

Impact of Health Communication Strategies on Dietary Behaviors Funding Announcement

Purpose

This funding opportunity announcement (FOA) encourages applications for research projects focused on the development of effective communication strategies related to diet and health. These strategies are warranted in an effort to effectively change dietary behaviors (in order to promote a healthier lifestyle). Communication efforts aimed at multiple levels (e.g., at the individual, environment, and policy levels) and across diverse populations are expected for submission. To be appropriate for this FOA, proposed projects should address issues such as improving understanding of new advances or information in the area of dietary intake and health promotion, integrating this new information with the prevailing evidence on the relationship between dietary intake and health, and increasing people's ability to positively change dietary behaviors. It should be noted that in addition to consumption of food and non-alcoholic beverages, moderate alcohol consumption is also considered a dietary behavior. Of considerable concern are: consumer confusion due to conflicting results of studies on moderate alcohol consumption and chronic diseases, how one should balance competing risks and choices about including moderate drinking as part of a healthy diet.

This FOA utilizes two parallel funding mechanisms:

- **PA-08-240** NIH Exploratory/Developmental Grant (R21)
<http://grants.nih.gov/grants/guide/pa-files/PA-08-240.html>
- **PA-08-239** NIH Research Project Grant (R01)
<http://grants.nih.gov/grants/guide/pa-files/PA-08-239.html>

Important Dates

Opening Date: September 16, 2008 (Earliest date submitted to Grants.gov)

Expiration Date: September 8, 2011 (Unless reissued)

Applications must be submitted electronically through Grants.gov

Issuing Organizations

National Cancer Institute (NCI); National Heart, Lung, and Blood Institute (NHLBI); National Institute of Child Health and Human Development (NICHD); National Institute on Alcohol Abuse and Alcoholism (NIAAA); Office of Behavioral and Social Sciences Research (OBSSR); NIH-Office of Disease Prevention (ODP); Office of Dietary Supplements (ODS); U.S. Food and Drug Administration (FDA); Centers for Disease Control and Prevention (CDC)

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Health Promotion Research Branch

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Background

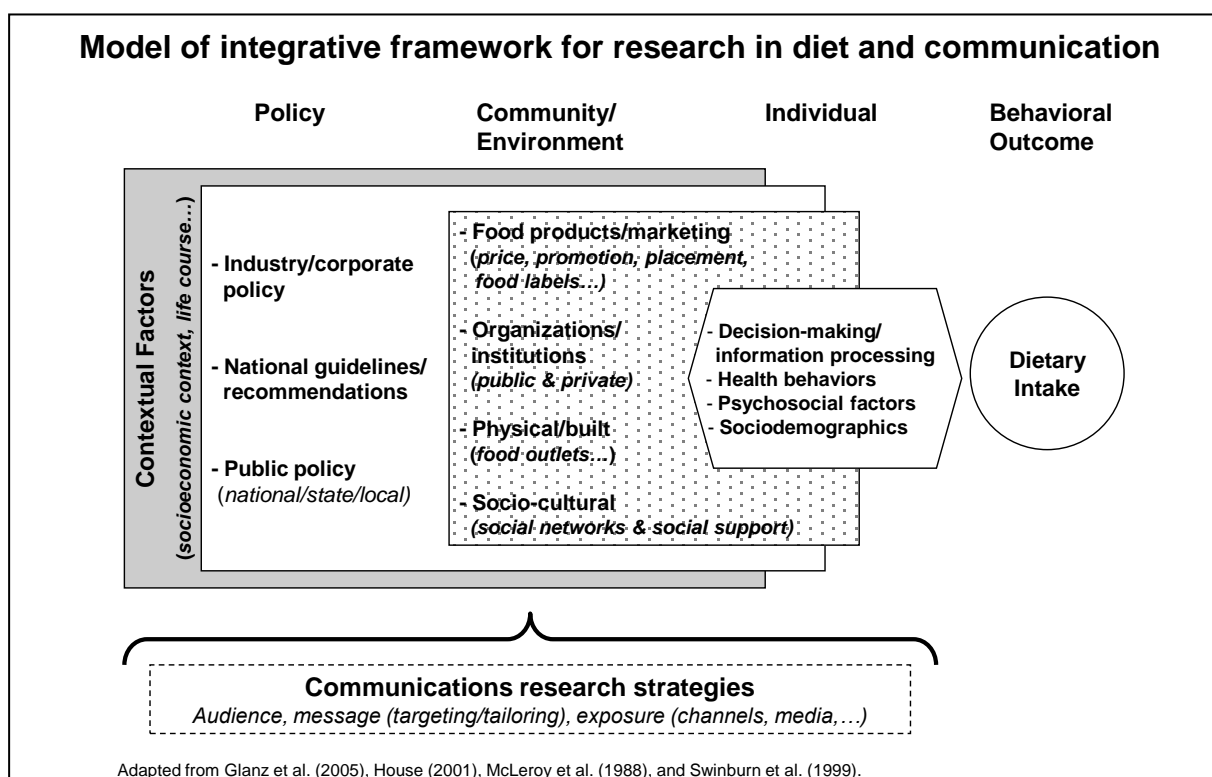
There are several factors that contribute to public confusion regarding dietary messages. Moreover, health communication and nutrition campaigns intended to promote health at the population level, often have little or no impact on actual behavior. Broader public health dietary strategies are quite different in conceptualization and implementation, when compared with individual-level messages. In order to better understand the numerous and intersecting elements that ultimately shape dietary behaviors, more distal factors should be taken into account.

Significance

Few studies have examined how communications strategies influence dietary behaviors at multiple levels. The issue of health-related communication strategies and diet is an ongoing topic of discussion and debate across local, state, and federal government agencies and efforts are needed to overcome dietary misinformation and confusion of the American public.

Specific Research Objectives

Applications submitted in response to this FOA must be focused on the development of communication strategies to change dietary behaviors and must incorporate interdisciplinary approaches to exact the desired change through multiple levels. Researchers are encouraged to use both a social-ecological approach, and integration of other existing or novel behavioral or communication theories and/or models within and between levels, as a conceptual framework for their research.



Adapted from Glanz et al. (2005), House (2001), McLeroy et al. (1988), and Swinburn et al. (1999).