

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

Active for Life:

Increasing Physical Activity Levels in Adults Age 50 and Older

To increase the number of American adults age 50 and older who engage in regular physical activity.

- **University of South Carolina School of Public Health**
COLUMBIA, SC
\$303,241 — Evaluation of Active for Life (1 year). ID 57814
- **Texas A&M University System Health Science Center Research Foundation**
COLLEGE STATION, TX
\$439,014 — Technical assistance and direction for Active for Life (1 year). ID 50340

Active Living by Design

To increase physical activity through community design, public policies and communications strategies.

- **University of North Carolina at Chapel Hill Public Health Foundation Incorporated**
CHAPEL HILL, NC
\$215,718 — Technical assistance and direction for Active Living by Design (26 months). ID 58751
- **University of North Carolina at Chapel Hill School of Public Health**
CHAPEL HILL, NC
\$1,448,798 — Technical assistance and direction for Active Living by Design (1 year). ID 50186

Active Living Research

To stimulate and support research to identify environmental factors and policies that influence physical activity, especially among children and families in low-income communities.

Program Sites

- **Atlanta Public Schools**
ATLANTA, GA
\$37,000 — Investigating social, economic, organizational and demographic factors associated with the physical activity strategies of individual Atlanta schools (1 year). ID 61128
- **University of Colorado at Denver and Health Sciences Center**
DENVER, CO
\$40,000 — Studying variation and success of rural and urban school environmental and physical activity policies for low-income Colorado students (1 year). ID 61129
- **University of Colorado at Denver and Health Sciences Center**
DENVER, CO
\$99,937 — Evaluating environments for activity in a Northern Plains tribe (18 months). ID 63884
- **University of Maryland College Park, School of Public Health**
COLLEGE PARK, MD
\$25,000 — Multilevel perspective of environmental influences on physical activity and obesity in African-American adolescents (1 year). ID 63530
- **Mathematica Policy Research, Inc.**
WASHINGTON, DC
\$39,996 — Examining how school physical activity policies and food policy environments affect student outcomes of body mass index (BMI) and obesity (1 year). ID 61127

- **University of North Carolina at Chapel Hill, Office of Sponsored Research**
CHAPEL HILL, NC
\$39,957 — Exploring the USDA Child Nutrition Act of 2004 through a healthy, active children policy in North Carolina (2 years). ID 61908
- **North Carolina State University College of Natural Resources**
RALEIGH, NC
\$199,861 — Middle school policy intervention for intramural sports and physical activity (2 years). ID 63529
- **Rand Corporation**
SANTA MONICA, CA
\$39,971 — Analyzing body mass index (BMI) change based on school food and physical activity policies in a national sample of students between kindergarten and fifth grade (2 years). ID 61126
- **Rush University College of Nursing**
CHICAGO, IL
\$22,246 — Determining the neighborhood environments that influence physical activity among African-American women (6 months). ID 63306
- **University of South Carolina Research Foundation**
COLUMBIA, SC
\$25,687 — Validating a Web-based tool to help people use nonmotorized transportation in their current built environments (1 year). ID 59447

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

■ Texas A&M Research Foundation

COLLEGE STATION, TX

\$24,956 — Exploring the impact of physical features on indoor corridor walking behaviors in assisted living facilities (16 months). ID 63425

■ University of Texas

M.D. Anderson Cancer Center

HOUSTON, TX

\$149,853 — Perceptions of school, recreation and transportation environments among African-American families in public housing (2 years). ID 63661

■ University of Washington

SEATTLE, WA

\$39,993 — Policy legislation and nutrition plus physical activity (PLAN PLUS): What works to improve student health? (2 years). ID 61125

Other Program Activities

■ San Diego State University Research Foundation

SAN DIEGO, CA

\$627,599 — Technical assistance and direction for Active Living Research (5 months). ID 60139

\$1,335,434 — Technical assistance and direction for Active Living Research (1 year). ID 63132

Active Living Resource Center

To provide technical assistance to create active communities.

■ Bicycle Federation

BETHESDA, MD

\$509,200 — (1 year). ID 56792

\$500,774 — (1 year). ID 56793

American Heart Association Inc.

