



NATIONAL
COLLABORATIVE

on


CHILDHOOD
OBESITY
RESEARCH

ACCELERATING PROGRESS TO REDUCE CHILDHOOD OBESITY





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, and yellow) and jeans. The hallway has large windows on the right side, and the children are running towards the camera with joyful expressions.

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, the 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 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).



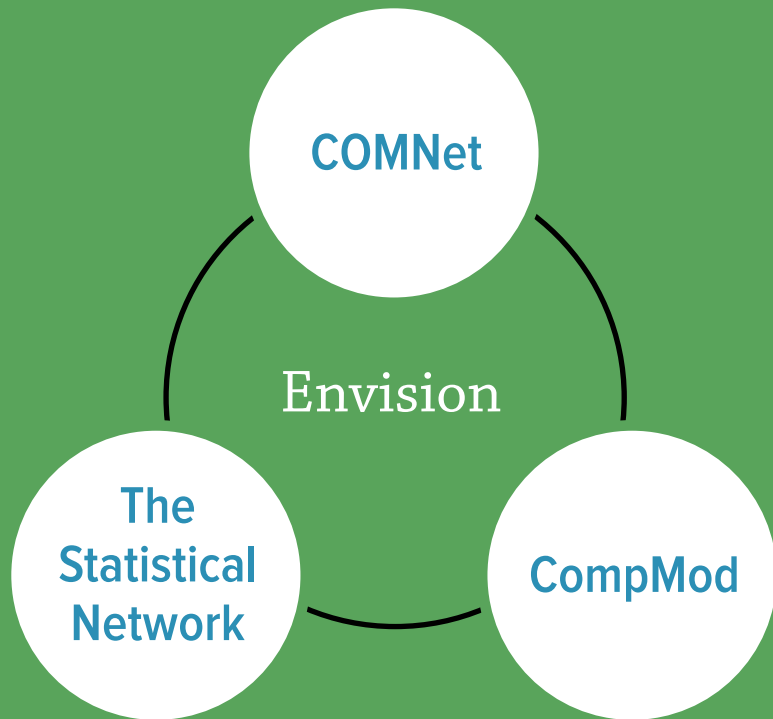
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HEALTHY COMMUNITIES STUDY

The Healthy Communities Study is a five-year study designed to assess the associations between community programs and policies targeting childhood obesity and BMI, diet, and physical activity in children. The study will include approximately 280 communities and almost 24,000 children in the U.S.





