

# EXPANDING OUR OUTREACH

NCCOR 2016 ANNUAL REPORT







A young child with curly hair is swinging on a swing set in a park. The child is wearing a pink shirt. The background is a blurred green lawn and trees under a bright sky.

# AN EFFECTIVE PARTNERSHIP FOR PROGRESS

Since 2008, 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) have worked together on strategic research priorities to accelerate progress in slowing and reversing the epidemic of childhood obesity in the United States. These four leading funders formed NCCOR because they knew that they could get more done, more quickly, and have a greater impact if they worked in a collaborative partnership than by working alone.

In recent years, NCCOR has expanded its reach in a variety of creative ways to engage a diverse set of audiences and increase research dissemination. These efforts keep the field up-to-date on the latest developments in childhood obesity research and practice and bring together experts from multiple disciplines to stimulate broad and innovative thinking that leads to solutions.

# ENGAGING NEW AUDIENCES

NCCOR makes a difference for childhood obesity research and practice because it reaches out to many stakeholders and audiences. Through regular, strategic communication, NCCOR keeps these audiences informed of emerging issues and new developments. Here are a few examples from 2016.



## REACHING NEW STAKEHOLDERS

During the Society of Behavioral Medicine (SBM) 37th Annual Meeting & Scientific Sessions in March 2016, NCCOR hosted three panel sessions that were livestreamed as Connect & Explore events. The panels offered exclusive access to presentations from internationally renowned scholars, exploring high-impact childhood obesity strategies from around the world, including scalable physical activity interventions in Latin America; sugar-sweetened beverage taxes in Mexico, South America, and the United States; and approaches to eliminating health disparities among U.S. and international populations disproportionately affected by obesity.

### **Reducing Childhood Obesity Disparities: Insights from Global Strategies to Achieve Health Equity | MARCH 31**

#### *Speakers*

**RACHEL BALLARD**, MD, MPH, Office of Disease Prevention, Office of the Director, National Institutes of Health (Chair)

**SHIRIKI KUMANYIKA**, PhD, MPH, Drexel University School of Public Health

**TIM LOBSTEIN**, PhD, Curtin University, Perth, Australia

**NICOLA DAWKINS-LYN**, PhD, MPH, MBA, ICF International

**KARABI ARCHARYA**, ScD, MHS, Robert Wood Johnson Foundation (Discussant)

### **Learning from Sugar-Sweetened Beverage Tax Evaluations in Mexico, South America, and the U.S. to Reverse Childhood Obesity | MARCH 31**

#### *Speakers*

**LORI DORFMAN**, DrPH, Berkeley Media Studies Group (Chair)

**LYNN SILVER**, MD, MPH, Public Health Institute

**SHU WEN NG**, PhD, University of North Carolina Gillings School of Global Public Health

**STEVEN L. GORTMAKER**, PhD, Harvard University School of Public Health

**MAURICIO HERNÁNDEZ-AVILA**, MD, MPH, PhSc, Mexican National Institute of Public Health (Discussant)

### **Importing, Adapting, and Evaluating Open Streets & Cyclovía to Increase Physical Activity Levels | APRIL 1**

#### *Speakers*

**DAVID BERRIGAN**, PhD, MPH, National Cancer Institute (Chair)

**OLGA SARMIENTO**, MD, MPH, PhD, University of Los Andes

**MICHAEL PRATT**, MD, MPH, Emory University Rollins School of Public Health

**J. AARON HIPPI**, PhD, North Carolina State University

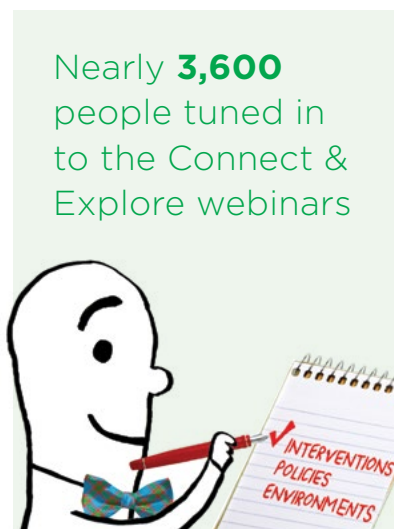
**GIL PENALOSA**, MBA, PHDHC, CSP, 8-80 Cities (Discussant)





## REACHING RESEARCHERS AND PRACTITIONERS

NCCOR's highly successful Connect & Explore webinars bring in nationally known experts to explore critical topics in childhood obesity. These webinars provide the field with information and insights on the latest developments and research.