DALLAS, TX

\$19,975,607 — Expanding the Healthy Schools Program in states with the highest prevalence of obesity (4 years). ID 61099

University of Arkansas for Medical Sciences College of Public Health

LITTLE ROCK, AR

\$57,574 — Evaluating school policies to prevent childhood obesity in Arkansas (1 month). ID 60284

\$3,993,343 — Evaluating school policies to prevent childhood obesity in Arkansas (5 years). ID 61551

California Center for Public Health Advocacy

DAVIS, CA

\$100,000 — Resident advocacy promoting healthy eating and active living policies in communities and schools in Baldwin Park, Los Angeles County, Calif. (1 year). ID 62552

California School Boards Foundation

WEST SACRAMENTO, CA

\$41,438 — National marketing for California's 2007 School Wellness Conference on preventing childhood obesity (1 year). ID 61948

University of California, Los Angeles, Center for Health Policy Research

LOS ANGELES, CA

\$1,237,623 — Expansion of the 2007 California Health Interview Survey to include trends in childhood obesity affected by social and environmental factors (2 years). ID 59045

Children's Memorial Hospital

CHICAGO, IL

\$384,730 — Developing and disseminating community approaches to healthy lifestyle promotion for children and families (18 months). ID 59631

Communications Support for the Childhood Obesity Program Area

To manage strategic communications for the Foundation's Childhood Obesity program area to produce high-quality, consistent, timely products and messages that increase impact.

■ Advertising Council Inc.

NEW YORK, NY

\$144,940 — Establishing a public/private coalition for healthy children (4 months). ID 59365

■ Communications Projects

MULTIPLE CONTRACTORS

\$700,000 — Core strategy consultants for RWJF's Childhood Obesity program area (9 months). ID 61205

\$500,000 — Supporting the first annual RWJF Childhood Obesity meeting (6 months). ID 62378

\$50,000 — Consulting and meeting costs for RWJF's Childhood Obesity program area (1 year). ID 63628

■ Public Health Institute

OAKLAND, CA

\$154,875 — Framing environmental nutrition policy and the debate over soda sales in schools (1 year). ID 59669

Community Foundation of Northwest Mississippi

HERNANDO, MS

\$482,201 — Expanding the GET A LIFE! program to prevent childhood obesity in the Mississippi Delta region (3 years). ID 62001

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

Convergence Partnership for Healthy Eating and Active Living

To unite funding partners in a collaborative effort to accelerate and support policy and environmental changes that focus on improving the health of people and places.

■ Tides Foundation

SAN FRANCISCO, CA

\$300,000 — Implementing and managing the Convergence Partnership for Healthy Eating and Active Living (2 years). ID 61200

\$1,700,000 — Implementing and managing the Convergence Partnership for Healthy Eating and Active Living (2 years). ID 63086

East Bay Asian Youth Center

OAKLAND, CA

\$95,200 — General support for the East Bay Asian Youth Center to carry out childhood obesity work in the San Antonio district in Oakland, Calif. (1 year). ID 63108

Emory University, Rollins School of Public Health

ATLANTA, GA

\$200,000 — Expansion of nutrition environment measurement training tools for public health advocates and researchers (2 years). ID 59992

Harvard University School of Public Health

BOSTON, MA

\$50,000 — Network to strengthen statistical modeling to project future population outcomes of interventions and policies for preventing childhood obesity (2 years). ID 61468

Healthy Eating Research: Building Evidence to Prevent Childhood Obesity

To support investigator-initiated research to identify and assess environmental and policy influences with the greatest potential to improve healthy eating and weight patterns among the nation's children.

Program Sites

■ California Food Policy Advocates Inc.

SAN FRANCISCO, CA

\$74,980 — Assessing the quality of food and beverages served in licensed child-care facilities in California (18 months). ID 63053

■ University of California, San Francisco, School of Medicine

SAN FRANCISCO, CA

\$100,000 — Examining the role of street vendors in the after-school eating environment among elementary and middle school children in low-income neighborhoods (18 months). ID 63049

■ Columbia University Medical Center

NEW YORK, NY

\$99,963 — Studying spatial associations between the density of schools and the density of fast food outlets (2 years). ID 63155

■ Cornell University College of Agricultural and Life Sciences

ITHACA, NY

\$98,796 — Determining how small changes in the way snacks and meals are presented influence their intake among 3–5-year-olds (18 months). ID 63148

■ Dartmouth Medical School

HANOVER, NH

\$98,966 — Assessing the impact of school vending machine policies on rural adolescent beverage consumption (2 years). ID 63147

■ HBSA Inc.

