

2007 Call for Proposals—Round 3

Proposal Deadline

February 6, 2008



Robert Wood Johnson Foundation

Healthy Eating Research

Building Evidence to Prevent Childhood Obesity

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 are expected to advance RWJF's efforts to reverse the childhood obesity epidemic by 2015.

Round 3 funding focuses on policy and environmental studies in four areas:

1. Food pricing and economic approaches;
2. Food and beverage marketing and promotion;
3. Interventions and policies to increase access to affordable healthy foods in low-income communities; and
4. Evaluations of other promising food-related policy and environmental strategies.

Eligibility Criteria

Preference will be given to 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.

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.

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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.

Inquiries

For information on the program, eligibility criteria and the proposal process, please contact the NPO:

Phone: (800) 578-8636

E-mail: healthyeating@umn.edu

www.healthyeatingresearch.org

We encourage all applicants to read the complete details about the program found in the call for proposals brochure at www.rwjf.org/cfp/her.

For more information about funding opportunities from the Robert Wood Johnson Foundation, visit Grant Applications at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



- 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.

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

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 application 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.

www.healthyeatingresearch.org