



Robert Wood Johnson Foundation

## **Healthy Eating Research**

Building Evidence to Prevent  
Childhood Obesity



**2007 Call for Proposals—Round 3**

**Proposal Deadline**

February 6, 2008

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## Program Overview

(Please refer to specific sections for complete detail.)

### Purpose

*Healthy Eating Research* is a national program of the Robert Wood Johnson Foundation (RWJF). The program supports research on environmental and policy strategies to promote healthy eating among children to prevent childhood obesity, especially among low-income and racial/ethnic populations at highest risk for obesity. Findings will advance RWJF's efforts to reverse the childhood obesity epidemic by 2015.

Round 3 funding focuses on studies of policy and environmental strategies in four areas: food pricing and economic approaches; food and beverage marketing and promotion; improving access to affordable healthy foods in low-income communities; and evaluations of other promising food-related policy and environmental strategies.

### Eligibility Criteria (page 17)

Complete eligibility criteria can be found on page 17.

### Selection Criteria (page 17)

Complete selection criteria can be found on page 17.

### Total Awards—Round 3

Approximately \$3.5 million will be awarded for two types of research grants focused in the four areas listed above:

- Small- and large-scale studies:
  - 12- to 18-month awards of up to \$150,000 each.
  - 18- to 36-month awards of up to \$400,000 each.
- Macro-level analyses:
  - 12- to 18-month awards of up to \$100,000 each.

### Key Dates and Deadlines

- **February 6, 2008 (3 p.m. ET)**—Deadline for receipt of brief proposals.
- **April 9, 2008**—Select applicants will be invited to submit full proposals.
- **May 22, 2008 (3 p.m. ET)**—Deadline for receipt of full proposals.

### How to Apply (page 20)

All proposals must be submitted only through the RWJF Grantmaking Online system at <http://grantmaking.rwjf.org/her3>.

Please direct inquiries to:  
Kathy Kosiak, research coordinator  
Phone: (800) 578-8636  
E-mail: [healthyeating@umn.edu](mailto:healthyeating@umn.edu)

### Other Grant Opportunities (page 22)

*New Connections* grants for junior investigators are also available through the Healthy Eating Research program.

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

## Background

Childhood obesity poses a serious threat to the health of our nation. Over the past four decades, obesity rates in the United States have more than quadrupled among children ages 6 to 11, more than tripled among adolescents ages 12 to 19 and nearly tripled among children ages 2 to 5. Today, more than 33 percent of U.S. children and adolescents—nearly 25 million children and teens—are either overweight or obese.

Cumulative changes in children’s food environments over the past few decades have increased the availability, appeal, affordability and consumption of foods and beverages that are low in nutrients, but high in fat and calories. Few children eat the amount of fruits and vegetables recommended in the federal government’s Dietary Guidelines for Americans, and many consume excess fat and calories. At the same time, kids are spending more time using electronic media, including television, DVDs, video games and the Internet, and less time being physically active. Today, less than 4 percent of elementary schools offer daily physical education. This makes it even more important to improve children’s access and exposure to healthy foods in order to achieve the energy balance required for a healthy body weight.

The Institute of Medicine’s reports on *Preventing Childhood Obesity: Health in the Balance* and *Progress in Preventing Childhood Obesity: How Do We Measure Up?* recommend research to identify effective environmental and policy approaches at varied levels (i.e., national, state, community, institutional) and in specific settings (e.g., neighborhood, school) with strong potential to improve children’s healthy eating, energy balance and body weight. The reports also describe the need to develop valid and reliable measures and tools to evaluate nutrition environments and policies.

*Healthy Eating Research*, a national program of the Robert Wood Johnson Foundation (RWJF), supports studies to identify and evaluate policies

and environmental approaches that have the greatest potential to improve children's diets and to reverse the nation's rising levels of childhood obesity. This program parallels and complements RWJF's *Active Living Research* program which is building evidence to inform effective policy and environmental strategies to increase physical activity among children and adolescents ([www.activelivingresearch.org](http://www.activelivingresearch.org)).

