

# NCCOR

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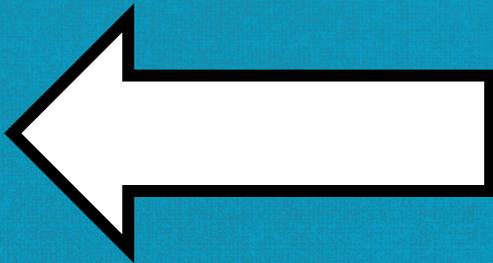
# CONNECT & EXPLORE

February 13, 2014



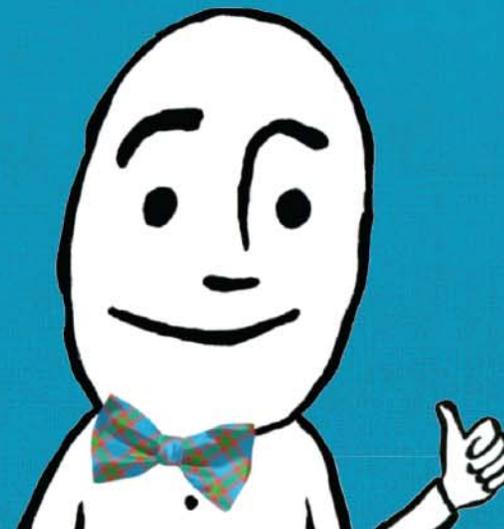
# Have a question or need technical assistance?

Type your question(s) in the chat  
box located on the left and a  
representative will respond shortly.



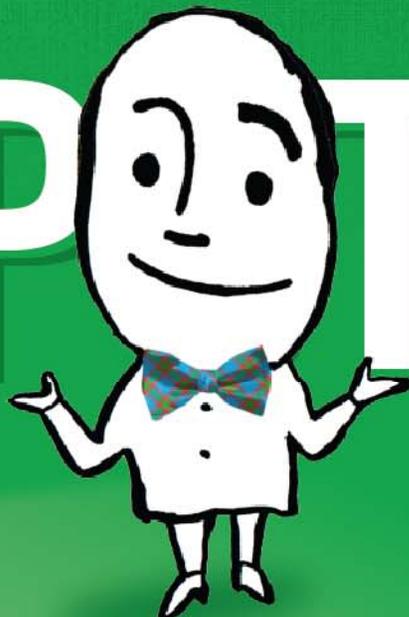
1. **Spotlight: NCCOR Turns Five!**
2. **One on One with NCCOR Leaders**
3. **Funding Opportunities**
4. **Highlights from the Field**

# TODAY'S PROGRAM



**NCCOR**  
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& EXPLORE

# SPOTLIGHT



# 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 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**



# NCCOR's Mission

- NCCOR improves the efficiency, effectiveness, and application of childhood obesity research through enhanced coordination and collaboration.



