



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, yellow) and jeans. The hallway has a brick wall on the left and large windows on the right, letting in bright sunlight. The children are in motion, with their hair and clothes slightly blurred, conveying a sense of energy and joy.

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).



# Select Projects

---

- 8 Healthy Communities Study
- 10 Envision
- 12 Catalogue of Surveillance Systems
- 14 Measures Registry
- 16 Evaluation Forum
- 18 Green Health
- 20 Strategic Communications
- 22 Webinars
- 24 USDA Food Patterns Equivalents Database
- 26 Food Marketing Research Roundtable

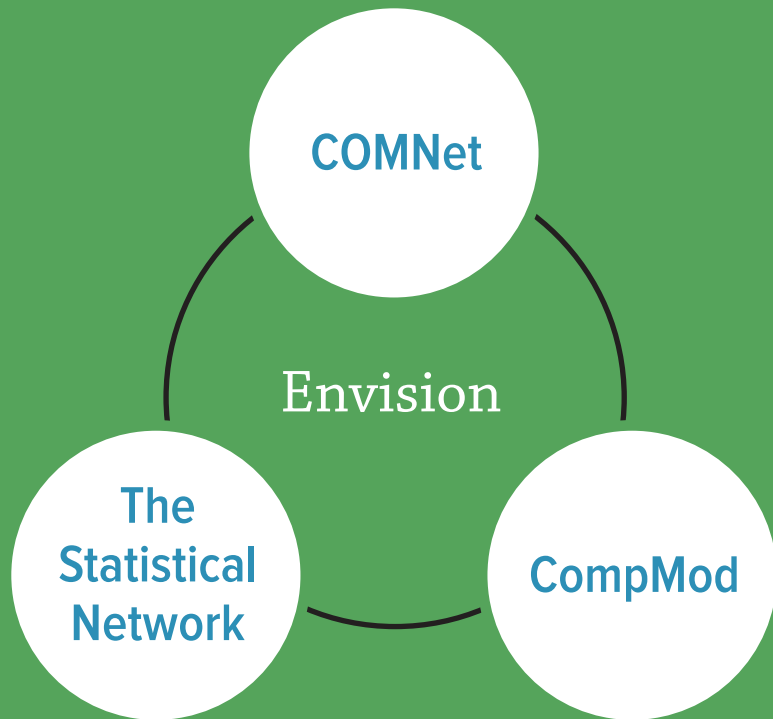
---

## 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.

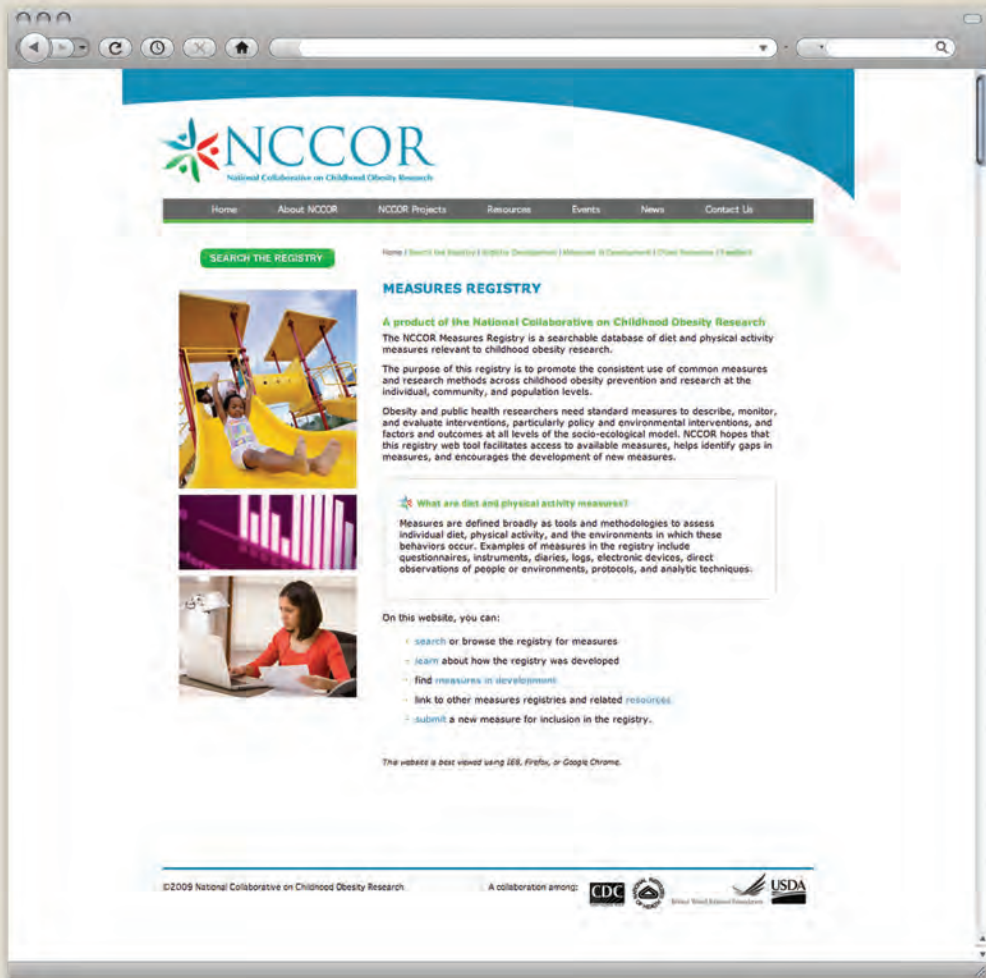
## CATALOGUE OF SURVEILLANCE SYSTEMS

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 80 surveillance systems relevant to childhood obesity research and the evaluation of policy and environmental interventions.

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

The screenshot shows a web browser displaying the NCCOR Catalogue of Surveillance Systems. The page features a search bar, filter options, and a list of 77 surveillance systems. The filter options include Level (Individual, Household, School, Community, Macro/Policy, Other), Scope (Local, State, National), Key Variables (Diet related, Physical activity related, Weight related, Geocode/Linkage), Age Groups (Infants, Preschool children, School age children, Teenagers/Adolescents, Adults), Racial/Ethnic Groups (Asian/Pacific Islanders, Blacks, Hispanics, Native Americans/Alaskan Natives, Whites), Design (Panel/longitudinal, Cross-sectional, Other), and Cost (Some/all public use data free, Fee based). The list of systems includes ACCRA Cost of Living Index (COLI), American Community Survey, American Time Use Survey (ATUS), Behavioral