

The National Collaborative for Childhood Obesity Research



Today's Discussion

- What is NCCOR?
- How can you and your agency better leverage your strategic priorities through NCCOR?
- How does NCCOR operate?

**What is
NCCOR?**





The nation's public health agency



The nation's health research engine



The nation's largest philanthropy devoted to health



The nation's leader on farming and food

**THE FOUR LARGEST FUNDERS OF
CHILDHOOD OBESITY RESEARCH
JOINED FORCES TO FORM**

Mission

Accelerate progress in reducing childhood obesity for all children, with attention to high-risk populations and communities.



Goals



Identify, design,
and evaluate
interventions



Increase and
improve
surveillance



Improve capacity
to conduct
research and
program
evaluation



Provide national
leadership to
accelerate
implementation
through
communication
and outreach



Work with
non-health
partners 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

By building on each other's strengths and perspectives, NCCOR's unique public-private partnership demonstrates that it is possible to

**get more done more quickly—and have
a greater impact—working together**
than by working alone.



**BOLSTERING
EACH AGENCY'S
OUTPUT**



**GENERATING
HIGH RETURN
ON INVESTMENT**



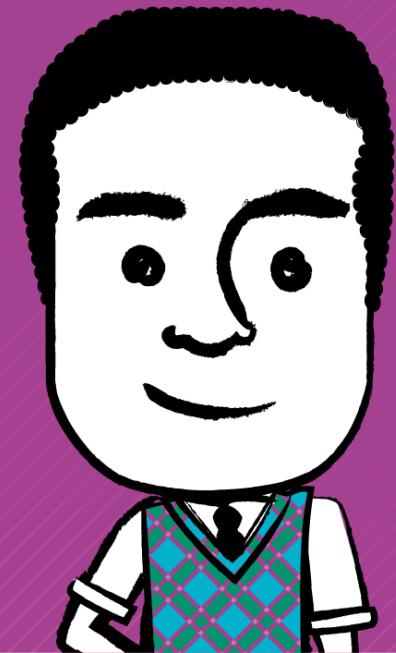
**CREATING AND
MAXIMIZING
EFFICIENCIES**

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 strategic projects.
- Input from the field helps identify gaps, needs, and opportunities.

**How can you and your agency
better leverage your strategic
priorities through NCCOR?**



NCCOR is raising the bar,

supporting scientists

*with tools to amplify
their work and findings*

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

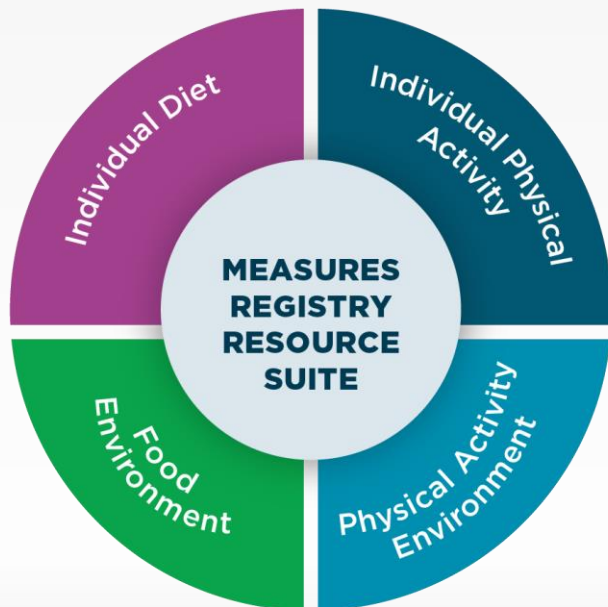
NCCOR identifies gaps in diet research and develops research questions and methods of evaluation.



COVID-19

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

Work Within a Collaborative That Drives Results



MEASURES REGISTRY

A searchable database with more than 1,600 articles and 200 measures relevant to childhood obesity research (updated in 2021)

MEASURES REGISTRY USER GUIDES

Designed to complement the Measures Registry and provide an overview of measurement, describe general principles of measure selection, and share additional resources

MEASURES REGISTRY LEARNING MODULES

Consists of short, interactive videos to learn about the four domains of the Measures Registry (individual diet, food environment, individual physical activity, and physical activity environment) and quizzes to test your knowledge.

