

**The Center for Weight and Health**  
**Annual Report, Work Plan, and Budget Document for 2000 – 2001**  
March 2000

Despite delays in the hiring of the coordinator the Co-directors are pleased to report that significant progress has been made toward establishing the presence of the Center in the field of weight and health. The Steering Committee is active and meets on a regular basis, a coordinator has been hired, the Center brochure was produced and is being distributed, and the recruitment of the Advisory Board has begun in earnest.

The Center has already had a significant positive impact for the University and in the field of Weight and Health. Response to the Symposium offered last fall was overwhelming. One hundred and twenty six people attended. The enthusiasm and ideas generated for pursuing collaborative projects were evident both during the symposium and during follow-up communications. Four research projects were funded as a result of Center efforts to facilitate collaborations and generate ideas for projects and sources of funding. The impact of the focus on multidisciplinary approaches to the issues of weight and health brought to the fore by the Center can already be felt. A DANR workgroup on weight and health has been established as a result of Center efforts, and collaborations on projects with the workgroup are underway. Faculty who rarely talk to each other, or the communities who apply their research, have discovered the relevance of findings and approaches taken in other disciplines, and are pursuing venues for collaboration with the assistance of the Center.

During the coming fiscal year the general direction and mission of the Center will remain the same, but efforts will intensify. More venues will be explored for bringing multidisciplinary faculty and others working in this area together; more proposals for collaborative projects will be drafted and submitted. The presence of the Center will be strengthened through our annual symposia, expanded web site, participation in high profile conferences and other events, and use of the media to promote the Center. The financial sustainability of the Center will be strengthened through the establishment of the advisory board and submission of proposals for collaborative projects. Pursuit of our mission will also be strengthened by our persistent efforts to bring to the fore the value of multidisciplinary efforts, broadly focussed approaches, and innovative strategies to the problems associated with obesity.

## Summary of Activities for the period 3/99-3/00

**A.1 The Steering Committee met on a regular basis** during the last year. The members continued to guide the activities and direction of the Center as described below. They also **renamed the Center** to reflect more accurately its mission, and have **provided input regarding protocols and policies** of the Center such as criteria for Center publications, content of the Center web site and criteria for speaking on behalf of the Center. The development of these policies, among others, is in progress and will be organized into a single volume.

**A.2 The Center Coordinator has been hired.** Gail Woodward-Lopez MPH, RD began work on February 7, 2000.

### **A.3 Research projects initiated or continuing during the period 3/99-3/00:**

*Title:* Ovarian Cancer in Large Women: Reducing Barriers to Care

*Investigators:* Amy NK, Aalborg A, Lyons P, and Keranen L

*Project Dates:* 1/1/99 – 12/31/00

*Funding:* \$218,398 from the Cancer Research Program, Calif. Dept. of Health Services

*Brief Description:* The goal of this project is to improve access to gynecological cancer screening and care for large women and thereby contribute to the improved health and well-being of all women affected by weight-related stigma. Qualitative and quantitative data are being gathered from consumers and providers to determine the extent of, and reasons why, large women avoid or delay gynecological care. Attitudes and concerns of the consumers as well as attitudes, practices and policies of the providers are being explored. Effective strategies for overcoming barriers will be identified.

*Title:* Children and Weight: What Schools and Communities Can Do About It.

*Investigators:* Fleming S and Ikeda J

*Project Dates:* 10/1/99-9/30/00

*Funding:* \$118,786 from the California Nutrition Network

*Brief Description:* The goal of this project is to provide low-income schools and communities with the resources they need to create an environment that fosters healthy growth and development, positive body image and high self-esteem among all children. In partnership with local schools and communities, qualitative (focus group) data are being gathered by Cooperative Extension personnel to determine which strategies will be most effective. A resource kit will be developed to help empower and support schools and communities as they assess

the current environment, identify strengths and weaknesses, establish priorities, develop and implement an action plan.

*Title:* My Family, A Healthy Family

*Investigators:* Ikeda J and Crawford P

*Project Dates:* 7/1/99-6/30/00 (for proposal development)

*Funding:* \$10,162 from the Food and Nutrition Section of USDA

*Brief Description:* The purpose of this project is the development of a proposal to design, implement and evaluate a project to identify, intervene, empower and support WIC families at high risk of pediatric overweight to make behavioral changes.

*Title:* California WIC Childhood Obesity Prevention Project

*Investigators:* Crawford, P

*Project Dates:* 10/1/99-9/30/02

*Funding:* \$654,993 from the Food and Nutrition Section of USDA

*Brief Description:* The focus of the project is to determine the changes that state WIC agencies and local WIC sites need to make to be more responsive to the problem of childhood obesity. California is the lead state for this USDA five-state WIC Special Projects Grant.