## 2016 CONNECT & EXPLORE WEBINARS

### NCCOR's Childhood Obesity Declines Project | MARCH 22

Some communities in the United States are showing signs of progress and demonstrating innovation in halting and reversing the childhood obesity epidemic. This webinar highlighted NCCOR's Childhood Obesity Declines project, which is designed to look at communities where declines have occurred and explore in depth the potential drivers.

**TINA KAUH**, PhD, Robert Wood Johnson Foundation

**PHYLLIS OTTLEY**, PhD, ICF International

**NICOLA DAWKINS-LYN**, PhD, MPH, MBA, ICF International

### Evaluating Health Care-Community Collaborations: A Three-Part Series

#### Part 1: Community-Based Programs | JUNE 7

The health care sector is working toward engaging communities to directly address population health, including childhood obesity prevention. This webinar featured two case studies highlighting strategies used by clinics to engage communities in addressing childhood obesity.

**DARCY FREEDMAN**, PhD, MPH, Case Western Reserve University

**ELSA KEELER**, MD, MPH, FAAP, Pediatric Physician with HealthPartners

**MARNA CANTERBURY**, MS, RD, Lakeview Health Foundation at HealthPartners

#### Part 2: Hospital-Based Programs | SEPTEMBER 14

This webinar featured two case studies highlighting strategies used by hospitals to engage communities in addressing childhood obesity.

**VICTORIA ROGERS**, MD, Maine Medical Center

**IHUOMA ENELI**, MD, MS, FAAP, The Ohio State University

#### Part 3: Implications and Recommendations for the Field | NOVEMBER 10

This final webinar featured groundbreaking research examining hospitals' community benefit activities related to food access, obesity prevention, and improving food systems. The webinar also featured an overview of a newly released white paper, "Evaluating Community-Clinical Engagement in Childhood Obesity: Implications and Recommendations for the Field."

**EMMA SIROIS**, MA, Health Care Without Harm

**SUSAN BRIDLE-FITZPATRICK**, PhD, Health Care Without Harm

**BROOK BELAY**, MD, MPH, Centers for Disease Control and Prevention

**DANIEL KIDDER**, PhD, Centers for Disease Control and Prevention

### SNAP-Ed Evaluation Framework: A Two-Part Series

#### Part 1: Measuring Success in Low-Income Nutrition Education and Obesity Prevention Programs | AUGUST 18

This webinar explored ways to use the new SNAP-Ed Evaluation Framework to evaluate nutrition education and obesity prevention programs.

**ANDREW NAJA-RIESE**, MSPH, U.S. Department of Agriculture

**LAUREL JACOBS**, DrPH, MPH, The University of Arizona

**THERESA LE GROS**, MA, The University of Arizona

#### Part 2: Strategies and Tools for Measuring the Priority Indicators | SEPTEMBER 8

This webinar highlighted the seven SNAP-Ed priority indicators from the Evaluation Framework and shared practical examples of measuring healthy eating behaviors, physical activity, and reduced sedentary behaviors in low-income children and families.

**JEAN BUTEL**, MPH, University of Hawai'i at Mānoa

**LAUREN WHETSTONE**, PhD, University of California Agriculture and Natural Resources

**HEIDI LEBLANC**, MS, CFCS, Utah State University

### Looking Back and Looking Forward: Nine Years of School District Wellness Policy Implementation | OCTOBER 24

Although reducing the prevalence of childhood obesity will require multisector solutions, changing the environment, particularly the school environment, is one way to promote change. The webinar focused on how school district wellness policies affect the health of youth and how data and evaluation can lead to more opportunities for schools to offer healthy choices and environments.

