

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

Academy for Educational Development Inc.

WASHINGTON, DC

\$316,876 — National Institutes of Health/Centers for Disease Control and Prevention/RWJF research collaborative on childhood obesity (1 year). ID 64539

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.

■ Texas A&M University System Health Science Center Research Foundation

COLLEGE STATION, TX

\$417,030 — Technical assistance and direction for Active for Life (1 year). ID 64125

Active Living by Design

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

■ University of North Carolina at Chapel Hill School of Public Health

CHAPEL HILL, NC

\$533,965 — Technical assistance and direction for Active Living by Design (1 year). ID 56439

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

■ University of Alabama at Birmingham

BIRMINGHAM, AL

\$233,625 — Studying the interactive effects of social/cultural factors and the built environment on physical activity among African-American youth (2 years). ID 65659

■ Baylor College of Medicine

HOUSTON, TX

\$199,753 — Pilot evaluation of a “walking school bus” program, in which groups of elementary school students walk to school together with one or more adults (2 years). ID 63773

■ University of California, San Francisco, School of Medicine

SAN FRANCISCO, CA

\$168,350 — Determining the impact of parental notification of children’s weight and fitness status on youth obesity and fitness at the population level (1 year). ID 65715

■ Children’s Hospital Oakland Research Institute

OAKLAND, CA

\$148,941 — Evaluating the impact of playlot renovation on child physical activity in two playlots in Richmond, Calif. (1 year). ID 65540

■ University of Colorado at Denver DENVER, CO

\$24,918 — Studying how solutions for increasing pediatric activity vary within and between different safety contexts (1 year). ID 65716

■ Columbia University Mailman School of Public Health

NEW YORK, NY

\$50,000 — Active living in the New York City neighborhood of Washington Heights (1 year). ID 63782

■ University of Florida College of Health and Human Performance

GAINESVILLE, FL

\$49,653 — Assessing the impact of macro-level policy on the community use of schools for recreation and physical activity (1 year). ID 65714

■ Fund for Public Health in New York NEW YORK, NY

\$48,876 — Evaluating the feasibility of implementation and impact of evidence-based New York City active design guidelines (18 months). ID 65660

■ Harvard Pilgrim Health Care Inc. BOSTON, MA

\$132,655 — Assessing the impact of a new physical activity regulation in Massachusetts (1 year). ID 65721

■ Harvard University School of Public Health

BOSTON, MA

\$99,983 — Completing a database tracking federal spending on active living between 1990 and 2008 and expanding and focusing on the Safe Routes to School program (2 years). ID 65699

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

- **University of Houston**
College of Education
HOUSTON, TX
\$150,000 — Studying urban Hispanic perceptions of environment and activity among kids (UHPEAK) (18 months). ID 63755
- **Jackson State University**
College of Public Service
School of Health Sciences
JACKSON, MS
\$50,000 — Evaluating the impact and effectiveness of the Mississippi Healthy Students Act's implementation on physical activity-based education in grades 1–12 (1 year). ID 65298
- **Johns Hopkins University**
Bloomberg School of Public Health
BALTIMORE, MD
\$186,138 — Exploring the impact of the urban environment and collective efficacy on child activity and anthropometry (18 months). ID 65697
- **Kansas City University of Medicine and Biosciences**
KANSAS CITY, MO
\$99,956 — Analyzing small business support of youth physical activity opportunities (1 year). ID 65662
- **University of Maryland at Baltimore**
BALTIMORE, MD
\$50,000 — Evaluating the influence of the internal and external middle school environment on the health of low-income, urban African-American adolescent girls (18 months). ID 65631
- **University of Nevada**
LAS VEGAS, NV
\$49,957 — Discovering perceived obstacles and facilitators to the adoption of evidence-based physical education (18 months). ID 65563
- **New York University,**
Steinhardt School of Culture,
Education, and Human Development
NEW YORK, NY
\$34,967 — Evaluating whether New York City group day cares meet new city-mandated physical activity and nutrition policies and assessing implementation issues (17 months). ID 64142
- **North Carolina State University**
RALEIGH, NC
\$24,659 — Examining how school functions and resources influence opportunities for physical activity in middle schools (8 months). ID 65534
- **University of North Carolina at Chapel Hill College of Arts and Sciences**
CHAPEL HILL, NC
\$49,996 — Identifying institutional models for state Safe Routes to School programs and addressing how these practices have affected the selection of projects (1 year). ID 65701
- **University of North Carolina at Chapel Hill School of Public Health**
CHAPEL HILL, NC
\$35,000 — Development of a self-report instrument to assess physical activity environments of child-care settings (17 months). ID 64167
\$18,760 — Examining relationships between built environment characteristics and physical activity among ethnically diverse adolescents and young adults (9 months). ID 65542
- **Ohio State University**
Research Foundation
COLUMBUS, OH
\$149,806 — Environmental perception, evaluation and desirability for physical activity among African-American families of different incomes (2 years). ID 63659
- **Pennsylvania State University**
College of Education
UNIVERSITY PARK, PA
\$25,000 — Linking energizers to academic performance in rural elementary schools (1 year). ID 65533
- **Rand Corporation**
SANTA MONICA, CA
\$149,926 — Assessing the utilization of outdoor gym installations in public parks and their impact on physical activity among park users (1 year). ID 65532
\$399,882 — Evaluating the impact of playground renovations on physical activity behavior among youth (3 years). ID 65562

