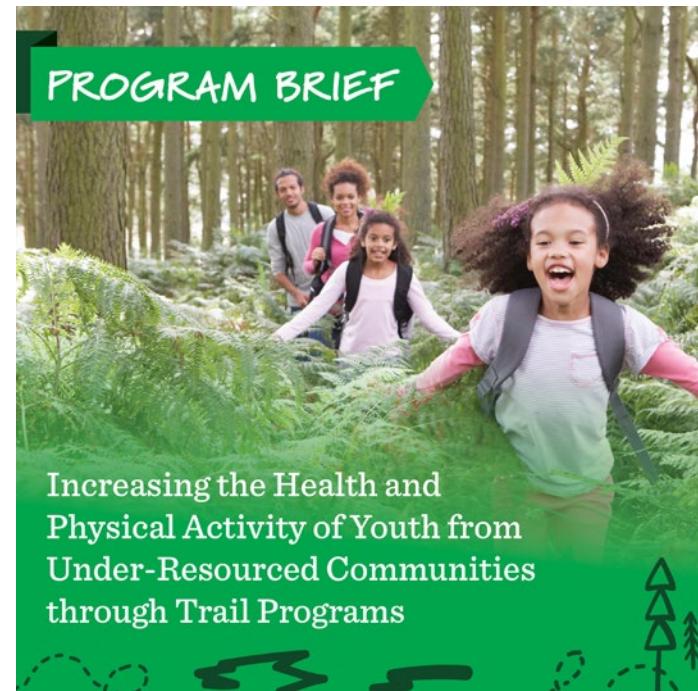
Equity

Increasing Opportunities for Trail Use to Promote Physical Activity and Health Among Underserved Youth

→ [CLICK HERE TO DOWNLOAD](#)



NCCOR released a program brief reviewing youth programs that promote trail use and nature-based education. Learn more: <https://bit.ly/36BppsP>



NCCOR published a review of effective programs to improve access to and use of trails among youth from under-resourced communities. Learn more: <https://bit.ly/36BppsP>

Early Childhood

Childhood Obesity Evidence Base

→ [CLICK HERE TO DOWNLOAD](#)



The Childhood Obesity Evidence Base database can be used a starting point for your next research project. Read our new supplement in Childhood Obesity to learn more! Check it out: www.nccor.org/COEB

A taxonomic meta-analysis can be a powerful tool to summarize evidence and generate more hypotheses to keep researching #childhoodobesity. Learn more about taxonomic meta-analyses: www.nccor.org/COEB

NCCOR's Childhood Obesity Evidence Base database can be used to generate hypotheses for more potential studies. How will you use it?
Learn more: www.nccor.org/COEB



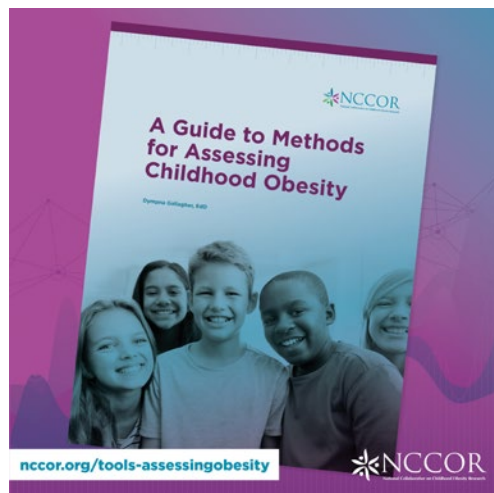
NCCOR Tools

A Guide to Methods for Assessing Childhood Obesity

→ [CLICK HERE TO DOWNLOAD](#)



Are you working on childhood obesity assessment efforts? Check out a one-of-a-kind tool from NCCOR to help you get started. <https://bit.ly/39HYs94>



NCCOR's guide is for everyone, whether you are a researcher, a public health practitioner, clinician, or a professional or student with an interest in researching or evaluating weight-related outcomes! <https://bit.ly/39HYs94>

Looking for a method to assess adiposity in children? NCCOR has a guide that will help you understand common adiposity assessment methods & identify ones appropriate for your work. <https://bit.ly/39HYs94>



NCCOR Tools

→ [CLICK HERE TO DOWNLOAD](#)