**JAMIE CHRIQUI**, PhD, MHS, University of Illinois at Chicago

### Assessing Prevalence and Trends in Obesity: Navigating the Evidence | DECEMBER 5

During the webinar, speakers presented insights from the National Academies Report, Assessing Prevalence and Trends in Obesity: Navigating the Evidence and provided an overview of the various data collection and analysis approaches that have been used in developing reports on the prevalence and trends in obesity across population groups, but particularly as they relate to children and adolescents.

**SHARI L. BARKIN**, MD, MSHS, Vanderbilt University School of Medicine

**LYNN BLEWETT**, PhD, University of Minnesota School of Public Health

**JACKSON P. SEKHOB**, PhD, MPA, New York State Department of Health

**CYNTHIA L. OGDEN**, PhD, MRP, Centers for Disease Control and Prevention

## REACHING HEALTH CARE PROVIDERS

As part of its effort to connect with diverse audiences, NCCOR reached out to health care providers and health systems to better understand how research on childhood obesity prevention and control can be used in clinical settings.

NCCOR pursued several priorities that emerged from a 2015 workshop entitled, “Evaluating Clinical-Community Engagement Models: What Works and What Doesn’t.” These priorities included improving measurement and evaluation efforts, strengthening bi-directional engagement between health care organizations and communities, enhancing the development and

distribution of evaluation tools, and developing communications to enhance knowledge about effective strategies.

During 2016, NCCOR:

- **Published a white paper** that provides background on the impetus for evaluation of community-clinical engagement models and summarized key themes and findings from the workshop
- **Created a logic model** for use in describing and evaluating health care-community engagement efforts to address childhood obesity

- **Developed a set of metrics**, to be used along with the logic model, that capture process measures and potential outcomes relevant to evaluations of health care-community engagement efforts

In addition, NCCOR hosted a three-part Connect & Explore webinar series that explored how clinics, health care providers, and health systems can effectively partner with communities to address childhood obesity issues (see page 3). Webinar participants were from a range of health care providers and systems across the country.





# HARNESSING THE EXPERTISE OF MEMBERS AND ADVISORS

## NCCOR WORKGROUPS AND PROJECTS

NCCOR workgroups provide the structure for members to come together and work on issues of shared interest. Some workgroups continue for extended periods and encompass multiple projects; others focus on one project and then disband once the work is complete.

Workgroups give NCCOR the flexibility to respond to emerging issues and engage groups and individuals with interests and experience relevant to childhood obesity. The following workgroups and projects were active during 2016:

- **Childhood Obesity Declines**
- **Economics and Obesity**
- **Engaging Health Care Providers and Systems**
- **Health, Behavioral Design, and the Built Environment**
- **Healthy Food Incentives**
- **Healthy Communities Study**
- **SNAP-Ed**
- **Youth Energy Expenditure**

## NCCOR EXTERNAL SCIENTIFIC PANEL

Since 2012, NCCOR has relied on an External Scientific Panel (NESP) for advice on future direction and guidance on specific projects. NESP also serves as a valuable liaison between NCCOR and extramural research, practice, and policy.

Members during 2016 were:

- » **ROSS C. BROWNSON**, PhD, Professor, Washington University in St. Louis; Director, Prevention Research Center
- » **JOHN CAWLEY**, PhD, Professor, Cornell University; Co-Director, Institute on Health Economics, Health Behaviors and Disparities
- » **FRANK J. CHALOUPKA**, PhD, Professor, University of Illinois at Chicago; Director, Bridging the Gap
- » **TERRY HUANG**, PhD, Professor, City University of New York
- » **SHIRIKI KUMANYIKA**, PhD, MPH, Professor, Dornsife School of Public Health, Drexel University
- » **AMELIE RAMIREZ**, DrPH, Professor, University of Texas Health Science Center at San Antonio; Director, Institute for Health Promotion Research
- » **THOMAS N. ROBINSON**, MD, MPH, Stanford University School of Medicine
- » **JAMES SALLIS**, PhD, Distinguished Professor, University of California, San Diego; Director, Active Living Research
- » **MARY STORY**, PhD, RD, Professor, Duke University; Director, Healthy Eating Research
- » **ELSIE M. TAVERAS**, MD, MPH, Massachusetts General Hospital, Harvard Medical School