CALVERTON, MD

\$75,000 — Developing a computer model of school food policies that will simulate their effects on youth overweight and obesity rates (1 year). ID 63048

■ Johns Hopkins University Bloomberg School of Public Health

BALTIMORE, MD

\$249,952 — Reducing the risk of obesity for African-American youth by developing a program to improve the food environment in Baltimore (3 years). ID 63149

■ Michigan State University College of Agriculture and Natural Resources

EAST LANSING, MI

\$397,254 — Evaluating the impact of two school nutrition policy and environmental interventions on low-income middle school students in Michigan (2 years). ID 63044

■ New York University, Steinhardt School of Culture, Education, and Human Development

NEW YORK, NY

\$100,000 — Evaluating whether New York City group day cares meet new city-mandated physical activity and nutrition policies and assessing perceived implementation issues (16 months). ID 63043

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

■ **University of North Carolina at Chapel Hill School of Public Health**
CHAPEL HILL, NC

\$198,301 — Creating a self-report instrument measuring the child-care nutrition environment and providing evidence of the instrument's reliability and validity (2 years). ID 63050

■ **Public Health Advocacy Institute Inc.**
BOSTON, MA

\$74,887 — Analyzing legal factors influencing the food environment in extracurricular and other school-related settings outside of school administration control (1 year). ID 63047

■ **Temple University School of Medicine**

PHILADELPHIA, PA

\$399,227 — Survey of eating environments and policies in Head Start (2 years). ID 63042

\$336,010 — Evaluating the efficacy of a healthy corner store initiative in reducing childhood obesity (31 months). ID 63052

■ **University of Washington School of Public Health and Community Medicine**

SEATTLE, WA

\$398,087 — Measuring, analyzing and examining food spending and nutritional quality in family day care participants in the USDA Child and Adult Care Food Program (3 years). ID 63046

■ **Yale University Graduate School of Arts and Sciences**

NEW HAVEN, CT

\$224,476 — Documenting the range and quality of existing preschool food policies in Connecticut (2 years). ID 63150

Other Program Activities

■ **University of Minnesota School of Public Health**
MINNEAPOLIS, MN

\$907,095 — Technical assistance and direction for Healthy Eating Research (1 year). ID 61110

University of Illinois at Chicago Health Research and Policy Centers
CHICAGO, IL

\$855,541 — National study of school district policies and elementary school practices addressing childhood obesity (15 months). ID 59266

Impact Strategies, LLC

WASHINGTON, DC

\$124,770 — Consulting to explore opportunities for working with Major League Baseball and its players to prevent childhood obesity (1 month). ID 61562

Institute for the Advancement of Multicultural and Minority Medicine

WASHINGTON, DC

\$75,000 — Mobilizing the IAMMM Collaborative Partners Council for advocacy on childhood obesity prevention (3 months). ID 62003

Leadership for Healthy Communities: Advancing Policies to Support Healthy Eating and Active Living

To work with elected and appointed officials to create and promote healthier communities.

Program Sites

■ **American Association of School Administrators**

ARLINGTON, VA

\$58,950 — (4 months). ID 61325

\$501,162 — (2 years). ID 63663

■ **International City/County Management Association**
WASHINGTON, DC

\$53,431 — (3 months). ID 61327

\$319,963 — (2 years). ID 63569

■ **Local Government Commission**
SACRAMENTO, CA

\$85,752 — (7 months). ID 61321

\$496,548 — (2 years). ID 63657

■ **National Association of Counties Research Foundation**

WASHINGTON, DC

\$286,033 — (2 years). ID 63568

■ **National Association of Latino Elected Officials - NALEO Education Fund**

LOS ANGELES, CA

\$28,035 — (1 month). ID 61800

\$494,844 — (2 years). ID 63656

■ **National Association of State Boards of Education**

ALEXANDRIA, VA

\$269,000 — (2 years). ID 63567

■ **National Conference of State Legislatures**

DENVER, CO

\$133,306 — (5 months). ID 61323

\$492,740 — (2 years). ID 63653

■ **National Governors Association Center for Best Practices**

WASHINGTON, DC

\$95,899 — (7 months). ID 61322

■ **National League of Cities Institute Inc.**
WASHINGTON, DC

\$74,975 — (4 months). ID 61326

\$500,000 — (2 years). ID 63654

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

■ **National School Boards Association Inc.**
ALEXANDRIA, VA
\$287,822 — (2 years). ID 63660

■ **United States Conference of Mayors**
WASHINGTON, DC
\$81,050 — (5 months). ID 61324
\$299,893 — (2 years). ID 63655

Other Program Activities

■ **Global Policy Solutions, L.L.C.**
WASHINGTON, DC
\$651,622 — Coordination center for Leadership for Healthy Communities (1 year). ID 60111

Mathematica Policy Research, Inc.
PRINCETON, NJ
\$214,694 — Disseminating the results of the third national School Nutrition Dietary Assessment Study (1 year). ID 60542

McGill University
MONTREAL, QUEBEC
\$25,000 — McGill Health Challenge Think Tank 2007, a conference on moving toward 'health-friendly' local and global food chains (1 month). ID 63360