Measures Registry



NCCOR's landmark tool, the Measures Registry, now includes more measures tested in high-risk populations, more measures for children aged 0–5, and more languages. Use the Measures Registry to find free and trusted measures on four domains of childhood obesity research: Individual diet, food environment, individual physical activity, and physical activity environment. www.nccor.org/measures



NCCOR's Measures Registry now includes over 70 new measures for children aged 0–5, including over 15 new measures specifically for birth-24 months.

www.nccor.org/measures

NCCOR recently updated its Measures Registry, which now includes measures in over 25 languages—and over 25 measures in Spanish—that are free to download.

www.nccor.org/measures

Catalogue of Surveillance Systems



NCCOR's Catalogue of Surveillance Systems provides one-stop access to over 100 publicly available datasets related to #childhoodobesity research. www.nccor.org/CSS

Check out this video to learn how to use NCCOR's Catalogue of Surveillance Systems.

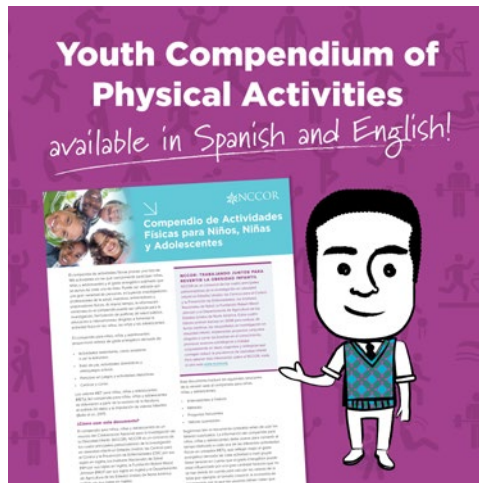
<https://youtu.be/eqQ2rMwJgCE>



NCCOR Tools

Youth Compendium of Physical Activities (now in Spanish)

→ [CLICK HERE TO DOWNLOAD](#)



NCCOR's Youth Compendium of Physical Activities is now available in Spanish!

<https://bit.ly/2NZx3qB>



El Compendio de actividades físicas para niños, niñas y adolescentes proporciona una lista de 196 actividades en las que comúnmente participan los niños, niñas y adolescentes y el gasto energético estimado que se deriva de cada una de ellas. ¡Ahora disponible en español! <https://bit.ly/2NZx3qB>

¡ El Compendio de actividades físicas para niños, niñas y adolescentes es una herramienta gratuita y útil para investigadores, profesionales de la salud, maestros, entrenadores, preparadores físicos y más! ¡Ahora disponible en español! <https://bit.ly/2NZx3qB>

El Compendio de actividades físicas para niños, niñas y adolescentes: ¡disponible en español e inglés! <https://bit.ly/2NZx3qB>



Sample blog posts

Your organization's blog or social media posts on platforms like LinkedIn that allow for longer posts are a great way to inform professional If your organization develops blog posts or shares content on social media platforms such as LinkedIn you may be interested in using or adapting one of the sample blog posts developed. Feel free to tie the sample posts to your own work or tailor the content to reflect a related topic. And don't forget you always tag NCCOR!

NCCOR's Measures for Children at High Risk for Obesity Decision Tree

NCCOR recently released a new resource to bolster measurement of children at high risk for obesity. "High-risk populations" are children and families residing in communities where the risk of obesity and related comorbidities may be highest. Factors related to high risk for obesity include an individual's race and ethnicity, education, income, urbanicity, region of the country, and disability status and exposure to health hindering policies, social conditions, and environments such as economic or neighborhood disadvantage.

This new resource, titled Measures for Children at High Risk For Obesity: Choosing Whether to Apply, Adapt, or Develop A Measure, includes three parts: (1) a decision tree, (2) five case studies, and (3) a resource list. It was developed based on findings from a recent review of the Measures Registry, "Identification of Measurement Needs to Prevent Childhood Obesity in High-Risk Populations and Environments," published in the *American Journal of Preventive Medicine*, in addition to recommendations from a 2019 workshop, Advancing Measurement for High-Risk Populations and Communities Related to Childhood Obesity, which are described in a recently published whitepaper.