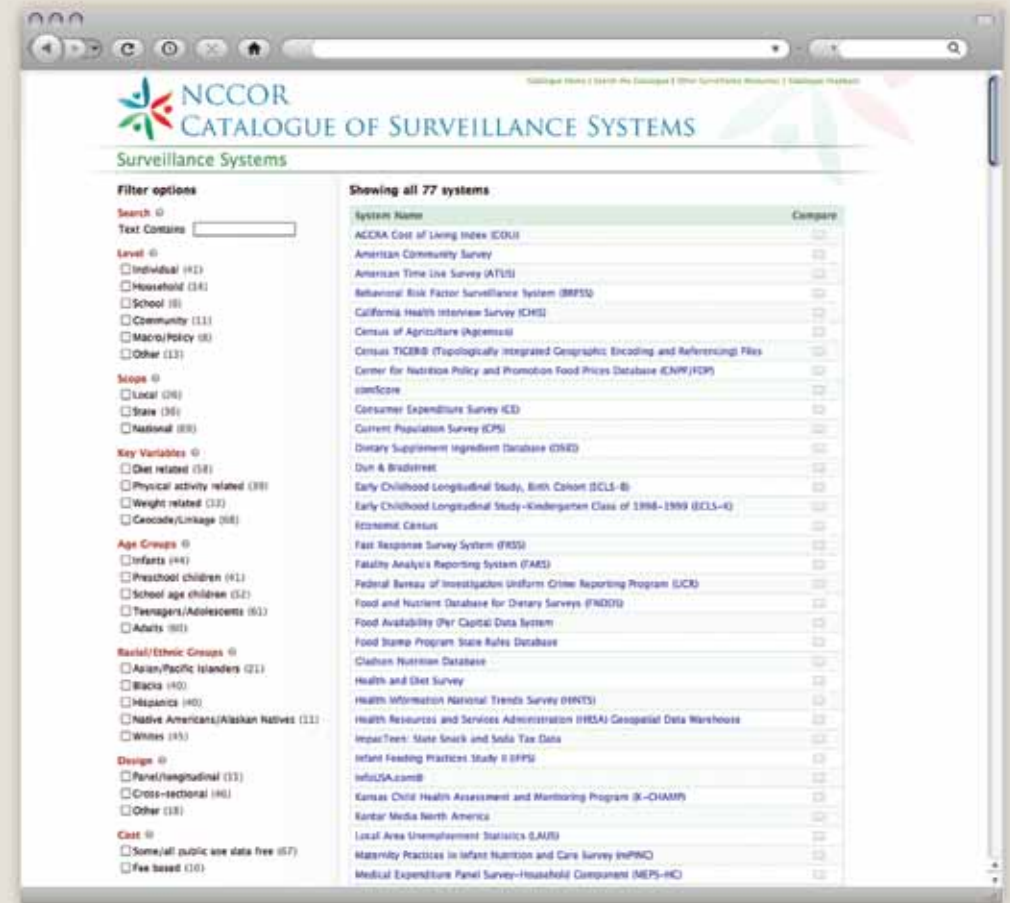
ENVISION

Co-funded at approximately \$15 million, Envision supports U.S. and international modeling efforts to forecast the impact of public health policies and interventions on childhood obesity. The initiative links three modeling networks — COMNet (Collaborative Obesity Modeling Network), CompMod (Comparative Modeling), and the Statistical Network — to apply a range of modeling approaches, including agent-based modeling, system dynamics modeling, Markov modeling, and statistical modeling.

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. NCCOR's Catalogue of Surveillance Systems provides one-stop access for users to review, sort, and compare more than 79 surveillance systems relevant to childhood obesity research and the evaluation of policy and environmental interventions.

www.nccor.org/css





MEASURES REGISTRY

The Measures Registry is a web-based portfolio of more than 700 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 will also help to spur the use of comparable, core measures.

www.nccor.org/measures

EVALUATION FORUM

To make evaluation study results more directly comparable, the Evaluation 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.





GREEN HEALTH

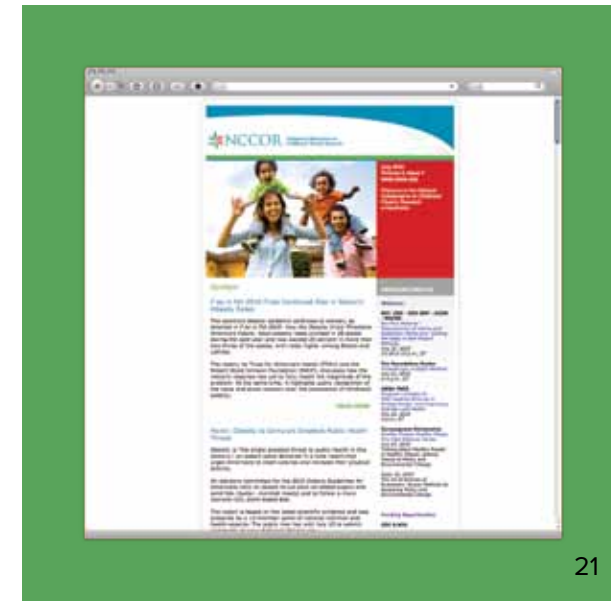
In an effort to integrate childhood obesity research with other synergistic initiatives, NCCOR is partnering with the National Academy of Environmental Design (NAED) and the American Institute of Architects (AIA) to develop a workshop that links environmental design, sustainability, and childhood obesity prevention.

NATIONAL ACADEMY OF
ENVIRONMENTAL
DESIGN



STRATEGIC COMMUNICATIONS

NCCOR uses multiple communication networks and channels to quickly reach, engage, and mobilize a wide range of childhood obesity researchers and investigators. With an emphasis on disseminating new research initiatives and findings on childhood obesity, the Collaborative communicates through the NCCOR website (www.nccor.org), monthly e-newsletters, conference sessions, and webinars.





WEBINARS

NCCOR coordinates and promotes webinars developed by its members, including sessions on the use of the Catalogue of Surveillance Systems and Measures Registry.

NCCOR has also conducted webinars on:

- Healthy Food Financing Initiative
- Measurement of Active and Sedentary Behaviors: Closing the Gap in Self-Report Measures
- Obesity-Related Policy Evaluation

Past NCCOR webinars are available for viewing at: www.nccor.org

USDA 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.





FOOD MARKETING RESEARCH ROUNDTABLE

The 2011 Food Marketing Research Roundtable brought together more than 60 leading researchers, advocates, and policy 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.



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Robert Wood Johnson Foundation



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)

United States Department of Agriculture (USDA)