RWJF is committed to tackling childhood obesity and the threat it poses to the health of our nation's children and families. The Foundation's goal is to reverse the epidemic of childhood obesity by 2015 by promoting healthy eating and physical activity in schools and communities throughout the United States. **The Foundation places special emphasis on reaching the children at greatest risk for obesity: African-American, Hispanic, Native American and Asian/Pacific Islander children, and children living in low-income communities.**

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## The Program

Healthy Eating Research is a five-year, \$16-million RWJF national program. Its goals are to:

- establish a research base for policy and environmental factors that influence healthy eating and body weight in children, as well as effective policy and environmental strategies for reversing the childhood obesity epidemic;
- build a vibrant, multidisciplinary field of research and a diverse network of researchers; and
- ensure that findings are effectively communicated to inform policies and guide the development of effective solutions.

Healthy Eating Research issues calls for proposals (CFPs) to solicit scientifically rigorous, solution-oriented proposals from investigators and scholars from diverse disciplines and backgrounds. *The program's overall aim is to provide key decision- and policy-makers with evidence to guide and accelerate effective action to reverse the rise in childhood obesity.*

## Terminology

For the purposes of this CFP:

- **Healthy eating** refers to eating the recommended types and amounts of foods, nutrients and calories recommended in the Dietary Guidelines for Americans, while limiting low-nutrient, high-fat and high-sugar foods and beverages to promote health and achieve and maintain an optimum body weight and energy balance. Healthy eating covers the consumption of healthy foods and beverages.
- **Food environments** refer to a child's physical environment, such as child care, school, after-school programs, and food outlets (e.g., corner stores, grocery stores, restaurants) where children and their families make food purchases and food decisions. These environments influence children's food choices and intake through food access, availability, characteristics (e.g., energy density and portion size) and promotion (e.g., price, placement and packaging). These environments are affected by broader *macro-level influences and policies*, such as food marketing, government regulations, agricultural policies, and market and economic factors.
- **Food policies** refer to regulations, laws, policy-making actions or formal or informal rules established by formal organizations or government units. In the context of this CFP, policies are those that influence the food environment and shape or guide eating behavior to improve children's eating and body weight.
- **Environmental interventions** involve: 1) changing physical surroundings or settings; 2) access, availability or information about foods at the point of purchase; or 3) organizational systems to promote dietary behavior change and reduce obesity risk.

### Round 3: Food Environments and Policies in Targeted Areas

Round 3 funding focuses on studies of policy and environmental strategies in four areas: food pricing and economic approaches; food and beverage marketing and promotion; improving access to affordable healthy foods in low-income communities; and evaluations of other promising food-related policy and environmental strategies.

Target populations include children and adolescents ages 3 to 18, especially in the low-income and racial/ethnic populations at highest risk for obesity.

#### *Total Awards*

Approximately \$3.5 million is available in this round of funding. There are two major categories of funding:

1. *Small- and large-scale studies* to identify environmental determinants or evaluate changes to the food environment or policies in the four targeted areas. We anticipate awarding small-scale grants of up to \$150,000 each over 12 to 18 months, and larger-scale grants of up to \$400,000 each over 18 to 36 months.
2. *Macro-level analyses* of food and beverage policies and environmental approaches related to the four targeted areas. We anticipate awarding macro-level grants of up to \$100,000 each over 12 to 18 months.

Small- and large-scale studies could include the following:

- Experimental or quasi-experimental studies, including laboratory simulations (such as altering the food environment through changes in pricing, portion size, packaging or point-of-purchase information);
- “Natural experiments” and other studies that evaluate the impact of environmental changes or national, state or local policy changes;

- Secondary analyses of existing datasets (such as cross-sectional or longitudinal analyses) to analyze the impact of natural variation in food policies and environments;
- Financial or cost-benefit studies evaluating the economic impacts of changes in food environment or policy; and
- Measurement-development studies to:
  - develop, adapt, test and validate tools and methods that can be used to identify and evaluate food policies and environments and their impact in a variety of settings; and/or
  - develop practical, validated audit tools that predict healthy eating and/or weight outcomes and can be used by practitioners and community members to assess and document food environments and policies across communities, neighborhoods and specific settings (e.g., schools, grocery/convenience stores).

Factors that distinguish small and large grants relate more to the scope of work and the level and duration of funding than to the topics studied.

