


NATIONAL COLLABORATIVE *on* CHILDHOOD OBESITY RESEARCH


ACCELERATING PROGRESS TO REDUCE CHILDHOOD OBESITY



 NCCOR

A high-angle, slightly blurred photograph of four children playing hopscotch on a paved surface. The children are in motion, jumping over chalk-drawn hopscotch grids. One child in the foreground is a young boy in a white shirt, looking down. To his right is a girl in a pink dress, also jumping. In the background, a girl in a black dress and white shirt is jumping, and another child in a red shirt is partially visible. The hopscotch grids are drawn in green and red chalk, with numbers and letters like '1', '2', '3', '4', '5', '6', '7', '8', '9', '10', '11', '12', '13', '14', '15', '16', '17', '18', '19', '20', '21', '22', '23', '24', '25', '26', '27', '28', '29', '30', '31', '32', '33', '34', '35', '36', '37', '38', '39', '40', '41', '42', '43', '44', '45', '46', '47', '48', '49', '50' and letters 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z' scattered across the grids. The overall scene is bright and active, capturing a moment of childhood play.

NCCOR's mission is to improve the efficiency, effectiveness, and application of childhood obesity research, and to halt—and reverse—childhood obesity through enhanced coordination and collaboration.

A group of diverse children, including girls and boys of various ethnicities, are running happily in a school hallway. They are wearing colorful t-shirts (purple, pink, light blue, yellow) and jeans. The hallway has large windows on the right side, and the children are running towards the camera.

NCCOR is a unique example of a public-private partnership that brings synergy and innovation to combat childhood obesity. In building on each other's strengths, CDC, NIH, RWJF, and USDA are advancing the field through complementary and joint initiatives.



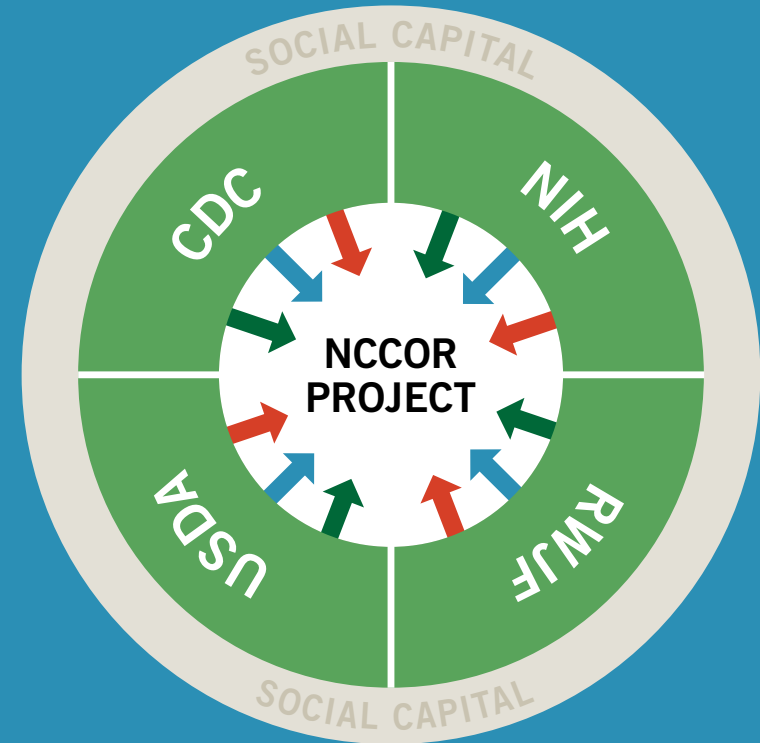
In 2010, NCCOR received one of the inaugural HHS*innovates* Awards. More than 10,000 HHS employees voted to identify the top six innovative projects. NCCOR was one of three efforts then selected by HHS Secretary Kathleen Sebelius for the HHS*innovates* Award. NCCOR also received an NIH Director's Award in 2011. In 2012, the Collaborative focused on broadening its reach and setting up an infrastructure for two-way communications, which included redesigning the NCCOR website and e-newsletter and launching a number of social media platforms.



Leveraging Partner Resources

NCCOR makes a difference for childhood obesity research by leveraging each funding partner's "capital"—in other words, the time, resources, assets, and abilities used to create products and projects with a national impact. NCCOR creates social capital by working together to build relationships, cooperation, and trust. With this social capital as a base, NCCOR members create projects by leveraging one another's financial, managerial, and intellectual capital in flexible combinations that:

- Create efficiencies,
- Strengthen resources and capacity,
- Build and share knowledge,
- Accelerate progress, and
- Result in national impact.



Intellectual Capital

Financial Capital

Managerial Capital



NCCOR Goals



1

Identify, design, and evaluate practical and sustainable interventions, especially in high-risk populations and communities.



2

Increase and improve national, state, and local surveillance of childhood obesity.



3

Improve the ability of childhood obesity researchers and program evaluators to conduct research and program evaluation.



4

Provide national leadership to accelerate implementation of evidence-informed practice and policy.