**ACCELERATES**  
dialogue and  
**ACTION**



**BUILDS**  
knowledge  
and skills

**As a National Leader,  
NCCOR is innovative and impactful**



**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**

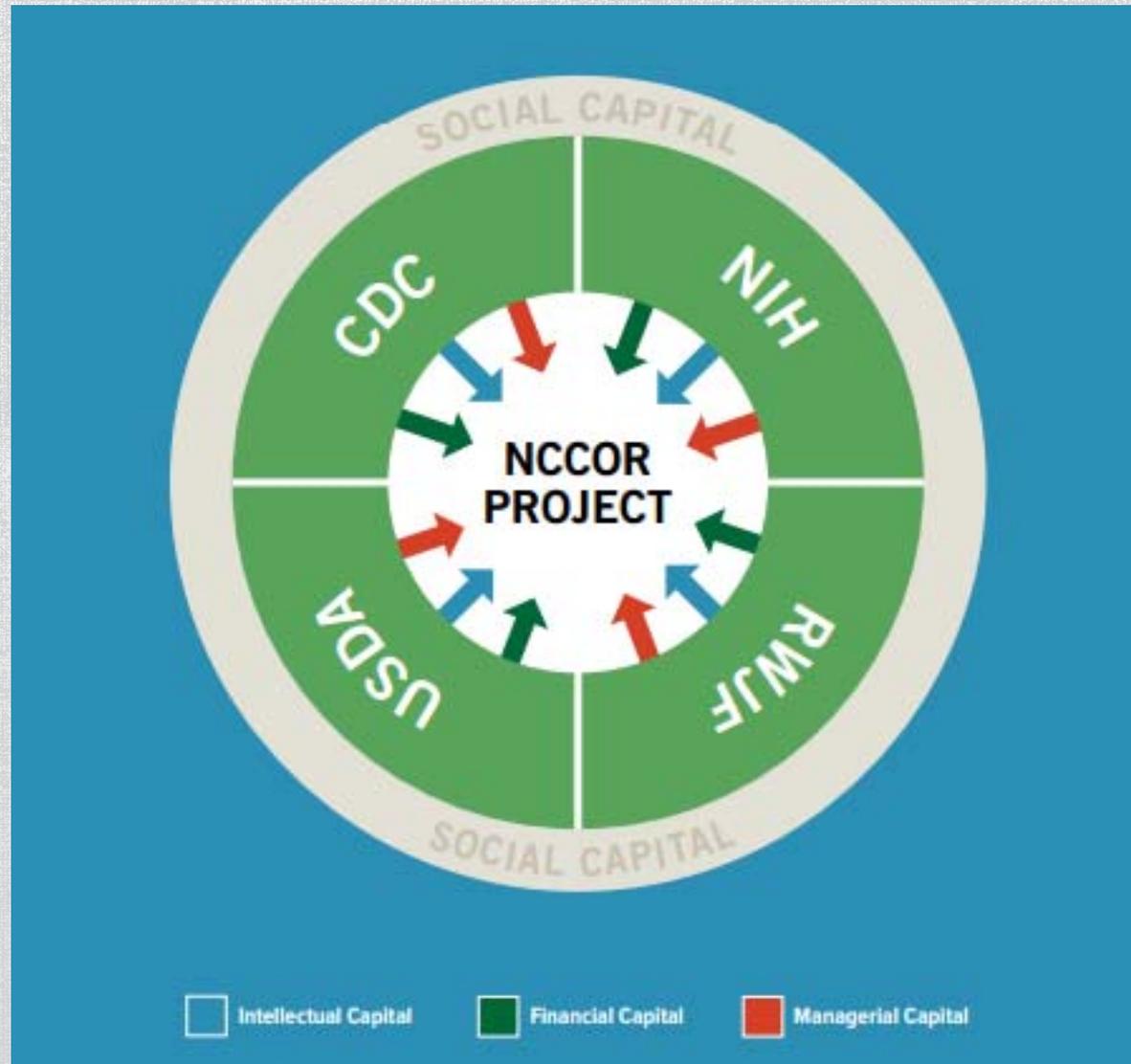
project oversight



## **Financial Capital**

funding

# Leveraging Partner Resources



IMPACT

**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

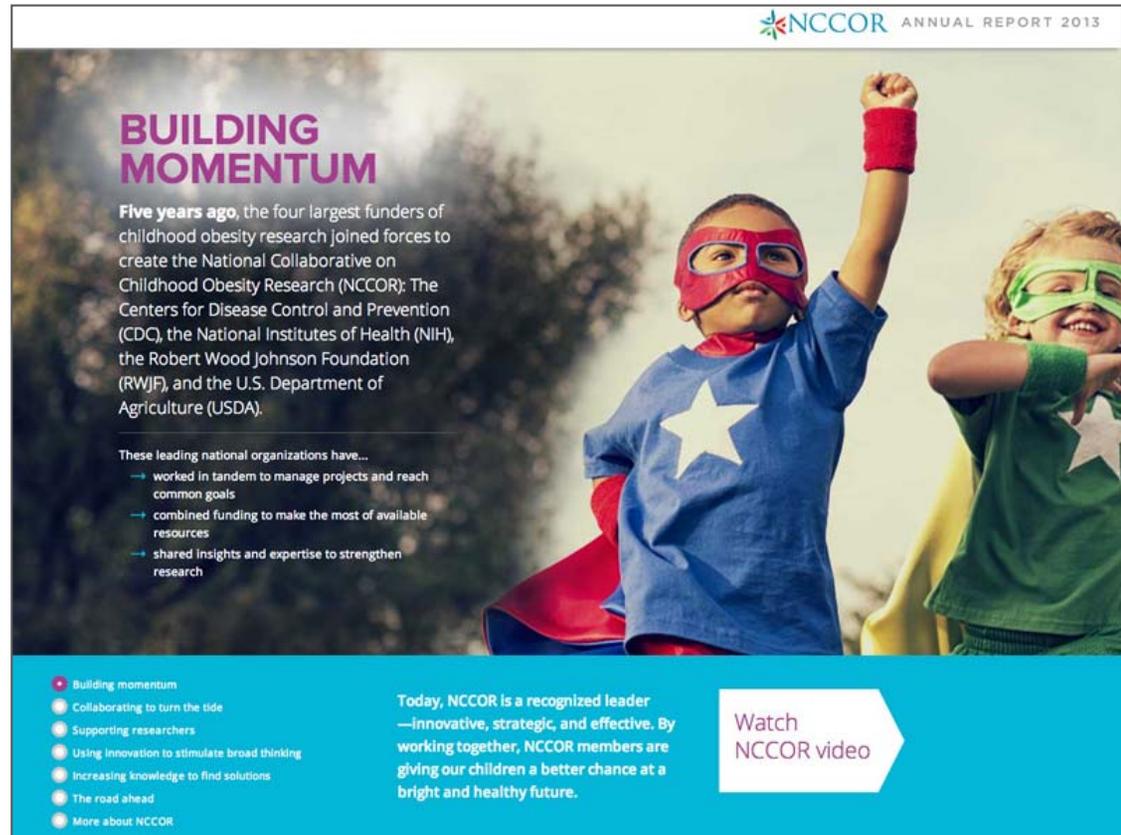
- For the past five years NCCOR has:
  - Worked in tandem to **manage projects** and **reach common goals**
  - Combined funding to **make the most of available resources**
  - Shared insights and expertise to **strengthen research**

