

2009 Call for Proposals—Round 4

Proposal Deadline

February 24, 2009



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 with strong potential 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 4 funding focuses on studies of policy and environmental strategies in four areas: food pricing and economic approaches; food and beverage marketing; improving access to healthy foods in low-income communities; and evaluations of promising food-related policy and environmental strategies in settings where children and their families make food choices.

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.

Selection Criteria

All proposals will be assessed by a committee composed of RWJF staff, national program office 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:

- Ability to identify policies and environmental changes or strategies that hold strong potential to produce changes that accelerate the nation's efforts to reverse the childhood obesity epidemic.
- Potential to eliminate disparities in children's access to and consumption of healthy foods and beverages.
- 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.

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Key Dates and Deadlines

- **February 24, 2009 (3 p.m. ET)**
Deadline for receipt of brief proposals.
- **January 30, 2009**
Optional Web conference call for potential applicants. For complete details and to register, visit www.healthyeatingresearch.org.
- **May 1, 2009**
Applicants notified if invited to submit full proposals.
- **June 12, 2009 (3 p.m. ET)**
Deadline for receipt of full proposals.

Inquiries

For more information on the program, please contact:

Kathy Kosiak, *research coordinator*
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 Grants at www.rwjf.org.

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



- 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 4

Approximately \$2.4 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.

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 templates on the RWJF Grantmaking Online system contain guidelines for travel budgeting.

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/her4>.

There are two stages in the competitive proposal process: 1) submission of a brief proposal describing the project and proposed total budget amount and, if invited; 2) submission of a full proposal accompanied by a budget and budget narrative and additional supporting documents.

A Web conference call for brief proposal applicants will be held on January 30, 2009, to answer questions about the call for proposals, as well as the proposal and selection processes. Participation in this call is encouraged, but is not required. It is necessary to register in advance on the program's Web site.

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

www.healthyeatingresearch.org