# CONVENING EXPERTS FROM DIVERSE FIELDS

Accelerating progress in efforts to address childhood obesity requires new and broad thinking. In 2016, NCCOR convened a diverse group of experts on two occasions to examine two very different issues relevant to the field—how to create better environments that encourage active living and healthy eating, and how to use retail markets to encourage healthy food purchases.

## DERIVING AND APPLYING BEHAVIORAL DESIGN PRINCIPLES TO FOSTER ACTIVE LIVING AND HEALTHY EATING

Environmental design—from classroom design to regional urban planning—affects eating and physical activity behaviors. In March 2016, NCCOR convened experts from a broad array of disciplines, including architecture, landscape architecture, art and design, environmental psychology, and philosophy and ethics to explore how behavioral design influences health through contextualizing the processes that lead to human action. The workshop aimed to develop a conceptual framework of behavioral design by refining principles and their application to healthy eating and active living.

Discussions at the workshop have been used to develop a white paper, which provides an overview of behavioral design and outlines strategies to guide research and practice in the application of behavioral design to promoting active living and healthy eating.

External experts who participated in the workshop:

- » **ANNE BARNHILL**, PhD, Assistant Professor, Perelman School of Medicine, University of Pennsylvania
- » **ROBIN MOORE**, Honorary ASLA, Professor, College of Design and Director of Natural Learning Initiative, North Carolina State University
- » **NANCY WELLS**, PhD, Associate Professor, College of Human Ecology, Cornell University
- » **MARK WENTZEL**, MA, Artist, Designer, and Owner, INq, LLC
- » **MATT FINN**, RA, Project Architect, Perkins+Will
- » **MATTHEW TROWBRIDGE**, MD, MPH, University of Virginia School of Medicine
- » **FRANCINE WELTY**, MD, PhD, Harvard Medical School
- » **LYDIA ASHTON**, PhD, Wisconsin Institute of Discovery
- » **SAMUEL F. DENNIS**, PhD, MLA, University of Wisconsin
- » **TERRY HUANG**, PhD, MPH, City University of New York
- » **KATIE JANSON**, Perkins+Will





## MOVING FROM TEST MARKET TO ALL MARKETS

### Translating Food Purchasing Research into Evidence-based Strategies to Improve the Purchase of Healthier Items

This workshop, held in October, brought together a diverse group of researchers, food retailers, and practitioners who work with the Supplemental Nutrition Assistance Program–Education (SNAP-Ed) and other public and private programs. The aim of the workshop was to engage these stakeholders in a conversation about how to promote healthy food purchasing by low-income consumers and how to promote opportunities for these groups to partner together in ways that enhance each other's work.

Workshop presenters described the latest data from USDA's National Household Food Acquisition and Purchase Survey (FoodAPS), and discussed how public nutrition education programs, such as SNAP-Ed, operate and what types of educational interventions can be supported in retail settings. Participating food retailers provided perspectives on healthy retail research and interventions and discussed funding and other support for healthy retail research.