# NCCOR's Impact

- 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
  - 1<sup>st</sup>-person accounts
  - New way to share our projects and activities!



NCCOR ANNUAL REPORT 2013

## 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

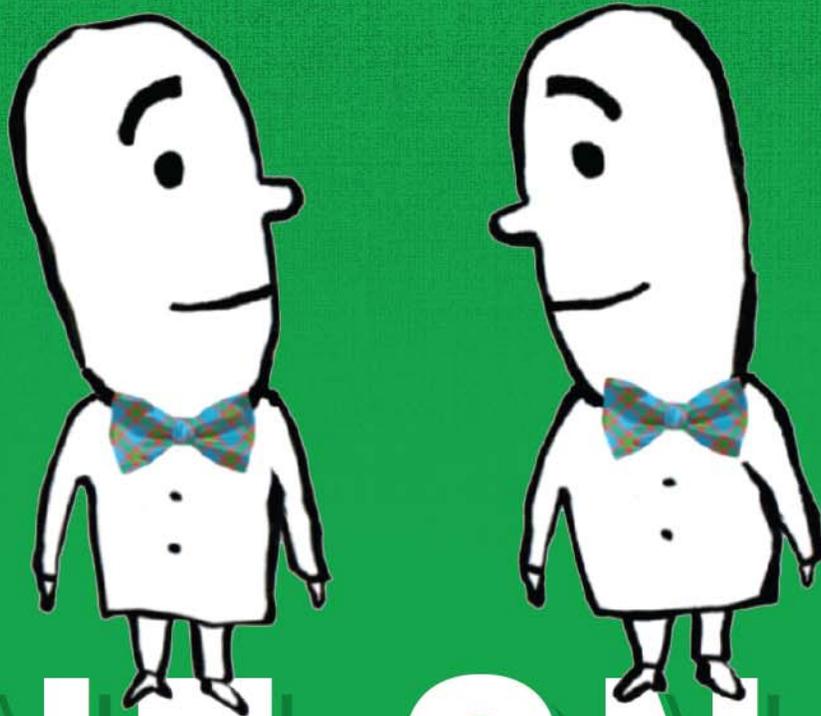
Building momentum

- Collaborating to turn the tide
- Supporting researchers
- Using innovation to stimulate broad thinking
- Increasing knowledge to find solutions
- The road ahead
- More about NCCOR

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.