Risk Factor Surveillance System (BRFSS), California Health Interview Survey (CHIS), Census of Agriculture (Agcensus), Census TIGER® (Topologically Integrated Geographic Encoding and Referencing) Files, Center for Nutrition Policy and Promotion Food Prices Database (CNPP/FDP), comScore, Consumer Expenditure Survey (CE), Current Population Survey (CPS), Dietary Supplement Ingredient Database (DSID), Dun & Bradstreet, Early Childhood Longitudinal Study, Birth Cohort (ECLS-B), Early Childhood Longitudinal Study-Kindergarten Class of 1998-1999 (ECLS-K), Economic Census, Fast Response Survey System (FRSS), Fatality Analysis Reporting System (FARS), Federal Bureau of Investigation Uniform Crime Reporting Program (UCR), Food and Nutrient Database for Dietary Surveys (FNDDS), Food Availability (Per Capita) Data System, Food Stamp Program State Rules Database, Gladson Nutrition Database, Health and Diet Survey, Health Information National Trends Survey (HINTS), Health Resources and Services Administration (HRSA) Geospatial Data Warehouse, ImpacTeen: State Snack and Soda Tax Data, Infant Feeding Practices Study II (IFPS), InfoUSA.com®, Kansas Child Health Assessment and Monitoring Program (K-CHAMP), Kantar Media North America, Local Area Unemployment Statistics (LAUS), Maternity Practices in Infant Nutrition and Care Survey (mPINC), and Medical Expenditure Panel Survey-Household Component (MEPS-HC).





## 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](http://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](http://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](http://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.



FOR MORE INFORMATION ON **NCCOR** CONTACT:

Todd Phillips, *Director*  
tphillip@fhi360.org  
[www.nccor.org](http://www.nccor.org)





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



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)