5

Work with non-health partners to integrate childhood obesity priorities with synergistic initiatives (e.g., environmental design and sustainability, food systems, food marketing, disabilities, or economics).



NCCOR External Scientific Panel

The NCCOR Expert Scientific Panel (NESP) advises the Collaborative on its overall direction and provides guidance and assistance on specific projects and initiatives. The Panel serves as a valuable liaison between NCCOR and the extramural community and informs the Collaborative on new science, ideas, and connections to outside research, practice, and policy. As part of NCCOR's 2012 strategic planning efforts, NESP generated a set of recommendations for high-impact projects that NCCOR might undertake. NESP is focusing on these recommendations in 2013.

NESP MEMBERS

Frank Chaloupka, *University of Illinois at Chicago*

Steve Gortmaker, *Harvard School of Public Health*

Terry Huang, *University of Nebraska Medical Center*

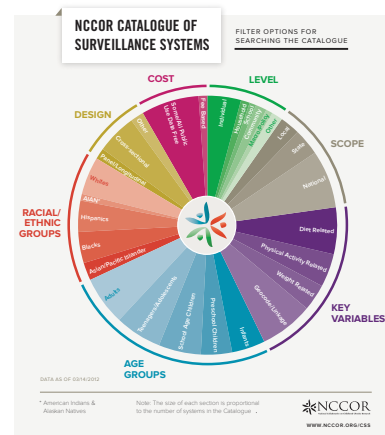
Shiriki Kumanyika, *University of Pennsylvania Perelman School of Medicine*

Amelie Ramirez, *University of Texas Health Science Center at San Antonio*

Jim Sallis, *University of California, San Diego*

External Communications

NCCOR uses multiple communication methods and social media to quickly reach, engage, and mobilize childhood obesity researchers and other audiences. With emphases on translating and disseminating research and encouraging bidirectional dialogue, the Collaborative maintains a website, blog, Twitter feed, and monthly e-newsletter, and produces infographics, webinars, and videos. NCCOR also has an exhibit booth and publishes case studies showing impact in the childhood obesity research field.





Select Projects

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ASSESSING POSITIVE PROGRESS IN
CHILDHOOD OBESITY

This work was established from the need to thoroughly understand and document where there has been a reduction in or stabilization of obesity rates in U.S. communities. Through a collaborative effort, NCCOR is working on identifying areas of synergy and opportunities for cross-promotion to highlight effective and consistent approaches in the field.





CATALOGUE OF SURVEILLANCE SYSTEMS

In February 2011, NCCOR launched a free online resource to help researchers and practitioners more easily investigate childhood obesity in America. The Catalogue of Surveillance Systems provides one-stop access for users to review, sort, and compare approximately 100 surveillance systems relevant to childhood obesity research and the evaluation of policy and environmental interventions.

www.nccor.org/css

CHILDHOOD OBESITY RESEARCH
DEMONSTRATION

In a multi-setting, multi-level community-based effort, the Childhood Obesity Research Demonstration (CORD) project aims to involve children, parents and other family members, and communities in identifying strategies that improve children's health behaviors and reduce obesity. One of the project's most innovative approaches is in blending traditional community-based interventions with individual behavior support. NCCOR is supporting and advising this critical effort by participating on CORD's Steering Committee.





ECONOMICS AND OBESITY

NCCOR is pursuing work to address the economics research gap in childhood obesity, connect with new partners, establish a platform for economics research, and develop an agenda to stimulate research on the cost effectiveness and benefit of interventions. These efforts align with recommendations made by NCCOR's external advisory panel in 2012.

ENVISION

Bringing together over 50 leading modelers worldwide, Envision supports systems modeling to help determine how to most effectively prevent obesity. As part of NCCOR's effort to build capacity for multi-level, integrated research, members examine the effects of individual, sociocultural, economic, environmental, and policy forces on children's diet, physical activity, energy balance, and body weight. Envision helped support *The Lancet* Obesity Series published in August 2011, which highlighted global obesity trends and the need for government intervention. Envision and NCCOR will also support a second installment in *The Lancet*, scheduled for publication in late 2013.





EVALUATION RESEARCH FORUM

To make evaluation study results more directly comparable, the Evaluation Research Forum brings together leaders of major childhood obesity evaluation efforts to consider shared measures and methods for evaluating community-based and state-based strategies. The combined evaluation efforts represent a \$75+ million investment in childhood obesity evaluation research.

FARM-TO-FORK WORKSHOP ON SURVEILLANCE
OF THE U.S. FOOD SYSTEM

NCCOR hosted the Farm-to-Fork Workshop on Surveillance of the U.S. Food System in Washington, DC, in January 2012. The workshop was designed to enumerate existing resources that characterize the U.S. food system, identify gaps in current efforts and propose mechanisms to fill those gaps, and identify data needed to inform policy that will further the goal of reducing childhood obesity.





FOOD MARKETING RESEARCH ROUNDTABLE

The 2011 Food Marketing Research Roundtable brought together more than 60 leading researchers, advocates, and decision makers in the field of childhood obesity prevention. Attendees at the meeting identified the most pressing needs for research and policy to reduce children's exposure to unhealthy food marketing.