2008 Grants List

Childhood Obesity



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- **Research Foundation of the City University of New York**
NEW YORK, NY
\$49,469 — Gauging low-income, urban African-American mothers' perceptions of neighborhood safety and its relationship to their daughters' physical activity (18 months). ID 65629
 - **Rice University**
HOUSTON, TX
\$91,650 — Investigating the relationships among neighborhood characteristics, maternal perceptions of them and children's outdoor play (2 years). ID 65566
 - **Social and Scientific Systems, Inc.**
SILVER SPRING, MD
\$99,929 — Determining whether easily obtainable registration fee waivers are a viable method for increasing youth participation in organized sports programs (1 year). ID 65686
 - **Temple University School of Medicine**
PHILADELPHIA, PA
\$35,000 — Survey of physical activity environments and policies in Head Start (1 year). ID 64114
 - **Texas A&M University**
COLLEGE STATION, TX
\$19,764 — Assessing the influences of landscape spatial patterns on physical activity and health-related quality of life among Hispanic children (1 year). ID 65536
 - **Texas A&M University, College of Architecture**
COLLEGE STATION, TX
\$251,796 — Identifying barriers and motivators and environmental intervention strategies to promote physical activity and reduce obesity among high-risk children (3 years). ID 65539
 - **Tulane University School of Public Health and Tropical Medicine**
NEW ORLEANS, LA
\$185,451 — Understanding parents' complex decision-making regarding elementary schoolchildren's active school commute and identifying safe travel distances (2 years). ID 65695
 - **Tulane University School of Public Health and Tropical Medicine**
NEW ORLEANS, LA
\$182,234 — Evaluating the impact of the undeveloped Lafitte Greenway in New Orleans on the physical activity of residents in the surrounding neighborhoods (2 years). ID 65700
 - **University of Washington School of Public Health and Community Medicine**
SEATTLE, WA
\$34,925 — Measuring, analyzing and examining physical activity in family day care homes (1 year). ID 64112
 - **University of Washington Rudd Center for Food Policy and Obesity**
NEW HAVEN, CT
\$34,899 — Physical activities in preschools in Connecticut (18 months). ID 64093
 - **San Diego State University Research Foundation**
SAN DIEGO, CA
\$1,381,181 — Technical assistance and direction for Active Living Research (1 year). ID 63133
- Other Program Activities**
- Bridging the Gap: Research Informing Practice and Policy for Healthy Youth Behavior**
To improve understanding of school, community, state and national policies and environmental factors affecting youth diet, physical activity, obesity, and tobacco, alcohol and drug use, and to evaluate the effectiveness of interventions to prevent youth obesity and tobacco use.
- Program Sites**
- **University of Illinois at Chicago Health Research and Policy Centers**
CHICAGO, IL
\$15,959,747 — (4 years). ID 64702
 - **University of Michigan Institute for Social Research**
ANN ARBOR, MI
\$7,676,077 — (4 years). ID 64703
- Other Program Activities**
- **University of Illinois at Chicago**
CHICAGO, IL
\$740,150 — National study of school district policies and elementary school practices addressing childhood obesity (9 months). ID 63689

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

University of California, Davis, College of Agriculture & Environmental Sciences

DAVIS, CA

\$93,702 — Assessing the impact of federal funding for pedestrian and bicycle regional, state, and local policies: Phase 2 (1 year). ID 65386

Camden City Garden Club, Inc.