The California project is focussing on WIC “working out” – promoting physical activity as well as working with communities, establishing local task forces, to develop long term, appropriate solutions to the rising problem of childhood obesity. Four California WIC agencies located in Sacramento County, Ventura County, Los Angeles County, and Orange County have been selected to participate in the project. The project will focus on Latino children, as Latinos comprise almost 70% of the WIC population in California and Latino children are at especially high risk for obesity.

**A.4. Pursuit of other funding options.** The Co-directors successfully pursued an alternative source of matching funds for the Children and Weight project described above; and anticipate receiving a match equivalent to \$232,000 for the next fiscal year.

The Co-directors and Coordinator continue to pursue funding opportunities for projects and Center support. We are on the e-mail lists of several government agencies as well as colleague networks. We discuss the pros and cons of pursuing each potentially relevant RFA, RFP, etc. at Co-director meetings and present them to the Steering Committee when applicable. Several RFPs have been reviewed and rejected by the Co-directors because we felt we were not in a position to submit a competitive proposal or the project

would not further the goals of the Center. Whenever we review an RFA or RFP we consider the possibility of calling upon and expanding our interdisciplinary network of colleagues to enhance the competitiveness of the bid and encourage multidisciplinary collaborations. Efforts to this effect will intensify in the coming year given the support to be provided by the new Center coordinator.

**A.5 Symposium on Childhood Obesity.** The first annual symposium presented by the Center for Weight and Health entitled: Pediatric Obesity in the 21<sup>st</sup> Century: A Research Symposium on Prevention was held on October 17, 1999. A total of 126 people attended, including faculty, researchers, and program staff from Bay Area universities, the California Department of Public Health , several Cooperative Extension offices and a variety of community based organizations. The agenda included presentations by world-renown researchers describing the state of the art in their fields followed by an afternoon of small group work to develop strategies for supporting collaborative efforts. The financial sponsors, International Life Sciences Institute (ILSI); Kellogg Corporation; and USDA's Team Nutrition contributed a total of \$11,300; and an additional \$2,840 was collected in registration fees.

**A.6 Establishment of an Advisory Board is in progress.** The primary role of the Board will be to help establish relationships with donors, and to develop and guide the implementation of a strategy to insure the financial sustainability of the center. The Center coordinator has met with Rosemary Lucier and the Co-Directors to develop a strategy for establishing an Advisory Board. We have developed preliminary criteria and have begun to solicit an initial list of potential candidates. One well-respected colleague, Bob Nesheim, has already agreed to serve on the board. He will bring to the board a strong background in nutrition, affiliations with potential donors and experience serving on boards of this nature. Three to four additional founding members will be selected initially. They will then play a key role in assisting with recruitment for the full Board.

**A.7 A Center brochure was developed.** (see copy attached) The brochure was distributed at the annual symposium and other events attended by the co-directors, affiliated faculty and the Steering Committee members.

**A.8 Continue to establish a national presence in the field of obesity.** One of the Co-Directors attended a national meeting in Atlanta Georgia on "Childhood Obesity: Partnerships for Research and Prevention". While there she met with CDC staff regarding Center issues in general and met with other colleagues to do preliminary planning for the 5 state WIC project. One of the Co-directors and the Coordinator provided feedback to CEWAER (an organization of California women holding elected offices) on a document they drafted: Top 10 Policies on healthy eating and physical activity for schools. As a result of our feedback we have been invited to present at a

Summit they are holding in June, 2000 and provide guidance in the drafting of related legislation. We are also providing feedback to CDC on policies and guidelines regarding obesity as part of their virtual Summit on Obesity. Furthermore, the Co-directors, Steering Committee members, Coordinator, and others affiliates take every opportunity to promote the Center and the Center's mission during the normal course of their work through conversations with colleagues, potential donors, and policy makers.

**A.9 Collaborations with the DANR workgroups.** The center facilitated the development of the workgroup on Weight and Health. One of the Co-directors is co-chair of the group and the others are members. Several areas for collaboration are being explored including: jointly sponsoring the annual symposium and developing collaborative research projects.

### **Changes in projections for the period 3/99-3/00**

All of the anticipated activities as described in last year's report were completed with the following exceptions: a full ORU proposal was not submitted; fewer than the anticipated number of proposals were submitted; the Advisory Board was not established; no colloquia or small group meetings were held; and the web page was not expanded. All of these activities were to be primary responsibilities of the Center Coordinator and although progress was made in her absence we have only recently begun pursuing these in earnest since she was hired in February 2000.

