



BACKGROUND

This AFRI Challenge Area addresses the priority of childhood obesity prevention. Obesity is the number one nutritional problem in America. The U.S. food supply contains an abundant amount of foods that are high in energy with appealing taste, but which are low in nutrient content. Food is an integral part of the process that leads to obesity and USDA has a unique responsibility for the food system in the United States. The long-term outcome for this program is to reduce the prevalence of overweight and obesity among children and adolescents ages 2 to 19 years. In FY 2010, approximately \$25 million is available to support the Childhood Obesity Prevention Challenge Area within AFRI.

PROGRAM AREA PRIORITIES

Integrated Research, Education, and Extension to Prevent Childhood Obesity

Generate new knowledge of the behavioral (not metabolic) factors that influence childhood obesity and use this information to develop and implement effective family and/or school-based interventions for preventing overweight and obesity in preschool and early elementary school age children (ages 2-8 years). Integrated Projects up to \$1M per year (\$5M total) for up to 5 years. Contact Etta Saltos

Transdisciplinary Graduate Education and Training in Nutrition and Family Sciences or Child Development or Related Fields to Prevent Childhood Obesity

Development of innovative, research-based graduate education and training activities focused on obesity prevention in children using the knowledge base of nutrition and the related knowledge bases of family sciences or child development or related fields. Education Projects for up to \$1M per year (\$5M total) for up to 5 years. Contact Susan Welsh

Methodological Research to Assess the Effectiveness of Obesity Prevention Strategies

Generate new or adapt existing methodologies for testing the effectiveness of behavioral interventions to prevent obesity in preschool and early elementary school age children (ages 2-8 years). Research Projects for up to \$500K per year (\$2.5M total) for up to 5 years. Contact Susan Welsh

Extension Interventions to Prevent Childhood Obesity

Implement, expand, and disseminate results of intervention projects targeting young children (approximately ages 2-8 years), their families, and caregivers which have demonstrated success in childhood obesity prevention. Extension Projects up to \$200K per year (\$1M total) for up to 5 years. Contact Susan Welsh

Community-based Childhood Obesity Prevention

Use a community-based participatory research approach to develop and evaluate interventions for preventing overweight and obesity in preschool and early elementary school age children (ages 2-8 years) in multiple settings. Integrated Coordinated Agricultural Projects up to \$5M per year (\$25M total) for up to 5 years. Contact Etta Saltos

PROGRAM AREA CONTACTS

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PROGRAM AREA DEADLINE DATES

| PROGRAM AREA | LETTER OF INTENT DEADLINE | APPLICATION DEADLINE |
|--|---------------------------|----------------------|
| Integrated Research, Education, and Extension to Prevent Childhood Obesity | n/a | June 29, 2010 |
| Extension Interventions to Prevent Childhood Obesity | n/a | June 29, 2010 |
| Transdisciplinary Graduate Education and Training in Nutrition and Family Sciences or Child Development or Related Fields to Prevent Childhood Obesity | n/a | August 3, 2010 |
| Methodological Research to Assess the Effectiveness of Obesity Prevention Strategies | n/a | June 29, 2010 |
| Community-based Childhood Obesity Prevention | May 3, 2010 | August 3, 2010 |