CAMDEN, NJ

\$224,952 — Expanding a partnership advocating community gardens in Camden, N.J., to prevent childhood obesity (2 years). ID 65330

Capital Area Health Network

RICHMOND, VA

\$225,000 — Empowering African-American children in a Richmond, Va., neighborhood to achieve physical fitness and healthy behaviors (2 years). ID 65338

Center for Closing the Health Gap in Greater Cincinnati

CINCINNATI, OH

\$225,000 — Faith & Food: Avondale churches advocating for healthy food access policies (2 years). ID 65333

Center for MultiCultural Health

SEATTLE, WA

\$198,308 — Engaging Youth in Action! teams in stimulating communities to fight childhood obesity in Seattle/King County (2 years). ID 65318

Children's Memorial Hospital

CHICAGO, IL

\$217,000 — Chicago faith-based advocacy for policy and environmental change to prevent childhood obesity (2 years). ID 65331

Claremont Graduate University

CLAREMONT, CA

\$100,000 — Extending knowledge of trail use among urban planners, parks and recreation officials, and community organizers (18 months). ID 65385

University of Colorado at Denver

DENVER, CO

\$224,997 — Increasing healthy eating and active living for children and youth in the Westwood neighborhood of Denver (2 years). ID 65323

Communications Support for the Childhood Obesity Program Area

To provide strategic communications support for RWJF's efforts to reverse the childhood obesity epidemic by 2015.

■ Advertising Council Inc.

NEW YORK, NY

\$399,720 — Establishing a public/private coalition for healthy children (1 year). ID 64224

■ Communications Projects

MULTIPLE CONTRACTORS

\$310,798 — Childhood Obesity strategic communications interim fund (1 year). ID 63730

\$700,000 — Consultants to inform advocacy and action strategies for childhood obesity prevention (1 year). ID 63774

\$250,000 — Food marketing and industry engagement consultation for RWJF's Childhood Obesity program area (15 months). ID 64380

\$300,000 — Development and promotion of an accessible, national Geographic Information System (GIS) database (7 months). ID 64456

\$3,600,140 — Strategic communications for RWJF's Childhood Obesity program area (9 months). ID 64551

\$80,000 — Administrative support for RWJF's Faith-based Advocacy: Galvanizing Communities to End Childhood Obesity program (3 years). ID 64672

\$350,000 — Consulting to develop a framework to support youth engagement as a strategy for RWJF's Childhood Obesity program area (1 year). ID 65388

■ McKinney & Associates, Inc.

WASHINGTON, DC

\$149,860 — Providing strategic communications and technical assistance to RWJF's Communities Creating Healthy Environments program (2 years). ID 64783

■ Movement Strategy Center

OAKLAND, CA

\$400,000 — Strategic communications planning and support for the national program office of RWJF's Communities Creating Healthy Environments program (2 years). ID 64784

■ Public Health Institute

OAKLAND, CA

\$350,000 — Providing strategic consultation to RWJF's Communities Creating Healthy Environments program (2 years). ID 64781

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

Communities Creating Healthy Environments: Improving Access to Healthy Foods and Safe Places to Play in Communities of Color

To build state and national momentum to reverse the epidemic of childhood obesity through strategic investment in those communities most affected.

■ Alternatives for Community and Environment, Inc.

ROXBURY, MA

\$200,000 — Consulting on grantee selection, policy development and documenting results for Communities Creating Healthy Environments (2 years). ID 65011

■ Highlander Research and Education Center

NEW MARKET, TN

\$199,036 — Recruiting, supporting and connecting grantees in Communities Creating Healthy Environments (2 years). ID 64785

■ Loyola Marymount University Bellarmine College of Liberal Arts

LOS ANGELES, CA

\$895,000 — Providing evaluation technical assistance and consultation to the national program office of Communities Creating Healthy Environments (5 years). ID 64954

■ Movement Strategy Center

OAKLAND, CA

\$200,000 — Providing strategic consultation to Communities Creating Healthy Environments (2 years). ID 64786

■ Northwest Federation of Community Organizations

SEATTLE, WA

\$200,000 — Providing technical assistance to Communities Creating Healthy Environments (2 years). ID 64780

■ Praxis Project, Inc.

WASHINGTON, DC

\$1,097,126 — Technical assistance and direction for the Communities Creating Healthy Environments program (1 year). ID 61478

■ Prevention Institute

OAKLAND, CA

\$350,000 — Building skills and capacity of Communities Creating Healthy Environments grantees (2 years). ID 64782

■ Strategic Concepts in Organizing and Policy Education

LOS ANGELES, CA

\$200,000 — Providing technical assistance, outreach, strategic communications and facilitation for Communities Creating Healthy Environments (2 years). ID 65012

Community Foundation of Northwest Mississippi

HERNANDO, MS

\$218,638 — Advancing healthy environmental changes in the Mississippi Delta through a faith-based coalition of health ministries (2 years). ID 65328