The Measures for Children at High Risk For Obesity decision tree walks researchers and practitioners through a series of 10 prompts to help users determine whether to develop, adapt, or apply a measure for use in a high-risk population. Examples of questions include: "Do you have a research question and is it important to the community?", "Has this measure been validated in your population of interest?", and "Does it need to be adapted?"

To accompany the decision tree, five case studies were developed that exemplify different scenarios and describe the rationale for choosing one of the three approaches. These scenarios include how to involve community members and stakeholders in research; how to determine whether two populations are meaningfully different; and how to apply, adapt, and develop a measure for your research population. The complimentary resource list compiles more than 40 resources including guides for adapting articles, exemplary articles, measurement tools, and frameworks.

The resource aligns with NCCOR's efforts to improve the ability of childhood obesity researchers and program evaluators to conduct research and program evaluation with special attention to high-risk populations and communities. By creating this resource for the field, NCCOR hopes that the number of measures appropriate for populations at high risk for obesity increase beyond current levels.

Learn more about other NCCOR initiatives at www.nccor.org.



Sample blog post cont.

Increasing Opportunities for Trail Use to Promote Physical Activity and Health Among Underserved Youth

The National Collaborative on Childhood Obesity Research (NCCOR) recently published “Identification of Effective Programs to Improve Access to and Use of Trails among Youth from Under-Resourced Communities: A Review” in the *International Journal of Environmental Research and Public Health*.

One of NCCOR’s major goals is to address health disparities related to nutrition, physical activity, and obesity. This review was supported by NCCOR members from the Centers for Disease Control and Prevention, National Institutes of Health, and United States Department of Agriculture Forest Service, in collaboration with staff from the Federal Highway Administration, to explore the underuse of trails by youth as a health-enhancing behavior to engage in outdoor recreational physical activity. Low levels of trail use are pronounced among youth from under-resourced, low income neighborhoods including racial and ethnic minority groups, who may benefit greatly from the physical, mental/emotional, and social benefits of trail use.

The primary aim of this review paper was to identify programs and policies that effectively promote and increase the use of trails among youth, especially those from under-resourced neighborhoods or communities. Three additional goals of the review included identifying (1) correlates of physical activity/trail use and features of transportation systems or built environment and land use destinations that may inform and support the planning and implementation of programs to promote trail use among youth, (2) benefits associated with trail use, and (3) barriers to trail use.

Importantly, no studies were located that evaluated programs designed to promote and increase trail use among youth. Thus, this new research publication vividly highlights the lack of scientific evidence that addresses the underrepresentation of trail use by youth from under-resourced communities. Correlates of physical activity with transportation systems (e.g., trail access, road traffic congestion related to safe active travel, lack of sidewalks, proximity to trails, access to transportation), destinations (e.g., park availability and access, park improvements, greenspaces), or both routes and destinations (e.g., perceptions of safety, lighting) were identified. These correlates may support the planning and implementation of community programs to increase trail use among youth and greater program participation by connecting trails or routes to such future destinations. A benefit to trail use is an increase in physical activity behavior. One study also found that access to more greenspace was associated with better health-related quality of life and self-esteem among children. Barriers to trail use included costs, crime, lack of transportation, lack of role models using trails, and institutional discrimination.

A companion brief based on a review of programs and practices related to trails use among youth from under-resourced communities or neighborhoods was recently released at www.nccor.org/physical-activity/trail-use. This brief identified programs promoting trail use among youth and can be used to inform future research and practice. A few strengths highlighted in the program brief are the programs’ reach/scalability, focus on under-resourced communities, and evaluations. Future considerations for improving programs and youth trail use in general are also outlined.



Sample blog post cont.

Childhood Obesity Evidence Base Project

Childhood Obesity published four papers highlighting findings from the National Collaborative on Childhood Obesity Research's (NCCOR) Childhood Obesity Evidence Base (COEB) Project, a collaborative effort between NCCOR and Mission Measurement. The papers are accompanied by commentaries by Dr. Shiriki Kumanyika, Dr. Christina Economos, and Dr. Debra Haire-Joshu. The four articles and two commentaries in this supplement are described below and are available at <https://www.nccor.org/childhood-obesity-evidence-base-test-of-a-novel-taxonomic-meta-analytic-method>.