MEASURES FOR CHILDREN AT HIGH RISK FOR OBESITY DECISION TREE

Walks researchers and practitioners through a series of questions regarding whether to develop, adapt, or apply an instrument for obesity measures in high-risk populations

Work Within a Collaborative That Drives Results

CATALOGUE OF SURVEILLANCE SYSTEMS

nccor.org/css

Provides one-stop access to over 100 datasets relevant to childhood obesity research (updated in 2021)

YOUTH COMPENDIUM OF PHYSICAL ACTIVITIES

nccor.org/youthcompendium

Lists 196 common activities in which youth participate and the estimated energy cost associated with each activity

A GUIDE TO METHODS FOR ASSESSING CHILDHOOD OBESITY

nccor.org/tools-assessingobesity-guide

Assists users in selecting the most appropriate method of measuring adiposity in children when conducting population-level research and/or evaluation on obesity

A TOOLKIT FOR EVALUATING CHILDHOOD HEALTHY WEIGHT PROGRAMS

nccor.org/CHWPtoolkit

Offers guidance on evaluation and access to guides, databases, research articles, and other tools to support your evaluation needs (launched in 2021)

NCCOR provides a platform for

emerging fields

*and influences public health
and public policy discussions*

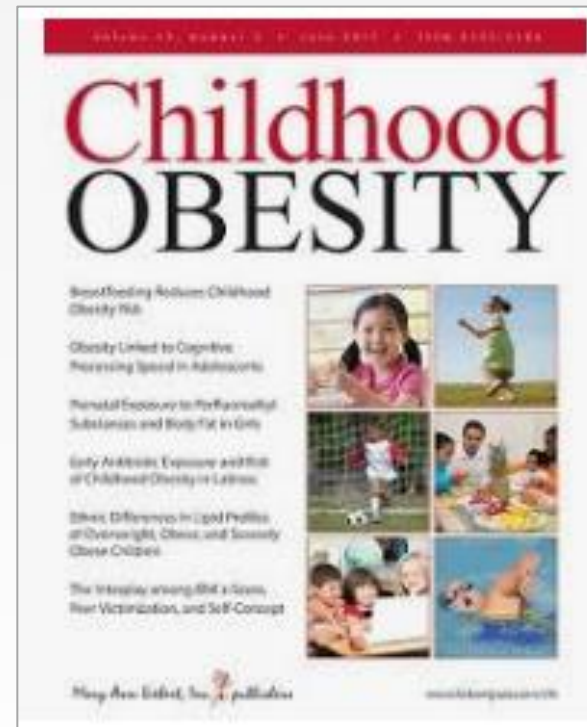
Accelerate Your Career

Since 2011, NCCOR members have published more than

60 publications

in the nation's top journals!

- American Journal of Public Health
- American Journal of Preventive Medicine
- Childhood Obesity
- International Journal of Environmental
- Medicine & Science in Sports & Exercise
- Pediatric Exercise Science
- Research and Public Health



Accelerate Your Career

Since 2011, NCCOR has exhibited and presented at over

50
national and
local conferences



Active Living Research

American Public Health Association

Healthy Eating Research

**International Society for Behavioral
Nutrition and Physical Activity**

Society for Behavioral Medicine

The Obesity Society

NCCOR

connects with the field

*to encourage dialogue and
expand our outreach*

Stay Abreast with the Latest Research

Since its inception, NCCOR has hosted:



39

webinars

featuring more than



100

speakers

and more than



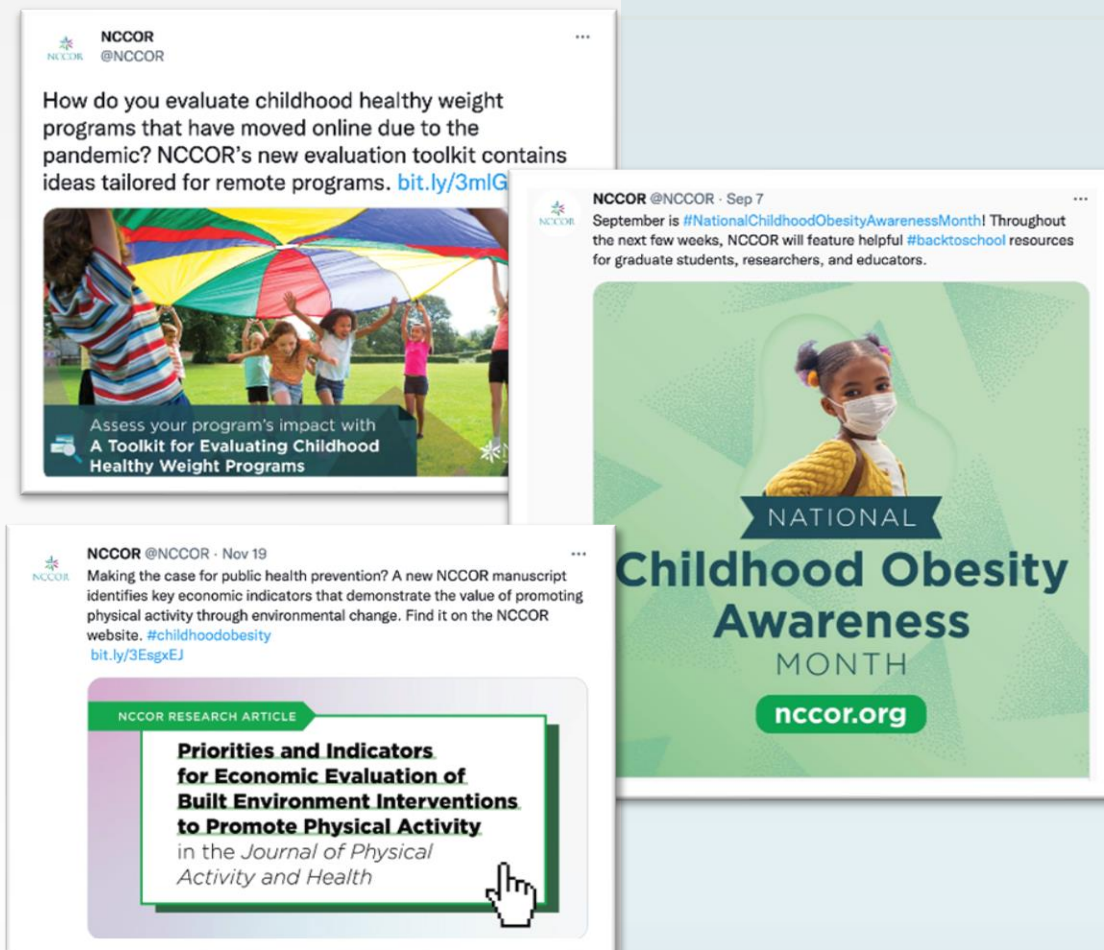
7,000

attendees

Past Connect & Explore Webinars

- Improving Research on Children at High Risk for Obesity: Whether to Apply, Adapt, or Develop a Measure
- Childhood Obesity Evidence Base: Using NCCOR's Newest Dataset to Examine Childhood Obesity Interventions
- Childhood Obesity Research Across Borders: Social Determinants of Health
- Introducing: A Toolkit for Evaluating Childhood Healthy Weight Programs

Promote Your Agency's Work



Social Media

Part of NCCOR's dissemination strategy involves using social media to reach new researchers and practitioner audiences.

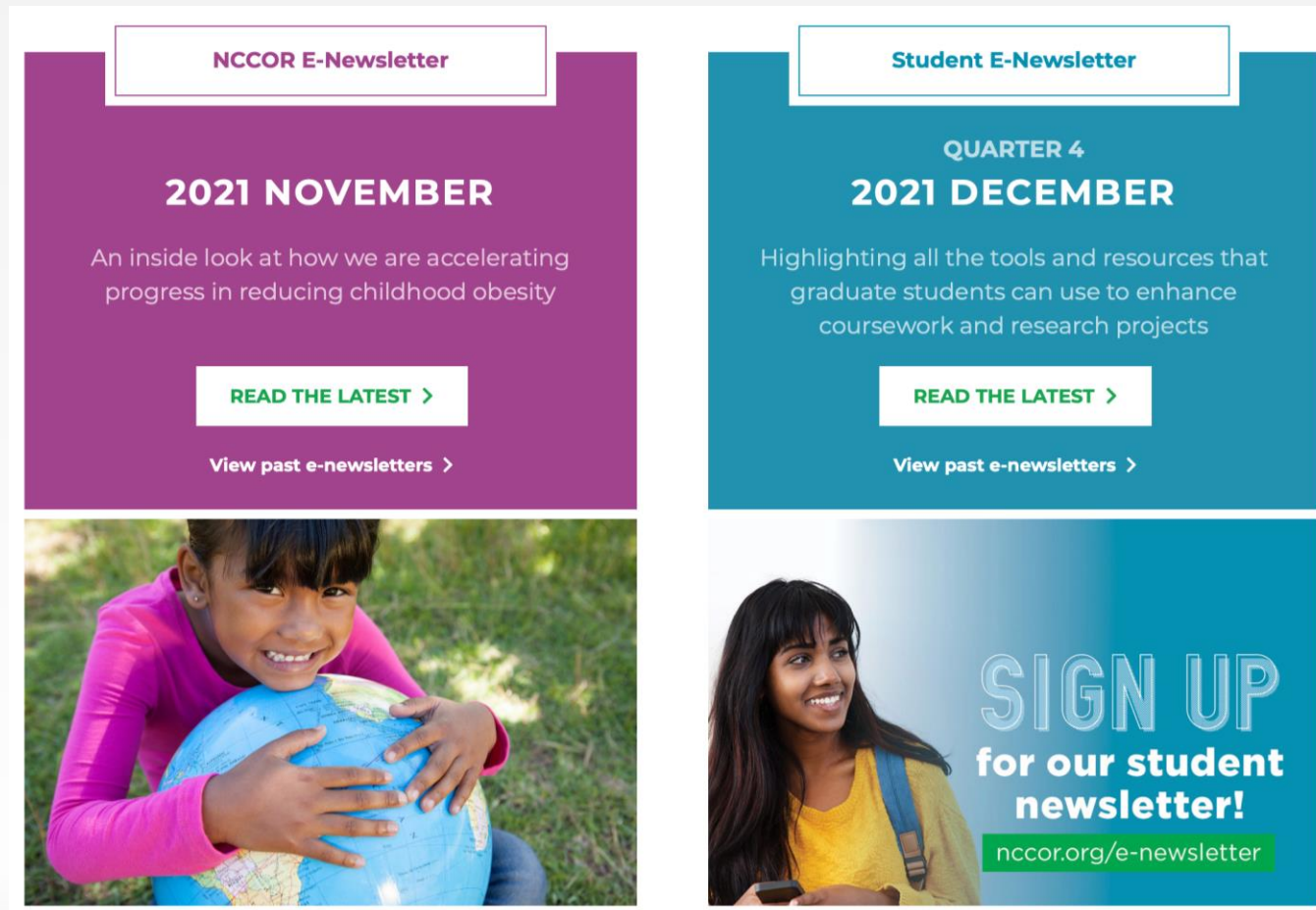
As of 2021, NCCOR has:

 @NCCOR.ORG **+650** FOLLOWERS

 @NCCOR **+2500** FOLLOWERS

 /NCCOR **+800** FOLLOWERS

Promote Your Agency's Work



NCCOR e-Newsletter

- Over **5,500** subscribers
- **30%** open rate

NCCOR Student Hub

- Over **600** subscribers
- **27%** open rate

**NCCOR sounds great!
How does it operate?**



NCCOR Operations

Steering Committee

- CDC – Laura Kettel Khan & Heather Hamner
- NIH – David Berrigan & Andrew Bremer
- RWJF – Kathy Hempstead
- USDA – Donna Johnson-Bailey & Joanne Guthrie

NCCOR Operations

- **Member Meetings**
 - In-person, day-long interactive learning and planning sessions (held virtually during COVID-19)
 - Feature expert speakers discussing emerging childhood obesity research and in-depth planning sessions
 - Occur three times a year, typically in the winter, spring, and fall
- **Ad Hoc Projects & Workgroups**
 - Members from each project or workgroup decide how often to meet
- **Member Calls**
 - Virtual, 1-hour video conference with NCCOR program announcements and updates
 - Feature NCCOR members and other expert speakers discussing current research, policies, and programs related to childhood obesity
 - Occur monthly, except for months when a member meeting is scheduled
- **NCCOR External Scientific Panel (NESP)**
 - Serves as a liaison between NCCOR and the extramural community to inform NCCOR of new science and ideas

The Pathway to NCCOR Projects



1 Share idea/opportunity with NCCOR

- a. Present on a monthly call, at a Member Meeting, to the Steering Committee, or to the Coordinating Center



2 Interest among NCCOR partners

- a. 2+ partner organizations agree



3 Complete Proposed Project Form

- a. Goal(s), lead and workgroup members, budget, timeline, communication products, evaluation
- b. Reviewed by Steering Committee representative before sharing with the full Steering Committee



4 Steering Committee reviews project for fit

- a. Is proposal consistent with NCCOR mission and goals?
- b. Does proposal address a critical research gap?
- c. Is there a clear benefit to identifying the project as an NCCOR project?
- d. Steering Committee provides feedback



5 Determine funding resource(s) & mechanism(s)

- a. Funding from an NCCOR partner(s)
- b. Funding from the Coordinating Center
- c. Funding from a strategic alliance partner

*After funding opportunities have been examined, the Steering Committee will revisit project proposal and next steps.

The Pathway to NCCOR Projects



6 Designate a lead person and set up a workgroup

- a. Workgroup has representation across NCCOR funders (as appropriate)
- b. Identify external scientific experts, if needed



7 Identify Coordinating Center support team

- a. Work with Coordinating Center to schedule workgroup meetings



8 Plan and conduct activities



9 Communicate results and findings

- a. Provide interim progress reports at member meetings and webinars



10 Evaluate outcome and impact

Focus on What You Do Best: Your Expertise

Let the NCCOR Coordinating Center handle the rest. Currently managed by FHI 360, the Coordinating Center offers logistical support to help members with their NCCOR-related projects.



Coordinates and facilitates
NCCOR meetings, projects,
and workgroups



Creates and promotes
NCCOR products
with marketing and
communication expertise



Provides technical scientific
support to translate and
disseminates NCCOR work
into publications, webinars,
and presentations

What are NCCOR members saying about us?



FOLLOW US *on* SOCIAL MEDIA



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/NCCOR.ORG

GET INVOLVED

NCCOR@FHI360.ORG

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NCCOR

National Collaborative on Childhood Obesity Research