Conference of Churches

HARTFORD, CT

\$225,006 — Leveraging the faith community to ensure sustainable access to fresh produce in Hartford, Conn. (2 years). ID 65324

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

\$5,000,000 — Building capacity for regional convergence around environmental and policy changes to support healthy eating and active living (5 years). ID 65018

Cooper Institute

DALLAS, TX

\$476,534 — Evaluating the reliability and validity of fitness and academic data in the Texas Youth Fitness Study (1 year). ID 64693

Ecumenical Ministries of Oregon

PORTLAND, OR

\$224,967 — Developing and promoting a model congregational wellness policy to help combat childhood obesity in Oregon (2 years). ID 65322

Elsevier, Inc.

ST. LOUIS, MO

\$192,000 — School Nutrition Dietary Assessment Study-III supplement to the *Journal of the American Dietetic Association* (JADA) (9 months). ID 64284

Fairmount Park Conservancy

PHILADELPHIA, PA

\$75,000 — Master plan for the revitalization of Hunting Park to encourage increased physical activity in Philadelphia (8 months). ID 64582

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

Ferrazzi Greenlight

LOS ANGELES, CA

\$50,000 — Sponsoring a panel on childhood obesity at the 2008 Big Task Weekend on health and wellness (9 months). ID 64900

Food Bank of Western Massachusetts, Inc.

HATFIELD, MA

\$186,574 — Merging faith- and community-based advocacy for urban agriculture and affordable, nutritious food in Springfield, Mass. (2 years). ID 65327

Food Research and Action Center Inc.

WASHINGTON, DC

\$100,000 — Disseminating program models for after-school and summer nutrition programs to increase physical activity, and generating policy change (1 year). ID 65392

Food Trust

PHILADELPHIA, PA

\$476,182 — Promoting the development of supermarkets in underserved communities in New Jersey: a replication of the Pennsylvania supermarket campaign (4 years). ID 64282

Guam SDA Ypao Church of the Guam Micronesia Missions

TAMUNING, GUAM

\$224,903 — Guam Sustainia Project: advocating policy change to improve access to nutritious and affordable food and safe places to walk and play (2 years). ID 65336

Hampton Roads Educational Telecommunications Association, Inc.

NORFOLK, VA

\$222,080 — Addressing childhood obesity via the faith community in the Western Tidewater area of Virginia (2 years). ID 65315

Healthy Communities, Inc.

OAKLAND, CA

\$224,937 — Solidifying a faith-based collaborative for healthy food access in Alameda County, Calif. (2 years). ID 65329

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

■ University of Arizona College of Social and Behavioral Sciences

TUCSON, AZ

\$141,260 — Analyzing the nature and extent of food advertising during children's programming on Spanish language television (16 months). ID 65076

■ Brown University Institute for Community Health Promotion

PROVIDENCE, RI

\$399,910 — Identifying and evaluating food environment changes improving access to affordable healthy foods in low-income communities (2 years). ID 65054

■ Center for Science in the Public Interest

WASHINGTON, DC

\$84,979 — Analyzing food and entertainment companies' policies on food marketing to children (1 year). ID 65058

■ University of Chicago, The Pritzker School of Medicine

CHICAGO, IL

\$100,000 — Researching the food environment of YMCA after-school programs on Chicago's South Side (2 years). ID 65052

■ Farmers' Legal Action Group, Inc.

ST. PAUL, MN

\$200,000 — Assessing how agricultural policy can be changed to help farmers succeed in producing and distributing healthy food to children and their communities (18 months). ID 65057

■ Harvard Pilgrim Health Care Inc.

BOSTON, MA

\$90,919 — Reviewing current state child care regulations related to healthy eating and developing model healthy eating regulations (1 year). ID 65067

■ University of Illinois at Chicago

CHICAGO, IL

\$149,514 — Studying the relationship between perceived and objective food environments, dietary intake and weight status in Latino families (18 months). ID 65089

■ University of Kansas Medical Center Research Institute Inc.