#### Invited Panelists:

- » **KATIE WILSON**, MS, PhD,  
Food, Nutrition, and Consumer  
Services, U.S. Department  
of Agriculture
- » **MARY BOHMAN**, PhD,  
Economic Research Service, U.S.  
Department of Agriculture
- » **LISA MANCINO**, MS, PhD,  
Economic Research Service,  
U.S. Department of Agriculture
- » **TRICIA PSOTA**, PhD, RDN,  
Center for Nutrition Policy  
and Promotion, U.S. Department  
of Agriculture
- » **COLLIN PAYNE**, PhD,  
New Mexico State University
- » **ROB YBARRA**, MBA,  
Lowes Pay and Save
- » **MATTHEW MACDONALD**,  
Lowes Pay and Save
- » **SUE FOERSTER**, MPH,  
Association of SNAP  
Nutrition Education  
Administrators (ASNNA)
- » **USHA KALRO**, MS, RD, LD,  
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U.S. Department of Agriculture
- » **KIMBERLY KELLER**, PhD,  
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- » **KELLEEN ZUBICK**, MFA,  
Share Our Strength's  
Cooking Matters Colorado
- » **TERESA BLANCO**,  
Northgate Gonzalez  
Markets, California
- » **EMILY WELKER**, MPH, RD,  
Healthy Eating Research
- » **ALICE AMMERMAN**, DrPH,  
University of North Carolina  
Gillings School of Global  
Public Health
- » **LAURA KETTEL KHAN**, PhD,  
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Disease Prevention and Health  
Promotion, Centers for Disease  
Control and Prevention
- » **SHEILA FLEISCHHACKER**,  
PhD, JD, National Institute of  
Diabetes and Digestive and  
Kidney Diseases, National  
Institutes of Health

# CREATING NEEDED TOOLS AND RESOURCES FOR RESEARCHERS AND PRACTITIONERS

Since NCCOR's founding, a key focus has been the development and refinement of tools and resources to help researchers and practitioners improve their ability to address issues relevant to childhood obesity. During 2016, NCCOR continued to enhance the longstanding Measures Registry and Catalogue of Surveillance Systems, and expand the Registry of Studies. A high point of the year was the completion of four User Guides to complement the Measures Registry.





## MEASURES REGISTRY

The Measures Registry is one of NCCOR's most popular tools. This critical resource for researchers is a free online repository of diet and physical activity measures. Launched in 2011, the Measures Registry contains more than 1,000 articles on diverse tools and methodologies that can be used to assess individuals' diet and physical activity, as well as the environments in which those behaviors occur. The Measures Registry's search capability allows researchers to find and compare specific measures. Examples of measures in the Registry include questionnaires, instruments, diaries, logs, electronic devices, direct observations of people or environments, protocols, and analytic techniques.

The Measures Registry contains more than **1,200** articles on measures related to diet and physical activity



## MEASURES REGISTRY USER GUIDES

Even with the Measures Registry, researchers and practitioners may have difficulty in selecting the measure that best suits their project needs. To help users with this task, NCCOR began the Measures Registry User Guide project in 2015. With a grant from The JPB Foundation, NCCOR convened leading experts in nutrition and physical activity measurement to develop the Guides and to serve on expert review panels.

Like the Measures Registry, the User Guides are organized by four domains—Individual Diet, Food Environment, Individual Physical Activity, and Physical Activity Environment. Each guide provides an overview of measurement in that area, describes general principles of measurement selection, presents case studies, and provides additional resources. The four User Guides were completed in 2016, and a new dedicated Measures Registry User Guides page on the NCCOR website will be launched in early 2017.

### Authors

#### *Individual Diet*

- » **SHARON KIRKPATRICK**, PhD, MHSc, University of Waterloo, Canada
- » **AMANDA RAFFOUL**, MSc, University of Waterloo

#### *Nutrition Environment*

- » **LESLIE LYTLE**, PhD, University of North Carolina Gillings School of Global Public Health
- » **ALLISON MYERS**, PhD, University of North Carolina Gillings School of Global Public Health

#### *Individual Physical Activity*

- » **GREGORY WELK**, PhD, Iowa State University
- » **JAMES MORROW**, PhD, University of North Texas
- » **PEDRO SAINT-MAURICE**, PhD, Iowa State University