Watch NCCOR video

- <http://nccor.org/annualreport2013/>



ONE ON ONE

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# 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

# One on One

**Q1: What are NCCOR's strengths and novel approaches?**

**Speakers:**

- Todd Phillips, NCCOR Project Director
- Laura Leviton, RWJF

# One on One

**Q2: What tools does NCCOR offer for researchers?**

**Speaker: Robin McKinnon, NIH**

# One on One

**Q3: What is NCCOR doing to understand decreases in childhood obesity and to move the field forward?**

**Speaker: Laura Kettel Khan, CDC**

# One on One

**Q4: What is NCCOR's work related to food systems?**

**Speaker: Jay Variyam, USDA**

# One on One

**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

# One on One

## Questions from the Audience

# NCCOR Resources

- NCCOR website: [www.nccor.org](http://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](#)



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GO

READ AND SIGN UP FOR  
**OUR E-NEWSLETTER**



CHECK OUT  
**OUR BLOG**



READ ABOUT OUR UPCOMING  
**FUNDING OPPORTUNITIES**



### NCCOR Overview Booklet

Learn about the National Collaborative on Childhood Obesity Research and its activities.

## ACCELERATING PROGRESS TO REDUCE CHILDHOOD OBESITY



HAVE SOMETHING TO SAY? JOIN THE

### CONVERSATION



## 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

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## PROJECTS

Catalogue of Surveillance Systems

Childhood Obesity Research Demonstration

Envision

Evaluation Research Forum

Farm-to-Fork Workshop on Surveillance of the U.S. Food System

FLASHE Study

Food Marketing Research Roundtable

Food Patterns Equivalents Database

Green Health

Healthy Communities Study

Healthy Eating Index

Johns Hopkins Global Center on Childhood Obesity

Let's Move! Child Care Checklist

Measures Registry

Search the Registry

Registry Development

Measures in Development

Other Registry Resources

Registry Feedback

School Wellness Survey

Supplemental Nutrition Assistance Program Education

Youth Energy Expenditure

## 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.

SEARCH THE  
**REGISTRY**

- [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.

READ AND SIGN UP FOR  
**OUR E-NEWSLETTER**



CHECK OUT  
**OUR BLOG**



READ ABOUT OUR UPCOMING  
**FUNDING OPPORTUNITIES**



## PROJECTS

### Catalogue of Surveillance Systems

- Search the Catalogue
- Other Surveillance Resources
- Catalogue Feedback

### Childhood Obesity Research Demonstration

### Envision

### Evaluation Research Forum

### Farm-to-Fork Workshop on Surveillance of the U.S. Food System

### FLASHE Study

### Food Marketing Research Roundtable

### Food Patterns Equivalents Database

### Green Health

### Healthy Communities Study

### Healthy Eating Index

### Johns Hopkins Global Center on Childhood Obesity

### Let's Move! Child Care Checklist

### Measures Registry

### School Wellness Survey

### Supplemental Nutrition Assistance Program Education

### Youth Energy Expenditure

## 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.

SEARCH THE  
CATALOGUE

- 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

# NATIONAL COLLABORATIVE on CHILDHOOD OBESITY RESEARCH

ACCELERATING PROGRESS TO REDUCE CHILDHOOD OBESITY



NCCOR

## THE HEALTHY EATING INDEX

2010 (HEI-2010)

### What are the Dietary Guidelines for Americans?

The Dietary Guidelines are recommendations to help Americans ages 2 years and older choose foods and beverages to achieve and maintain a healthy weight, promote health, and prevent disease. The Guidelines are issued every five years by the U.S. Department of Health and Human Services (HHS) and U.S. Department of Agriculture (USDA). The newest HEI is based on the 2010 Dietary Guidelines for Americans.

LEARN MORE [nccora.org/projects/HEI](http://nccora.org/projects/HEI)

### What is the Healthy Eating Index (HEI)-2010?

The HEI-2010 is the latest iteration of the Healthy Eating Index, a tool designed to measure diet quality—that is, how closely an eating pattern or mix of foods matches the Dietary Guidelines for Americans' recommendations.

The HEI is a checklist of other types of diet assessment instrument that gathers data about what people eat. Unlike the HEI, this is a scoring metric that can be used to determine the diet quality of an existing set of foods or a menu.

### How is the HEI-2010 organized?

The index has 12 components, each of which reflects an important aspect of diet quality. Nine components focus on adequacy (foods we should eat enough of to get the nutrients we need for overall good health). Three components focus on moderation (dietary components that should be limited or consumed in small amounts).