KANSAS CITY, KS

\$149,810 — Examining the financial impact of a la carte foods in Kansas public schools (18 months). ID 65072

■ University of Minnesota

MINNEAPOLIS, MN

\$94,037 — Evaluating nutrition policies and practices in U.S. secondary schools (2 years). ID 65056

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

- **University of Minnesota
School of Public Health**
MINNEAPOLIS, MN
\$149,996 — Evaluating two meal service strategies for moderating energy intake of preschool-aged children (18 months). ID 65070
 - **National Bureau of
Economic Research Inc.**
CAMBRIDGE, MA
\$265,342 — Analyzing the effects of food prices and food advertising on body composition of children (2 years). ID 65068
 - **New York City Department of
Health and Mental Hygiene**
NEW YORK, NY
\$76,157 — Evaluating the New York City calorie labeling regulation (3 months). ID 65429
 - **PolicyLink**
OAKLAND, CA
\$200,000 — Evaluating the impact of opening a full-service grocery store in a low-income, underserved neighborhood (18 months). ID 65064
 - **Project for Public Spaces, Inc.**
NEW YORK, NY
\$99,533 — Researching successful strategies and barriers for farmers' markets to serve low-income communities (18 months). ID 65049
 - **Public Health Institute**
OAKLAND, CA
\$283,780 — Examining policy and practice in digital marketing of food and beverages to children (2 years). ID 65063
 - **Research Triangle Institute**
RESEARCH TRIANGLE PARK, NC
\$299,994 — Examining higher- and lower-income household food purchasing behavior and whether it may be responsible for childhood obesity (3 years). ID 65062
 - **San Francisco State University,
College of Health and
Human Services**
SAN FRANCISCO, CA
\$99,813 — Evaluating the impact of competitive food and beverage policies on body and weight patterns among California children and adolescents (2 years). ID 65047
 - **University of Southern Maine,
Edmund S. Muskie School of
Public Service**
PORTLAND, ME
\$150,000 — Investigating access to affordable healthy foods among rural low-income children in Maine (18 months). ID 65051
 - **Temple University
College of Health Professions**
PHILADELPHIA, PA
\$100,000 — Assessing an obesity audit tool and determining whether school policies and environments predict relative weight outcomes (2 years). ID 65050
 - **Tobacco Law Center**
ST. PAUL, MN
\$199,985 — Studying and documenting industry self-regulation strengths and weaknesses in addressing food marketing practices that contribute to childhood obesity (2 years). ID 65069
 - **Tulane University
School of Public Health and
Tropical Medicine**
NEW ORLEANS, LA
\$150,000 — Analyzing the financial impact of selling healthy versus unhealthy foods on a small store in a low-income neighborhood (15 months). ID 65048
 - **Yale University
School of Public Health**
NEW HAVEN, CT
\$146,237 — Evaluating the effects of state interventions to combat childhood obesity through decreasing soft drink consumption (18 months). ID 65053
\$381,888 — Developing and testing experimental methods for increasing public support for policies regulating food marketing to children (30 months). ID 65055
- Other Program Activities**
- **University of Minnesota
School of Public Health**
MINNEAPOLIS, MN
\$1,038,565 — Technical assistance and direction for Healthy Eating Research (1 year). ID 61113
 - **Multnomah County
Health Department**
PORTLAND, OR
\$149,941 — Evaluating a nutrition information policy in chain restaurants in Multnomah County, Ore. (1 year). ID 65430

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

- **New York University School of Medicine**
NEW YORK, NY
\$50,000 — Studying the influence of calorie labeling on the food choices of families and adolescents (1 year). ID 65634
- **Seattle-King County Department of Public Health**
SEATTLE, WA
\$400,000 — Evaluating the impact of point-of-purchase nutrition information at chain restaurants (2 years). ID 65233
- **California Center for Public Health Advocacy**
DAVIS, CA
\$400,000 — Implementing People on the Move 2009 in Baldwin Park, Calif. (4 years). ID 65614
- **California State University, Fresno Foundation**
FRESNO, CA
\$400,000 — Developing community leaders to lead advocacy and change initiatives affecting access to healthy foods and opportunities for physical activity (4 years). ID 65615
- **Feet First**
SEATTLE, WA
\$45,000 — Using the activity-design-health connection to promote walking and improve the pedestrian environment (18 months). ID 65272
- **Fitness Council of Jackson**
JACKSON, MI
\$45,000 — Institutionalizing active transportation policy in Jackson, Mich. (18 months). ID 65244
- **University of Illinois at Chicago College of Nursing**
CHICAGO, IL
\$45,000 — Improving physical activity in low-income communities (18 months). ID 65281
- **Town of Chapel Hill**
CHAPEL HILL, NC
\$45,000 — Increasing active living through physical environment improvements (18 months). ID 65274
- **Community Health Partnership**
PORTLAND, OR
\$45,000 — Increasing physical activity in three Oregon communities through effective communications (18 months). ID 65271
- **Isanti County**
CAMBRIDGE, MN
\$45,000 — Creating safe biking and walking routes throughout three cities (16 months). ID 65230
- **King County Housing Authority**
SEATTLE, WA
\$400,000 — Improving policies and systems that support healthy eating and active living in the Seattle/King County area (4 years). ID 65620
- **Albuquerque City Council**
ALBUQUERQUE, NM
\$45,000 — Developing and integrating policy outcomes to establish environmental interventions (16 months). ID 65527
- **Berkeley Charleston Dorchester Council of Governments**
NORTH CHARLESTON, SC
\$45,000 — Developing a regional bicycle/pedestrian network to promote physical activity (17 months). ID 65297
- **Kokua Kalihi Valley Comprehensive Family Services**
HONOLULU, HI
\$39,173 — Integrating physical activity into daily living (1 year). ID 64849
- **Buffalo Niagara Medical Campus Inc.**
BUFFALO, NY
\$45,000 — Developing an addendum to the policy document guiding the City of Buffalo's decisions relative to land use and the built environment (18 months). ID 65284
- **East Bay Asian Youth Center**
OAKLAND, CA
\$45,000 — Developing a public/private partnership to expand efforts integrating physical activity into daily routines (14 months). ID 65282
- **Latino Center for Prevention & Action in Health & Welfare**
SANTA ANA, CA
\$44,995 — Developing partnerships to increase physical activity (14 months). ID 65287