*Small-scale studies* are likely to be limited in scope. They could include correlational studies, secondary data analyses or limited original data collection. Experimental studies, laboratory simulations or measurement development studies also may include these small-scale studies (e.g., adaptation of existing measures to unique populations or communities; pre-test or baseline evaluations prior to planned environmental or policy changes; or post-test evaluations when baseline data are available).

*Large-scale studies* are likely to focus on a broader set of policy and environmental influences, involve more costly or complex secondary data analysis, or include significant original data collection. A number of small, lower-cost experimental or laboratory “simulations” could be proposed as part of a large-scale research proposal.

If there are no existing measurement tools available for the required purpose, measurement development also could be included as part of a large-scale study. Studies that adapt existing measures for a new audience also are acceptable for inclusion in large-scale grants.

### *Analyses of Macro-level Policies and Environmental Approaches*

Macro-level “upstream” policy and environmental factors work at the highest levels of influence and have impact at the population level. The quality and types of foods available to children are the result of macro-level systems and policies (e.g., agricultural, federal food assistance programs, legal) and market forces (e.g., economic and price structures, food marketing) that represent potentially powerful levers for change. These important upstream influences have the potential for wider population impacts. Currently, there is little understanding of and limited research on these environmental factors and the roles they could play in creating healthier food environments and policies. Research could analyze past and present upstream factors and generate imaginative policy ideas for creating healthier food environments.

The aim of projects that analyze the impact of macro-level factors is to understand the larger environmental and policy determinants of the foods, beverages and calories consumed by children and to identify the most salient focal points for efforts to reverse the childhood obesity epidemic. Analytic methods may include, but are not limited to, historical analysis, policy analysis, legal analysis, economic analysis, market analysis, statistical and simulation modeling, use of existing databases, and case studies.

### *Targeted Areas*

All proposed studies in response to this CFP must address one or more of the four targeted areas outlined below. Examples of studies that may be funded through this initiative are included under each topical area below, but studies need not be limited to these examples. We rely on the expertise and creativity of researchers to generate the best ideas for solution-oriented environmental and policy research.

#### **1. Food pricing and economic approaches.**

The cost of food to children and their families as direct consumers, and to intermediary purchasers (e.g., schools, food retailers, restaurants, government food assistance programs), is an important determinant of food choice and diet. Food supply trends and obesity rates are strongly influenced by the economics of food choices. Highly processed, low-nutrition foods that are also high in calories and fat are now widely accessible in the marketplace at a low cost. On the other hand, fruits and vegetables are often more expensive than many processed high-fat or high-sugar foods. Research suggests that changing the price of foods influences their purchase. But many questions remain about the best ways to utilize pricing to influence public health. Studies are needed to document how food prices and changes in food prices relate to children's diet and caloric intake at the population level and in a variety of populations and settings (e.g., government-supported food assistance programs, grocery and convenience stores, restaurant and fast-food outlets, school cafeterias). There is also a need to evaluate price-related interventions in real-world settings for their effects on children's diet quality and weight status. Studies also are needed to identify the important modifiable macro-level determinants of the costs of healthy/unhealthy foods to help clarify the economics of price and market factors and identify possible levers for change.

### *Examples of Possible Topics for Small- or Large-scale Studies*

- Economic analyses of the costs of a healthy youth diet in a variety of settings (e.g., schools, communities, grocery stores) and/or socio-demographic groups.
- Experimental studies to test the differences in purchasing when prices of less healthy foods are increased versus when prices of healthier foods are reduced. How broad or narrow should the categories of food be for price reductions to have maximal impact? What would happen when both pricing approaches are used? Are the effects additive or synergistic? Can health/nutrition education be used in combination with pricing to influence purchasing so that less dramatic changes in price are needed to produce changes in purchasing?
- Analyses of the individual differences that influence consumers' sensitivity to increased prices of less healthy foods or reduced prices of healthy foods (e.g., socioeconomic status, ethnic group, food preferences, weight status, age).
- Examining if incentive systems that are individualized and built into individual food store purchases can be developed, so that youth and families would get greater discounts if they purchased healthier foods.
- Examining how to measure the food pricing that children, adolescents or families encounter with accurate and reliable methods, including how sale offerings and coupon use affect measurement.