"A Rationale for Taxonomic vs. Conventional Meta-Analysis" introduces the rationale for a taxonomic meta-analysis of childhood obesity prevention interventions in comparison to a conventional meta-analysis.

"Methods for Taxonomy Development for Application in Taxonomic Meta-Analysis" explains the methodology used to generate the taxonomy specific to childhood obesity prevention interventions targeting children ages 2–5, which can be applied to other areas of research, including obesity prevention for other populations.

"A Systematic Review and Meta-Analysis of a Taxonomy of Intervention Components to Prevent Obesity in Children 2 to 5 Years of Age, 2005 to 2019" evaluates the efficacy of childhood obesity interventions and applies a taxonomy of intervention components to identify specific components that increase the efficacy of these interventions in their context.

"Building Translational Capacity Through Meta-Analytic Methods" highlights COEB contributions to the fields of meta-analysis and prevention of childhood obesity and discusses uses and limitations of the method.

"Learning More from What We Already Know About Childhood Obesity Prevention" is a commentary by Shiriki Kumanyika, PhD, MPH, which reflects on the importance and potential implications of the project from a methodological perspective.

"Preventing Obesity in 2-5 Year Olds: A Pathway to Advancing Intervention Research," a commentary by Christina D. Economos, PhD and Debra Haire-Joshu, PhD, discusses several research design, methods, and implementation areas to improve the efficacy of these interventions.

As a result of the NCCOR COEB Project, a taxonomic-specific database and several other resources were developed, which can be used to examine additional interventions and research in the field. These products are freely available at <https://www.nccor.org/childhood-obesity-evidence-base-test-of-a-novel-taxonomic-meta-analytic-method/project-documentation/>.

The COEB Project aligns with NCCOR's efforts to identify and evaluate practical and sustainable interventions as well as facilitate the ability of childhood obesity researchers and program evaluators to conduct research and program evaluation. Learn more about other NCCOR initiatives at www.nccor.org.



Sample blog post cont.

Increasing Opportunities for Trail Use to Promote Physical Activity and Health Among Underserved Youth

Measurement is a fundamental component of all forms of research—that’s why it’s a top priority for NCCOR to promote accurate measurement by encouraging the consistent use of high-quality, comparable methods across childhood obesity prevention and research. In keeping with this mission, today, NCCOR released a brand new tool for those working on assessing childhood obesity.

Whether you are a researcher, public health practitioner, clinician, or student with an interest in researching or evaluating weight-related outcomes, A Guide to Methods for Assessing Childhood Obesity will help you understand the most common adiposity assessment methods and select the most appropriate method for your particular objective. The Guide describes six methods commonly used to assess body composition in children and highlights procedures, validity and reliability, reference data, accessibility, cost, and participant burden and risk.

To further assist users in learning about these methods, this user guide includes six different case scenarios to walk users through the process of selecting a method, based on their research aim, study design, and setting they are working in. Each case study highlights considerations for selecting methods described in the guide. These case studies offer an opportunity to enhance what users learn from this guide.

This is also a useful tool for the classroom for both graduate students and faculty. To learn more about this new user guide and how it can benefit your work, view [NCCOR’s archived Connect & Explore webinar](#) from October 8, 2020.

Make your childhood obesity research easier by checking out this free, comprehensive user guide here <https://bit.ly/39HYs94>.



National observances for 2021

National observances are a great way to tie messages about NCCOR resources to observances your network is familiar with. We highlight several observances below that relate to childhood obesity which allow for ample opportunity to share timely messages or serve as a pleasant reminder for resources available. National observances are also a great way to help plan social media messages for the future.

FEBRUARY

- American Heart Month

MARCH

- National Nutrition Month
- National School Breakfast Week (**March 8–12**)
- World Obesity Day (**March 4**)

APRIL

- National Public Health Week (**April 5–11**)
- World Health Day (**April 7**)
- Every Kid Healthy Week (**April 26–30**)

MAY

- National Physical Fitness and Sports Month

JUNE

- Great Outdoors Month

JULY

- National Parks and Recreation Month

AUGUST

- World Breastfeeding Week (**August 1–7**)

SEPTEMBER

- National Childhood Obesity Awareness Month

OCTOBER

- National Health Education Week (**October 18–22**)