Healthy Kids, Healthy Communities: Supporting Community Action to Prevent Childhood Obesity

To catalyze and support policy and environmental change projects to promote children's physical activity and healthy eating, especially in lower-income and racial/ethnic communities at greatest risk.

Program Sites

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

- **Logan Square Neighborhood Association**
CHICAGO, IL
\$400,000 — Creating interrelated food access and healthy living policy initiatives for underserved populations in the Chicago area (4 years). ID 65613
 - **Louisville Metro Government—Department of Public Health & Wellness**
LOUISVILLE, KY
\$44,669 — Increasing physical activity in low-income neighborhoods (18 months). ID 65286
\$398,618 — Reversing childhood obesity trends through systemwide policy and environmental changes in Louisville, Ky. (4 years). ID 65617
 - **Maternal and Family Health Services, Inc.**
WILKES-BARRE, PA
\$18,340 — Creating and implementing a business plan to sustain the development, maintenance and promotion of trails in Luzerne County, Pa. (18 months). ID 65227
 - **City of Orlando**
ORLANDO, FL
\$45,000 — Social marketing campaign to brand downtown Orlando as an active living area of the city (18 months). ID 65342
 - **Our Healthy Community Partnership**
OMAHA, NE
\$45,000 — Implementing a management plan and communications strategy for a bicycle loop and establishing a bicycle and pedestrian advisory committee (18 months). ID 65273
 - **PedNet Coalition Inc.**
COLUMBIA, MO
\$45,000 — Increasing physical activity through a network of pedestrian and bicycle paths (18 months). ID 65269
\$400,000 — Identifying specific policy changes that provide low-income families with access to nutritious foods and routine physical activity (4 years). ID 65622
 - **Slavic Village Development**
CLEVELAND, OH
\$45,000 — Neighborhood design project to increase physical activity and encourage healthy lifestyles (1 year). ID 65280
 - **City of Somerville Health Department**
SOMERVILLE, MA
\$45,000 — Improving communication strategies to increase physical activity (1 year). ID 65357
\$400,000 — Implementing a multidisciplinary approach to increasing healthy eating and physical activity in and around Somerville, Mass. (4 years). ID 65623
 - **Stapleton Foundation for Sustainable Urban Communities**
DENVER, CO
\$44,918 — Developing programs and policies to increase physical activity (18 months). ID 65275
 - **Summit Health Institute for Research and Education, Inc.**
WASHINGTON, DC
\$400,000 — Promoting healthy living among children and their families in the Washington, D.C., area (4 years). ID 65612
 - **Upper Valley Trails Alliance Inc.**
NORWICH, VT
\$45,000 — Using trails to actively promote, increase opportunities for and remove barriers to physical activity (18 months). ID 65228
 - **Walk/Bike Nashville**
NASHVILLE, TN
\$25,306 — Creating a safer and more conducive environment for children and residents of East Nashville to walk and bike (1 year). ID 65343
 - **WalkSacramento**
SACRAMENTO, CA
\$45,000 — Developing a sustainable partnership for walking and biking in Sacramento (1 year). ID 65356
- Other Program Activities*
- **University of North Carolina at Chapel Hill School of Public Health**
CHAPEL HILL, NC
\$1,130,337 — Technical assistance and direction for Healthy Kids, Healthy Communities (1 year). ID 63644
 - **Institute for the Advancement of Multicultural and Minority Medicine**
WASHINGTON, DC
\$333,805 — Developing and implementing a childhood obesity toolkit that provides educational and resource materials for use by national membership organizations (1 year). ID 65145

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

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

■ Council of State Governments

LEXINGTON, KY

\$300,000 — Investigating opportunities to foster and support state leadership on youth obesity issues (2 years). ID 63714

■ National Organization of Black County Officials, Inc.