### *Examples of Possible Topics for Analyses of Macro-level Approaches*

- Analyses of the upstream macro-level determinants of food prices, including the effects of trade and agricultural policies (e.g., agricultural commodities and commodity farm prices) and food production and marketing costs.
- Studies of the cost-effectiveness of subsidizing healthy foods or increasing prices of less healthy foods versus other approaches to improving eating behaviors and reducing childhood obesity.

## 2. Food and beverage marketing and promotion.

Advertising and marketing of foods and beverages aimed at children and youth influence their diet and health. Over the past 15 years, children and adolescents have been exposed to an increasing and unprecedented amount of advertising, marketing and commercialism through a wide range of approaches and venues. The Institute of Medicine's *Food Marketing to Children and Youth* report concluded that food and beverage marketing practices geared to children and youth are out of balance with recommended healthful diets and contribute to an environment that puts their health at risk. The four traditional components of marketing include not only price, as discussed above, but also product (e.g., features such as taste, portion size, packaging), placement (e.g., location, outlets, distribution points used to reach target markets), and promotion (e.g., nutrition information and advertising via multiple channels). Some food and beverage companies are beginning to take steps to change the way their products are marketed to children, but so far are doing so on a voluntary and limited basis. Research is needed on how marketing influences the food and beverage choices and weight status of children and youth, and how marketing techniques and social marketing promotions can be used to promote healthier eating among youth to reduce obesity.

### *Examples of Possible Topics for Small- or Large-scale Studies*

- Experimental studies altering the environment through replicable changes in one or more of the following: portion size, packaging, placement, promotion activities, point-of-purchase information, front-of-pack caloric labeling of foods, or restaurant menu or package/table/tray labeling.
- Studies to develop measures of food and beverage marketing and promotion to children, with special attention to observational measures that reveal variation across settings or communities and may be sensitive to environmental/policy changes after interventions.

- Observational studies of the extent and/or impact of marketing, advertising or promotion in different settings (schools, child care, grocery stores, communities, youth sports programs) or directed at different populations (e.g., low- vs. high-income neighborhoods).
- Secondary data analyses that link commercial data on advertising of healthy and unhealthy foods to data on food and beverage consumption or weight outcomes among children and youth in diverse populations.
- Studies that document the extent, content and potential impact of new food and beverage advertising and marketing approaches (e.g., digital media) directed at children in varied socioeconomic and racial/ethnic populations.
- Studies evaluating the impact of youth exposure to different types of food and beverage advertising and marketing, including counter-marketing campaigns or social marketing to promote healthy eating.

*Examples of Possible Topics for Analyses of Macro-level Approaches*

- Evaluating the extent to which industry has implemented voluntary efforts to limit food and beverage marketing to children, as well as the actual or estimated impact of those efforts on children’s diet quality, energy balance and/or body weight.
- Analysis of legal or regulatory policy approaches to advertising and marketing aimed at children and adolescents.

**3. Improving access to affordable healthy foods in low-income communities.**

Many low-income urban communities, poor rural communities and Indian reservations have been described as “food deserts” due to the limited availability of affordable fresh fruits, vegetables and other foods critical to a healthy diet. Some low-income inner-city communities are undergoing changes, such as introducing supermarkets and

farmers' markets, farm-to-school programs, grocery buses, and community investments (e.g., tax abatements, fast-track permitting and or low-cost loans to retail grocery stores serving underserved populations). They also are improving the quality and quantity of healthy foods in corner and convenience stores, and expanding healthy affordable menu items in local restaurants and fast-food establishments. States are showing growing interest in legislation to increase access to fresh fruits and vegetables in low-income communities, such as by increasing financing for locating grocery stores and supermarkets in low-income urban and rural areas. But there is limited evidence about the impact of these strategies on children's access to or consumption of healthy foods or weight status. One barrier to such research has been the lack of valid and reliable measures of the critical food environments and policies affecting children's food access and consumption in high-risk communities.

*Examples of Possible Topics for Small- or Large-scale Studies*

- Analyses of socioeconomic and racial/ethnic disparities in access to healthy and less healthy foods and beverages in a variety of community venues (e.g., grocery stores and convenience stores, restaurants, farmers' markets).
- Cross-sectional or prospective studies of policy/ environmental interventions designed to alter children's food access and consumption in high-risk communities, including those that take advantage of natural experiments.
- Studies to develop and pilot test measures of access to healthy foods in venues such as farmers' markets and mobile food vendors, as well as measures targeted to ethnic minority communities.
- Simulation modeling to estimate relative population impacts of varied interventions.