Michigan Physical Fitness, Health and Sports Foundation dba Michigan Fitness Foundation
LANSING, MI
\$25,000 — Sponsoring the first Safe Routes to School National Conference (6 months). ID 62220

University of Minnesota
MINNEAPOLIS, MN
\$24,960 — Workshop on measures of the food and built environments (8 months). ID 63090

National Academy of Sciences–Institute of Medicine
WASHINGTON, DC
\$5,716,027 — Establishing a standing committee on childhood obesity prevention at the Institute of Medicine (4 years). ID 61747

National Bureau of Economic Research, Inc.
NEW YORK, NY
\$148,416 — Conference on economic aspects of obesity (2 years). ID 62026

National Foundation for the Centers for Disease Control & Prevention Inc.
ATLANTA, GA
\$705,679 — Developing a set of measures to evaluate community-based childhood obesity prevention programs (2 years). ID 58943

National Governors Association Center for Best Practices
WASHINGTON, DC
\$711,144 — Supplemental funding for developing and implementing governors' initiatives to prevent childhood obesity (16 months). ID 62546

National Policy and Legal Analysis Network for Childhood Obesity Prevention
To support policy innovation and implementation aimed at preventing childhood obesity by empowering advocates, decision-makers and communities with technical assistance and resources.

■ **Public Health Institute**
OAKLAND, CA
\$3,323,075 — (1 year). ID 61206

9th Sign Communications, Inc.
FLAGSTAFF, AZ
\$21,750 — Project management support for town hall meetings on eliminating childhood obesity (3 months). ID 61839

University of Pennsylvania
PHILADELPHIA, PA
\$3,496,501 — Generating community-partnered research into the obesity epidemic in the African-American community (5 years). ID 61202

Practicable Legacy Strategies, LLC
PHILADELPHIA, PA
\$20,152 — Environmental scan on childhood obesity activities (4 months). ID 60044

The Praxis Project, Inc.
WASHINGTON, DC
\$389,724 — Planning for a community-based advocacy initiative to prevent childhood obesity in high-risk communities (6 months). ID 61316

Prevention Institute
OAKLAND, CA
\$353,294 — Strategy for advancing an environmental and policy change agenda for healthy eating and active living (1 year). ID 60015

Princeton Education Foundation
PRINCETON, NJ
\$24,920 — Fitness Center Campaign to increase physical activity among Princeton High School students and community residents (1 year). ID 62672

2007 Grants List

{Childhood Obesity}



Robert Wood Johnson Foundation

Raben Group, LLC

WASHINGTON, DC

\$126,750 — Consulting services for a meeting on issues and implications of screening, surveillance and reporting of children's body mass index (BMI) (5 months). ID 63025

Salud America!

The RWJF Research Network to Prevent Obesity Among Latino Children

To stimulate and support investigator-initiated research and build a field of researchers focused on preventing obesity among Latino children.

- **University of Texas**

Health Science Center at San Antonio

SAN ANTONIO, TX

\$565,112 — Technical assistance and direction for Salud America! (1 year). ID 61259

Judith Schector, B.A., M.S.O.D.

PORTLAND, OR

\$34,000 — Planning RWJF childhood obesity grantee meeting (7 months). ID 61868

Society for Nutrition Education Foundation

INDIANAPOLIS, IN

\$15,000 — Supporting a plenary session on U.S. nutrition policy development and implementation at the Society for Nutrition Education's 40th annual conference (3 months). ID 61951

Statewide Evaluations of Childhood Obesity Prevention Policies

To build the evidence base to prevent childhood obesity by evaluating state-level policies that might affect children's access to healthy foods and opportunities for physical activity.

- **Nemours Health and Prevention Services**

NEWARK, DE

\$1,995,243 — Evaluation of school and day care obesity-prevention policies in Delaware (5 years). ID 62078

- **West Virginia University Foundation Inc.**

MORGANTOWN, WV

\$49,089 — Planning for the evaluation of the childhood obesity components of West Virginia's House Bill 2816 (1 month). ID 61799

- **West Virginia University Research Corporation**

MORGANTOWN, WV

\$1,499,997 — Evaluating West Virginia's House Bill 2816 (2 years). ID 62079

Transtria L.L.C.

ST. LOUIS, MO

\$262,392 — Review of environmental and policy interventions for childhood obesity prevention (1 year). ID 63675

David O. Washington, Ph.D.

VENICE, CA

\$34,200 — Providing consulting services to develop a request for concepts and to design an online community support system for childhood obesity prevention (6 months). ID 63031

Windward Islands Research and Education Foundation Inc.

GRENADA, WEST INDIES

\$48,410 — Convening a panel and writing a white paper on epidemiological, ethical and anthropological issues related to childhood obesity (1 year). ID 61496