#### *Physical Activity Environment*

- » **JORDAN CARLSON**, PhD, MA, University of Missouri
- » **KELSEY DEAN**, MS, RD, LD, Children's Mercy Hospital
- » **JAMES SALLIS**, PhD, University of San Diego

### Expert Panels

#### *Nutrition*

- » **GAIL WOODWARD-LOPEZ**, MPH, RD, University of California
- » **ALICE AMMERMAN**, University of North Carolina Gillings School of Global Public Health
- » **CAROL BOUSHEY**, PhD, MPH, RD, University of Hawaii Cancer Center
- » **KAREN WEBB**, PhD, MPH, University of California

#### *Physical Activity*

- » **PATTY FREEDSON**, PhD, University of Massachusetts School of Public Health and Health Sciences
- » **BRIAN SAELENS**, PhD, Seattle Children's Hospital
- » **GENEVIEVE DUNTON**, PhD, MPH, University of Southern California



## SNAP-ED

The USDA's Supplemental Nutrition Assistance Program-Education (SNAP-Ed) program is a grant program that enables states to provide nutrition education and obesity prevention programs to SNAP recipients. Since 2012, NCCOR has helped USDA assemble the SNAP-Ed Toolkit, which includes evidence-based, actionable obesity prevention tools and interventions for state agencies to use in their SNAP-Ed efforts. The most recent update to the SNAP-Ed Toolkit was published in April 2016.

The *SNAP-Ed Evaluation Framework: Nutrition, Physical Activity, and Obesity Prevention Indicators* is a complementary effort that includes a menu of outcome indicators that states can use to measure the effectiveness of their nutrition education and obesity prevention efforts in low-income populations.

During 2016, NCCOR helped USDA develop an interpretive guide to the SNAP-Ed Evaluation Framework. The guide identifies and explains the indicators, outcome measures, and preferred methodologies for tracking success and developing state- and local-level SNAP-Ed objectives and reporting program evaluation to FNS, other funders, and program stakeholders.

In addition, NCCOR helped USDA develop Practitioner Stories, which bring the framework to life through first-person accounts of how SNAP-Ed agencies have used the evaluation framework to assess the success of their education efforts.

## CATALOGUE OF SURVEILLANCE SYSTEMS

The Catalogue of Surveillance Systems provides one-stop access to federal, state, academic, and private sector data resources related to health behaviors, outcomes, and determinants of obesity. The Catalogue also contains systems that track environmental and policy factors. Launched in 2011, and updated and refined annually, the Catalogue now has more than 100 data systems.

## REGISTRY OF STUDIES

One of NCCOR's goals is to improve childhood obesity researchers' capacity to conduct program evaluation and to spur the implementation of evidence-informed practice and policy. NCCOR's Registry of Studies helps accomplish this aim by providing a searchable database of community-based studies that assesses factors known to affect childhood obesity rates. The Registry provides details on the study design, measures, content areas, and populations examined. It also provides easy access to other relevant information, such as logic models, study sites, and questionnaires and surveys used in the studies. In 2016, nearly 10,000 visitors used both the Catalogue of Surveillance Systems and the Registry of Studies.



## YOUTH COMPENDIUM OF PHYSICAL ACTIVITIES

Physical activity interventions are an essential component of efforts to reduce childhood obesity. These interventions target different types and amounts of physical activity, each of which require varying amounts of energy expenditure (EE). Measuring youth energy expenditure accurately and in a standardized way is important for comparing the effects of physical activity interventions and for cost and benefit research. However, because these values have been lacking, research to date has been hampered.

Since 2012, the Youth Energy Expenditure Workgroup has pursued several related projects to fill this gap in the field. It has conducted data analyses to determine the best metric to use to describe EE and published the results in 2015 in *PLOS One*. In 2016, the Project completed additional analyses on EE metrics and submitted the results for publication, and completed systematic reviews of the literature to obtain measured EE values on diverse youth physical activities. The group also published a special issue of the *Journal of Physical Activity and Health* consisting of 17 articles from four countries presenting previously unpublished measured EE values on nearly 100 separate physical activities in which children and adolescents participate.