### *Examples of Possible Topics for Analyses of Macro-level Approaches*

- Analysis of the modifiable determinants of current sociodemographic disparities in children's access to and consumption of healthy/unhealthy foods and strategies for altering these determinants (e.g., analysis of zoning codes and regulation policies in low-income communities).
- Analyses of the types of initiatives needed to increase access to affordable and high-quality healthful foods through retail grocery outlets in low-income areas.
- Successful case studies of community-based partnerships in implementing retail grocery programs in underserved areas or increasing access to healthy foods or limiting unhealthy foods in low-income areas.
- Examining the development and building of support and advocacy efforts for state and federal policies that support retail grocery development in low-income underserved areas.

#### **4. Identifying or evaluating policy and environmental interventions with high potential to improve healthy eating, energy balance and body weight.**

Building on previous rounds of Healthy Eating Research funding, this topic area includes studies of policy and environmental determinants of children's access to and consumption of healthy foods in diverse settings (e.g., child care, school, after school and community settings) and populations, and of interventions to modify those determinants. The Institute of Medicine report *Progress in Preventing Childhood Obesity: How Do We Measure Up?* emphasized the importance of evaluating promising policy and environmental changes to build evidence of what works to reverse the rise in childhood obesity prevalence. Solution-oriented studies and those with high potential for population impact are especially needed.

### *Examples of Possible Topics for Small- or Large-scale Studies*

- Evaluations of the implementation of food and beverage industry guidelines, state/local mandated beverage or snack guidelines, or the new IOM food standards in schools and the impact on children's diets and body mass index (BMI).
- Comparative studies of state or local policies limiting foods and beverages sold or provided in schools, child care and/or restaurants/fast-food establishments and their impact on children and adolescent food consumption or weight status.
- Examination of unintended consequences and/or limitations of environmental changes and food policies on healthy eating in children and youth.
- Development of independent and dependent measures for studies of varied food environments, including studies of the sensitivity of existing measurement tools and audits of environmental and policy changes.

### *Examples of Possible Topics for Studies of Macro-level Approaches*

- Analysis of current national, state and local policies and legislation related to foods provided or sold in schools or child-care settings.
- Studies of the information and related needs of policy-makers at the local, state and national levels related to current efforts to introduce or oppose policy changes to improve healthy eating and reduce obesity in children and youth.

### *Study Guidelines*

- Particular outcome variables for grants may vary. Given the limited scope and short duration of these projects, measures of changes in weight or BMI are not required. However, applicants are encouraged to include objective measures of food purchases or dietary consumption and/or estimated impact on caloric intake and to assess variables likely to

affect the impact and feasibility of the policy and environmental changes studied (e.g., demographic variables, community characteristics, other contextual variables).

- With the exception of lower-cost experimental changes (e.g., studies altering food prices, portion sizes or point-of-purchase information), it is expected that grant funds will be used only to cover the costs of evaluation, not the costs of the policy or environmental changes per se (e.g., food, training and implementation costs).
- Studies conducted in real-world settings are preferred. Experimental studies or laboratory simulations must show promise for generalization to real-world community environments, especially in low-income and racial/ethnic populations.
- Studies focused solely on behavior change at the individual level or nutrition education interventions *will not be funded*. However, studies could compare the impact of environmental changes with or without nutrition education or promotion, or could isolate effective components of a multicomponent intervention.
- Proposals must demonstrate the ability to produce new information about important, modifiable environmental and/or policy determinants of children's diet quality, energy balance and/or weight status, or about policy/environmental change strategies with strong potential to influence children's obesity-related dietary practices and reverse the rise in childhood obesity. Special consideration will be given to strategies that will benefit children in the low-income and racial or ethnic populations at greatest risk for obesity.
- Researchers should seek input from relevant stakeholders—such as policy-makers, school or community leaders, parents and children—to help assure feasible and policy-relevant project goals and outcomes. Proposals should describe the input

received from these stakeholders in designing the study and framing the research questions, and the strategies that will be used to communicate research results. Applicants should include at least one representative of the community or stakeholder group targeted (e.g., community leader, policy-maker) as a regular adviser to help assure that research and policy analyses reflect critical institutional, community and policy needs and issues.