FOOD PATTERNS EQUIVALENTS DATABASE

To enhance food and nutrition surveillance, NCCOR is strengthening the process for updating the USDA Food Patterns Equivalents Database. This critical effort will facilitate research goals related to intervention, evaluation, and other forms of nutrition research at the individual and community levels.





GREEN HEALTH

NCCOR supported a 2011 workshop linking environmental design, sustainability, and childhood obesity prevention. A 2013 *American Journal of Preventive Medicine* paper emerged out of workshop activities; it supports the alliance between public health and the green building industry and lays out seven principles to guide the emerging fields of green health research and practice. NCCOR's green health efforts have exhibited the potential for transdisciplinary collaboration between public health and partners from complementary fields.

HEALTHY COMMUNITIES STUDY

The Healthy Communities Study is a five-year study designed to assess the associations between community programs and policies targeting childhood obesity and body mass index, diet, and physical activity in children. The study will include over 200 demographically diverse communities and almost 20,000 families in the United States.





JOHNS HOPKINS GLOBAL CENTER ON
CHILDHOOD OBESITY

Under the auspices of NCCOR and awarded to the Johns Hopkins Bloomberg School of Public Health in September 2011, the \$16 million Johns Hopkins Global Center on Childhood Obesity (JHGCCO) brings together basic science, epidemiology, nutrition, medicine, engineering, environmental and social policy research, and other fields in an unprecedented, innovative way. A funding mechanism established by JHGCCO in 2012 significantly reduces time for grant applications, greatly enhancing researchers' abilities to respond to time-sensitive topics in obesity prevention research.

MEASURES REGISTRY

The Measures Registry is a web-based portfolio of almost 1,000 measures related to diet and physical activity. The tool allows researchers to more efficiently find and select measures that are critical to accelerating obesity prevention research. It is also helping to spur the use of comparable, core measures.

www.nccor.org/measures

The screenshot shows the NCCOR website's Measures Registry page. At the top, there's a navigation bar with the NCCOR logo and links for 'ABOUT', 'PROJECTS', 'RESOURCES', 'EVENTS', and 'PRESS'. Below this is a secondary navigation bar with 'Home', 'Members', and 'Contact Us'. A search bar is also present. The main content area is divided into two columns. The left column, titled 'PROJECTS', lists various research initiatives such as 'Catalogue of Surveillance Systems', 'Childhood Obesity Research Demonstration', 'Environ', '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', 'Johns Hopkins Global Center on Childhood Obesity', 'Let's Move! Child Care Checklist', 'Measures Registry', 'School Wellness Survey', and 'Youth Energy Expenditure'. The right column, titled 'MEASURES REGISTRY', features a 'SEARCH THE REGISTRY' button and a list of features: 'Search or browse the registry for measures', 'Learn about how the registry was developed', 'Find measures in development', 'Link to other measures registries and related resources', and 'Submit a new measure for inclusion in the registry'. The page also includes a 'RECENT TWEETS' section at the bottom.



REGISTRY OF STUDIES

NCCOR is developing a web-based registry that will house descriptions of significant outcome studies, including detailed information on the design of each study, measures, content areas, and populations examined. Currently, this information is not readily available to researchers; providing it will enable researchers to make critical insights and comparisons to their own studies.

SCHOOL WELLNESS SURVEY

Since 2006, the national School Wellness Survey—through the Bridging the Gap program—has collected and analyzed over 2,000 school districts’ wellness-related policies annually. These data provide baseline information for districts prior to implementation of the Healthy, Hunger-Free Kids Act (HHFKA) in 2010. NCCOR is developing a plan to continue this work, aligning it both with other systems capturing related data and with federal data needs, and evaluating the effectiveness of wellness-related policies adopted following HHFKA.





SUPPLEMENTAL NUTRITION ASSISTANCE
PROGRAM-EDUCATION

The Supplemental Nutrition Assistance Program-Education (SNAP-Ed) is a federal-state partnership that supports nutrition education and obesity prevention for the 45 million low-income participants eligible for the Supplemental Nutrition Assistance Program (SNAP), half of which are children. NCCOR is providing guidance on obesity prevention interventions and approaches that can be readily adopted by SNAP agencies and providers at the state level.

YOUTH ENERGY EXPENDITURE

The Compendium of Physical Activities with Metabolic Equivalent (MET) values for adults is a valuable tool allowing for comparison of diverse behaviors and interventions based on a common metric. In 2008, a similar compendium was published for youth physical activities, but its data was limited. In an effort to achieve consensus on methods and measurements to improve youth energy expenditure estimates, NCCOR is updating and expanding the existing Youth Compendium, as well as evaluating metrics for reporting.





FOR MORE INFORMATION ON **NCCOR** CONTACT:

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The National Collaborative on Childhood Obesity Research (NCCOR) brings together four of the nation's leading research funders:

Centers for Disease Control and Prevention (CDC)

National Institutes of Health (NIH)

Robert Wood Johnson Foundation (RWJF)

U.S. Department of Agriculture (USDA)

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