Using data from all these activities, the Project also has developed the web-based Youth Compendium of Physical Activities. The Compendium provides a list of 180 common activities in which youth participate and the estimated energy cost associated with each activity. It can be used by a wide variety of stakeholders—including researchers, health care professionals, teachers and coaches, and fitness professionals—and in a variety of ways—including research, public health policy making, education, and interventions to encourage physical activity in youth. The Youth Compendium provides energy cost values for:

- Sedentary activities, such as lying down or watching TV
- Standing, doing household chores, and playing active video games
- Playing and participating in games and sports activities
- Walking and running

The Compendium will be released in early 2017.

Measuring youth energy expenditure accurately is important for comparing the effects of physical activity interventions and for cost and benefit research.



### THE YOUTH ENERGY EXPENDITURE WORKGROUP HAS PROVIDED:

**17** NEW  
ARTICLES

with Energy Expenditure values for

**100** SEPARATE  
PHYSICAL  
ACTIVITIES

A list of  
**180**  
COMMON  
PHYSICAL  
ACTIVITIES

# LOOKING TO THE FUTURE

Significant progress has been made in building the field of childhood obesity research and in coordinating efforts to curb the childhood obesity epidemic. However, NCCOR realizes that more needs to be done. The Collaborative will continue to extend its reach by seeking out and working with new groups to achieve mutual goals, by reaching out to new audiences in new ways, and by continuing to develop tools and resources that researchers and practitioners can use in their critically important work to help children live healthy and active lives.





# 2016 NCCOR MEMBERSHIP

## LIST OF NCCOR MEMBERS AND NCCOR COORDINATING CENTER STAFF DURING 2016

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Carolyn Rogers, MA  
Jay Variyam, PhD

###### NATIONAL INSTITUTE OF FOOD AND AGRICULTURE

Deirdra N. Chester, PhD, RD  
Helen Chipman, PhD, RD  
Wesley R. Dean, PhD  
Denise R. Eblen, PhD  
Jane Clary Loveless, PhD, RN, MS, MCHES  
Saleia Afele Faamuli, PhD, MPH  
Dionne Toombs, PhD  
Amy McCune, PhD  
Ahlisia J'Nae Shipley, PhD

#### FHI 360


Todd Phillips, MS, Director  
LaVerne Canady, MPA, Deputy Director  
Elaine Arkin  
Jordan Broderick, MA  
Anne Brown Rodgers  
Adee Kennedy, MS, MPH  
Amy Lazarus Yaroach, PhD  
Amanda Samuels, MS, MPH  
Namita Vaidya, MPH  
Yanelis Valdes

# NCCOR 2016 BY THE NUMBERS

## CONFERENCES

**1** Society of Behavioral Medicine 37th Annual Meeting & Scientific Sessions, Washington, DC

**2** American Public Health Association 144th Annual Meeting & Expo, Denver, CO

**370**   
conference participants signed up for the NCCOR e-newsletter

## TWITTER

**1,500**   
followers

▼  
**27%**  
increase

## THUNDERCLAP held on TWITTER

**114** supporters agreed to share the National Childhood Obesity Awareness Month message on their social media accounts

reaching an estimated

**1,589,266**

## LINKEDIN

**373**  followers ► **29%** increase in LinkedIn followers in 2015

## E-NEWSLETTER

Reached more than

**3,400** ►  **11%** increase over prior year  
subscribers

## CONNECT & EXPLORE

 **11** Hosted  
**WEBINARS**

**3,567**  
individuals reached

 **830**  
views of our webinars on our YouTube channel

## TWITTER CHAT

**101** organizations and individuals participated

**473** tweets 

**>3 million**  
impressions

## OUTSIDE EXPERTS

**18** experts for MR user guides

**56** experts for meetings and workshops

**148** total outside experts

**33** experts for Connect & Explore webinars

**44** experts for workgroups