- Indirect costs up to 12 percent are included in the total project awards.
- Studies may be conducted as supplements to existing studies. Co-funding is welcome; sources and amounts must be fully described in the proposal.

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### **Eligibility Criteria**

Preference will be given to those applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Applicant organizations must be based in the United States or its territories at the time of application. The focus of this program is the United States; studies in other countries will be considered only to the extent that they may directly inform U.S. policy.

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### **Selection Criteria**

All proposals will be assessed by a committee composed of RWJF staff, national program office (NPO) staff at the University of Minnesota, a senior program advisory panel and other expert reviewers. The committee will use the following criteria to assess proposals:

- Potential to identify promising policies and environmental changes that could promote healthy eating and energy balance among children and teens, and prevent childhood obesity.
- Potential to help eliminate disparities in children's access to and consumption of healthy foods and beverages.

- Potential to address key knowledge gaps.
- Relevance and timeliness of project to inform policy action.
- The degree to which the strategies are widely applicable, feasible and sustainable.
- Relevance to the needs of low-resource communities and children in low-income and racial/ethnic minority populations at highest risk for obesity.
- Clarity of project goals, hypotheses, methods and outcomes.
- Use of a clear theoretical framework, conceptual model or rationale.
- Scientific rigor of proposed research and analytic methods, including quality of the measures and data to be used.
- Relevance of the project to the four areas targeted in this round of funding and uniqueness of the project in relation to the mix of potentially fundable projects.
- Research qualifications and experience of the investigator(s) and appropriateness of disciplines and perspectives represented.
- Appropriateness of proposed budget and project timeline.
- Plan for communicating and disseminating research results not only to scientists, but also to policy-makers and relevant stakeholders.

This program has a senior program advisory panel that makes recommendations about grants to Foundation staff. All funding decisions are made by RWJF. RWJF does not provide individual critiques of proposals submitted.

## Evaluation and Monitoring

Grantees will be expected to meet RWJF requirements for the submission of narrative and financial reports. Given the benefit of measuring common outcomes across the pool of funded grants, funded projects may be asked to incorporate selected dependent, independent and contextual measures. As part of the proposal process, finalists will be asked to disclose any financial arrangements (e.g., fees, funding, employment, stock holdings) or relationships that might compromise the credibility or perceived credibility of the findings, mirroring the types of disclosure requested by the field's leading journals.

Grantees will be required to submit periodic information needed for overall project performance monitoring and management. Healthy Eating Research staff and consultants will be available to provide technical assistance when needed to ensure the success of the project. At the close of each grant, the grantee is expected to provide a written report on the project and its findings. Healthy Eating Research and RWJF staff will work with investigators to actively communicate the results of the funded projects to scientific audiences, media, policy-makers, school decision-makers, educational organizations, public health advocates, the general public and other audiences, as appropriate.

An independent research group selected and funded by RWJF will conduct an evaluation of the Healthy Eating Research program. As a condition of accepting RWJF funds, grantees will be required to participate in the evaluation, and may be asked to adopt limited core dependent or independent measures to facilitate cross-study comparisons.

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## Use of Grant Funds

RWJF grant funds may be used for project staff salaries, consultant fees, data collection and analysis, dataset procurement, meetings, supplies, project-related travel, and other direct expenses, including a limited amount of equipment that is essential to the project. In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities.

Principal investigators are expected to participate in an annual grantee meeting. Funds for up to two individuals to attend one grantee meeting in each year of funding should be included in the proposed budget. Budgets also should include travel to attend an additional grantee meeting at the end of the grant period so that principal investigators can present their results. The full proposal application templates on the Healthy Eating Research Web site contain guidelines for travel budgeting.

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## How to Apply

*All proposals must be submitted only through the RWJF Grantmaking Online system.* For detailed formatting instructions and to prepare and submit your proposal, please go to <http://grantmaking.rwjf.org/her3>.

There are two stages in the competitive proposal process:

### *Stage 1: Brief Proposal*

Applicants must submit a brief proposal of no more than five pages that describes the project, including a preliminary budget.