WASHINGTON, DC

\$66,400 — Education, communication and advocacy for healthy eating, living and policy aimed at African-American teenagers (1 year). ID 63715

Other Program Activities

■ Global Policy Solutions, L.L.C.

WASHINGTON, DC

\$826,430 — Technical assistance and direction for Leadership for Healthy Communities (1 year). ID 63647

McGill University

MONTREAL, QUEBEC

\$35,000 — McGill Health Challenge 2008 Think Tank on childhood obesity and a workshop to develop a research protocol on healthy eating and active living (1 year). ID 65211

Morehouse School of Medicine

ATLANTA, GA

\$75,979 — Surgeons general panel discussion on childhood obesity at the 2008 National Summit of Clinicians for Healthcare Justice (6 months). ID 64804

National Foundation for the Centers for Disease Control & Prevention Inc.

ATLANTA, GA

\$50,000 — Support for the Centers for Disease Control and Prevention (CDC) national summit on legal preparedness for obesity prevention and control (6 months). ID 64550

National Governors Association Center for Best Practices

WASHINGTON, DC

\$179,926 — Publishing Healthy Kids, Healthy America grantee profiles of progress (1 year). ID 65383

National Initiative for Children's Healthcare Quality Inc.

CAMBRIDGE, MA

\$74,706 — Engaging health care professionals as community advocates for childhood obesity prevention (6 months). ID 65313

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

\$3,545,876 — (1 year). ID 62083

National Urban League Inc.

NEW YORK, NY

\$51,219 — Disseminating and leveraging the findings of the RWJF-funded study of policy and environmental influences on childhood obesity in Washington's Ward 8 (6 months). ID 64795

New Jersey Addresses Childhood Obesity

To support a four-year major initiative to seed community and state partnerships to prevent childhood obesity in New Jersey.

■ Communications Project

MULTIPLE CONTRACTORS

\$225,000 — Providing strategic consultation to New Jersey Addresses Childhood Obesity (1 year). ID 65099

■ Rutgers, The State University of New Jersey–New Brunswick

NEW BRUNSWICK, NJ

\$1,683,000 — New Jersey childhood obesity study (30 months). ID 64253

New York City Coalition Against Hunger

NEW YORK, NY

\$224,629 — Interfaith Voices Against Hunger program advocating to end childhood obesity (2 years). ID 65325

OMG Center for Collaborative Learning

PHILADELPHIA, PA

\$374,883 — Providing consulting services to RWJF to plan and host Thought Leaders Forums on childhood obesity (2 years). ID 65526

100 Black Men of America, Inc.

ATLANTA, GA

\$100,000 — Planning for 100 Black Men of America's childhood obesity policy/advocacy intervention (3 months). ID 63916

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

Philadelphia Flying Phoenix Association

WYNNWOOD, PA

\$49,450 — Expanding the Healthy Dragons boat racing program to educate Philadelphia middle school students about the value of healthy eating and active living (3 years). ID 64562

PolicyLink

OAKLAND, CA

\$50,000 — Workshops on preventing childhood obesity at PolicyLink's Regional Equity '08 Summit (4 months). ID 63953

Praxis Project, Inc.

WASHINGTON, DC

\$249,659 — Planning for a community-based advocacy program to prevent childhood obesity in high-risk communities (3 months). ID 64022

Public Health Institute

OAKLAND, CA

\$50,000 — Support for the 2009 California Childhood Obesity Conference (18 months). ID 64563

Raben Group, LLC

WASHINGTON, DC

\$20,800 — Consulting services for a meeting on issues and implications of screening, surveillance and reporting of children's body mass index (BMI): supplement (3 months). ID 63775

Robert Wood Johnson Foundation Center to Prevent Childhood Obesity

To develop the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity as the nation's leading resource for best policies and practices to reverse the epidemic. This authorization will support the center's efforts to: synthesize the evidence; provide expertise and resources to organizations, policy-makers and communities working to prevent childhood obesity; and provide leadership and coordination to fuel a national movement to reverse the epidemic by 2015.