### The 12 HEI-2010 Components

- |   |   |
|---|---|
| <p><b>ADEQUACY</b></p> <ul style="list-style-type: none"> <li>1. Total fat and fatty acids (including trans fat)</li> <li>2. Whole grains (includes wheat, rice, and other grains)</li> <li>3. Total Vegetables</li> <li>4. Greens and Beans (dark green vegetables and any beans and peas)</li> <li>5. Legumes (that are not already counted as protein foods)</li> <li>6. Whole Grains</li> <li>7. Dairy (for the portion of all milk products, including fat-free, low-fat, and full-fat milk)</li> <li>8. Total Protein Foods (includes meat and poultry, eggs, beans, and nuts)</li> </ul> | <ul style="list-style-type: none"> <li>9. Sulfur and Plant Protein (that, seafood, fish, and nuts, as well as the soybean, lentils, and beans are included in Total Protein Foods)</li> <li>10. Fats (Acidic fatty acids, polyunsaturated and monounsaturated fatty acids to saturated fatty acids)</li> </ul> <p><b>MODERATION</b></p> <ul style="list-style-type: none"> <li>11. Added Sugars</li> <li>12. Sodium</li> </ul> <p><i>Note: Daily sodium includes from solid fats, including the fat from animal foods in the Dairy and Total Protein food categories, added sugars, and/or consumed liquid caloric beverages.</i></p> |
|---|---|

### How does the HEI-2010 measure diet quality?

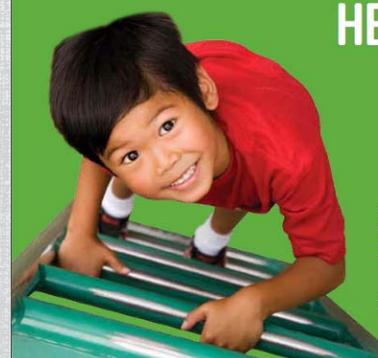
All of the components are assessed on a density basis. For most of them, that means amounts per 1,000 calories. This is done because dietary recommendations vary based on risk, gender, and activity level but, when looked at on a per-1,000-calorie basis, most of them are remarkably similar. For example, the protein-foods recommendation is higher for an active teenage boy than it is for an inactive older man, in part because his energy recommendation is higher. But, using the density approach allows a common standard to be applied to individual diets or any other mix of foods. This approach allows the HEI to capture the balance among the foods—the relative amounts of fruits, vegetables, and whole grains versus empty calories, for example. Capturing this balance means that the HEI can characterize the quality of the diet. One of the great strengths of the HEI-2010 is that it can measure diet quality at various levels of the "food stream," such as the national food supply, the community food environment (e.g., foods available at a school or a food market), and individual food intakes.

NATIONAL COLLABORATIVE ON CHILDHOOD OBESITY RESEARCH NCCOR



## Green Health

# BUILDING SUSTAINABLE SCHOOLS FOR HEALTHY KIDS



A Workshop Co-sponsored by the National Collaborative for Childhood Obesity Research and the National Academy of Environmental Design. In partnership with the U.S. Green Building Council Center for Green Schools.

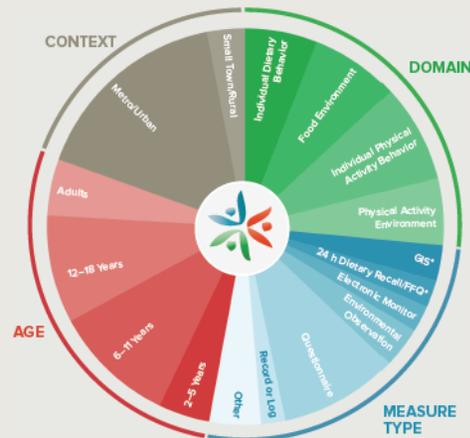
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TOOLKIT

## NCCOR MEASURES REGISTRY

FILTER OPTIONS FOR SEARCHING THE REGISTRY



DATA AS OF JANUARY 2014

\* Geographic Information System  
\* Food Frequency Questionnaire

Note: The size of each filter section is proportional to the number of measures in the Measures Registry (1000+).