### *Stage 2: Full Proposal*

Selected Stage 1 applicants will be invited by letter or e-mail to submit a full proposal of no more than 20 pages accompanied by a budget and budget narrative and additional supporting documents.

Web conference calls for brief proposal applicants will be held on January 4 and 14, 2008, to answer questions about the call for proposals, as well as the proposal and selection processes. Participation in these calls is encouraged, but is not required. It is necessary to register in advance through the Healthy Eating Research Web site at [www.healthyeatingresearch.org](http://www.healthyeatingresearch.org).

Applicant information, including frequently asked questions (FAQs) and applicant resources, can be found on the program Web site.

For more information on the program, please contact:  
Kathy Kosiak, *research coordinator*  
Phone: (800) 578-8636  
E-mail: [healthyeating@umn.edu](mailto:healthyeating@umn.edu)

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## Program Direction

Direction and technical assistance for this program are provided by the University of Minnesota, which serves as the NPO.

Responsible staff members at the NPO are:

- Mary Story, Ph.D., R.D., *program director*
- Karen M. Kaphingst, M.P.H., *deputy director*
- Robert Jeffery, Ph.D., *senior adviser*
- Melissa C. Nelson, Ph.D., R.D., *faculty research associate*
- Kathy Kosiak, *research coordinator*

Responsible staff members at the Robert Wood Johnson Foundation are:

- C. Tracy Orleans, Ph.D., *distinguished fellow and senior scientist*
- James Marks, M.D., M.P.H., *senior vice president and director, Health Group*
- Laura Leviton, Ph.D., *senior program and evaluation officer*
- Jan Mihalow, M.S.M., *grants administrator*
- Kathryn Thomas, M.J., *senior communications officer*
- Prabhu Ponskhe, M.A., L.L.B., *communications consultant*

This program's senior program advisory panel is chaired by Shiriki Kumanyika, Ph.D., M.P.H.

## Other Grant Opportunities

### *New Connections Grants*

Through a collaboration with RWJF's *New Connections Initiative*, the Healthy Eating Research program is accepting proposals from *junior investigators* from historically disadvantaged and underrepresented communities who bring special experience and expertise regarding the racial/ethnic and low-income populations and communities targeted by the Healthy Eating Research program. Up to three *junior investigator* grants will be awarded for research studies to identify and evaluate environmental and policy strategies to promote healthy eating in populations where childhood obesity rates are highest and rising fastest.

Grants will fund small-scale studies to identify and evaluate promising policy and environmental changes (12- to 24-month awards of up to \$50,000 per year, with a maximum award of \$100,000) or macro-level policy analyses (12- to 24-month awards of up to \$50,000 in either year, with a maximum award of \$75,000). These grants also offer career-development opportunities. The topics for these grants are the same as the Healthy Eating Research Round 3 call for proposals. The deadline for brief proposals is February 6, 2008. For more information about New Connections grants through the Healthy Eating Research program, please go to [www.healthyeatingresearch.org](http://www.healthyeatingresearch.org).

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## Timetable

- **December 7, 2007**

RWJF Grantmaking Online system will be available to applicants.\*

- **January 4 and 14, 2008**

Optional Web conference calls for potential applicants. For complete details and to register, visit [www.healthyeatingresearch.org](http://www.healthyeatingresearch.org). Applicants will have an opportunity to ask questions during conference calls.

- **February 6, 2008 (3 p.m. ET)**

Deadline for receipt of brief proposals.\*

- **April 9, 2008**

Select applicants will be invited to submit full proposals.

- **May 22, 2008 (3 p.m. ET)**

Deadline for receipt of full proposals.\*

- **Mid-July, 2008**

Notification of finalists.

- **September 1, 2008**

Awards begin.

- **October 15–17, 2008**

Healthy Eating Research Grantee Meeting.

*\* All proposals must be submitted only through the RWJF Grantmaking Online system. All applicants should log in to the system and familiarize themselves with online submission requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, the program will not accept late applications.*

## About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change.

For more than 35 years we've brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime.

For more information visit [www.rwjf.org](http://www.rwjf.org).

Sign up to receive e-mail alerts on upcoming calls for proposals at  
[www.rwjf.org/services](http://www.rwjf.org/services).



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