■ University of Arkansas for Medical Sciences, Arkansas Center for Health Improvement

LITTLE ROCK, AR

\$6,449,111 — Technical assistance and direction for the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity (1 year). ID 64565

\$75,000 — Planning for the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity (3 months). ID 64588

Rosedale Development Association, Inc.

KANSAS CITY, KS

\$225,000 — Promoting environmental and policy changes to provide access to physical activity and healthy food for children in Rosedale, Kan. (2 years). ID 65321

St. Galilee Outreach Ministry, Inc.

SPARTA, GA

\$225,000 — Improving the availability of affordable healthy food and access to safe places to play for children in Georgia (2 years). ID 65320

Saint Vincent College

LATROBE, PA

\$50,000 — Fred Rogers Fellows program: providing young people with the opportunity to create high-quality screen media with a child-health focus (1 year). ID 65646

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.

■ Systems Research and Applications Corporation

FAIRFAX, VA

\$199,664 — Administrative support services for Salud America! (10 months). ID 64755

■ University of Texas Health Science Center at San Antonio

SAN ANTONIO, TX

\$567,245 — Technical assistance and direction for Salud America! (1 year). ID 64756

San Diego State University

SAN DIEGO, CA

\$100,000 — Support for the U.S.-based International Conference on Diet and Activity Methods organized by the National Cancer Institute and Active Living Research (14 months). ID 64367

San Diego State University Research Foundation

SAN DIEGO, CA

\$221,528 — Training faith and community leaders to assess the built environment and advocate activity-friendly improvements (2 years). ID 65337

2008 Grants List

Childhood Obesity



Robert Wood Johnson Foundation

Save the Children Federation, Inc.

WASHINGTON, DC

\$96,386 — Planning the framework for an advocacy campaign to prevent childhood obesity in rural communities (3 months). ID 64057

Schenectady Inner City Ministry

SCHENECTADY, NY

\$222,000 — Safe Parks & Edible Playgrounds: a faith-based effort to advance community policies and environmental changes (2 years). ID 65316

Smith & Associates

MADISON, MS

\$153,272 — Providing strategic consultation to RWJF's Faith-based Advocacy: Galvanizing Communities to End Childhood Obesity grantees (2 years). ID 65182

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.

■ Center for Mississippi Health Policy

JACKSON, MS

\$1,999,995 — Evaluating the impact of the Mississippi Healthy Students Act on childhood obesity (5 years). ID 64636

■ Columbia University Mailman School of Public Health

NEW YORK, NY

\$2,050,314 — Evaluating New York state early childhood obesity prevention programs (5 years). ID 64633

■ Texas A&M University System Health Science Center Research Foundation

COLLEGE STATION, TX

\$1,001,956 — Collaborative evaluation of Texas Safe Routes to School and increased healthy food access for WIC clients (5 years). ID 64634

■ University of Texas Health Science Center at Houston

HOUSTON, TX

\$997,984 — Collaborative evaluation of Texas Safe Routes to School and increased healthy food access for WIC clients (5 years). ID 64635

Texas Health Institute

AUSTIN, TX

\$149,847 — Support for the second annual Southern Obesity Summit (9 months). ID 64476

Texas Impact Education Fund

AUSTIN, TX

\$225,000 — Advocacy by the Interfaith Obesity Prevention Effort of Texas for a statewide agenda for children (2 years). ID 65317

United Way of Greater St. Louis

ST. LOUIS, MO

\$50,000 — Supporting Healthy Youth Partnership's expansion of integrated programs for healthier children in St. Louis and the Metro East region (1 year). ID 63742

Vanderbilt University

NASHVILLE, TN

\$224,994 — Creating a faith-based campaign in Middle Tennessee to increase low-income residents' access to full-service grocery stores (2 years). ID 65332

Virtual Media Resources, Inc.

NATICK, MA

\$396,250 — Developing a monitoring, research and communication effort to address the role of food and beverage marketing in childhood and youth obesity (7 months). ID 64153

Yale University Rudd Center for Food Policy and Obesity

NEW HAVEN, CT

\$389,795 — Planning for assessing the full impact of food marketing on children, especially those in vulnerable populations (7 months). ID 61216

\$6,412,740 — Strategic research and communications on food-marketing policies and practices directed at youth (3 years). ID 65013

YMCA of the USA

CHICAGO, IL

\$6,821,364 — Support for the YMCA's Pioneering Healthier Communities local and state policy-change initiative around childhood obesity (5 years). ID 64981

Youth Empowered Solutions (YES!)

RALEIGH, NC

\$223,752 — Involving faith-based youth groups in policies to create environmental changes to improve nutrition and fitness in North Carolina (2 years). ID 65319