[www.nccor.org/DC/MESURES](http://www.nccor.org/DC/MESURES)

# FUNDING OPPORTUNITIES



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## Tracy Fox on RWJF Funding Opportunity

[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:

<http://grants.nih.gov/grants/guide/pa-files/PAR-12-257.html>

# 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

<http://grants.nih.gov/grants/guide/pa-files/PA-13-110.html>

# 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.
- **Application deadlines:** Standard NIH receipt dates  
<http://grants.nih.gov/grants/guide/pa-files/PA-13-100.html>

# Helpful Resources

- For information related to NIH grants:

[www.grants.nih.gov](http://www.grants.nih.gov)

- All NIH obesity-related funding opportunities:

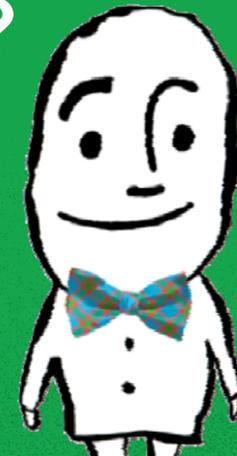
<http://obesityresearch.nih.gov/funding/funding.aspx>

- NCCOR partners' funding opportunities:

[http://nccor.org/blog/?page\\_id=97](http://nccor.org/blog/?page_id=97)

# FAQs

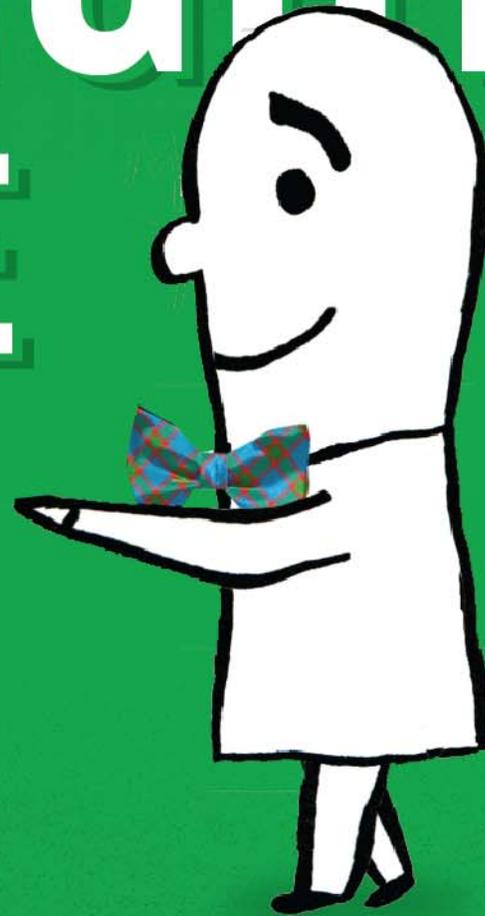
- **For the time-sensitive funding announcement:**
  - What does time-sensitive mean?
  - Why are resubmissions not allowed?
- **Are there special considerations for new/early stage investigators?**



# 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](mailto:mckinnonr@mail.nih.gov)
  - [christine.hunter@nih.hhs.gov](mailto:christine.hunter@nih.hhs.gov)
- Other questions about funding opportunities generated by NCCOR's funders?
  - Email the NCCOR Coordinating Center at [coordinatingcenter@nccor.org](mailto:coordinatingcenter@nccor.org), and we'll get you the answer.

# HIGHLIGHTS FROM THE FIELD



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# 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?

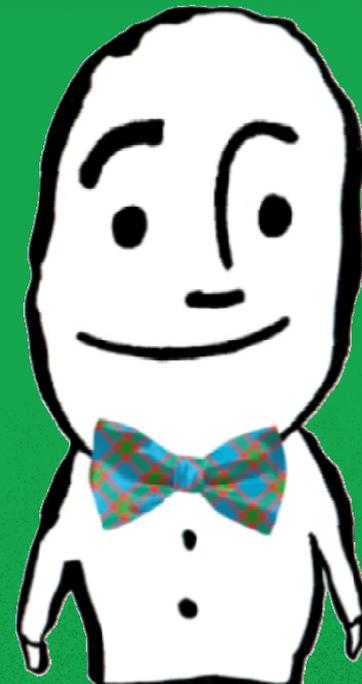
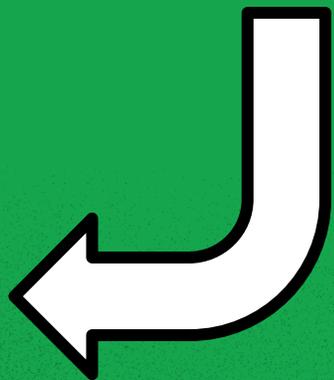
Original Sources:

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

# Questions?

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



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# Thank you!

We want your feedback!

Join us for the next installment of  
NCCOR Connect & Explore

**June 12, 2014 at 2 PM EST**

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