### **Center projects which have an extension component that would not have come to fruition without the Center's involvement**

All of the items listed above in the summary of activities would not have come to fruition without the involvement of the Center. The research projects are the outcome of collaborations between researchers that were fomented by the Center as well as research priorities brought to the fore by the Center. Center sponsorship was most likely a factor in the funding agencies' decisions to fund these projects.

Those items above which could be defined as "projects" include the 4 research projects (A.3) and the Symposium (A.5). All of these projects included extensive UCCE involvement. UCCE personnel were involved in designing the projects and are, or will be, involved in implementing them. UCCE personnel were involved in planning the symposium and numerous advisors and specialists attended. Furthermore as already described above the formation of the workgroup on Weight and Health was facilitated by the Center and the two have formed a highly collaborative relationship and are planning jointly sponsored activities ( A.9)

## **How Center activities are identified and prioritized**

As mentioned above (A.4) all potential projects must fit within the overall mission of the Center. The availability of funding also factors into our decisions. Our priority is to foster interdisciplinary collaboration on projects in the subject area of the Center while enhancing the visibility and financial sustainability of the Center. Again as described above we are alerted to opportunities through our extensive network of colleagues including Cooperative Extension Advisors and Specialists. We also actively pursue funding for projects such as the Symposium. The decisions as to which opportunities to pursue are made in consultation with the Steering Committee. We also consult with other colleagues in the field for their advice and possible collaboration.

## **Affiliations with on-campus and off-campus institutions**

### *Institutions represented by Steering Committee Members*

Connections Women's Health Consulting Network

UC Cooperative Extension

University of California, Berkeley

Dept of Agricultural and Resource Economics

Dept of Nutritional Sciences

Dept of Insect Biology

Dept of Psychology

School of Public Health

University of California, Davis

Dept of Nutrition

School of Medicine

University of California, San Francisco

School of Medicine

*Agencies funding Center research and outreach projects*

California Nutrition Network  
Cancer Research Program, Calif. Dept. of Health Services  
Food and Nutrition Section of USDA

*Institutions collaborating with the Center on research and outreach projects*

American Academy of Pediatrics, California Chapter  
American Physical Therapy Association, California Chapter  
California Association for Health, Physical Education, Recreation & Dance (CAHPERD)  
California Dept of Education, Nutrition Education and Training Program  
California Dept of Health Services, School Health Connections  
California Dept of Health Services Children's Medical Services  
California Dietetic Association, California Pediatric Nutrition Practice Group  
California Head Start  
California School Counselors Association  
California School Food Service Association  
California School Nurses Association  
California Teachers Association  
Connections Women's Health Consulting Network  
Kaiser Permanente  
Pacific Institute for Women's Health  
UC Cooperative Extension  
UCB Dept of Nutritional Sciences  
UCLA School of Public Health  
UCSF School of Medicine  
WIC of California and 4 other states

*Other collaborating institutions*

CEWAER (an association of women holding elected offices in California): we are providing them with consultation on policy development. One of the Co-directors serves as an advisory council member

Centers for Disease Control (CDC): we are collaborating with CDC by providing feedback on policies and recommendations with regard to obesity.

Center for Weight and Health  
 Projected Revenues and Expenditures  
 1999-2000

Revenues	
Allocations	\$60,000
Gifts (Kellogg, ILSI)	11,300
Symposium Fees	2,840
 Total	 \$74,140

Expenditures	Actual to 12/31/99	Projected/pending to 7/1/00
Salaries	555	13,361
Symposium costs	10,636	4,349
General		
Contracts	5,265	---
Mail	279	150
Meetings, parking & services	325	625
Miscellaneous	2,411	---
Supplies	350	750
Telephone & Fax	---	450
Travel	---	2,000
Subtotals	\$19,821	\$21,685

Total projected expenditures	(\$41,500)
Total Revenues and Allocations (see above)	\$74,140
Projected Balance (carry-over)	\$32,640

## **2000-2001 Work Plan: Anticipated Activities and Budget Request**

### **B.1 The Center will continue to take all opportunities to stimulate research and outreach collaborations, and to support the preparation of competitive proposals.**

The level of activity in this area is expected to increase due the addition of the Coordinator to our staff.

- a. Submit at least 4 proposals for multidisciplinary projects to private and/or public donors.
- b. Collaborate and jointly seek funding with UCCE on at least one of these research projects
- c. Continue to network with colleagues and representatives of agencies (public and private) to help insure new and on-going availability of funding related to the subject area of the Center
- d. Bring funding opportunities and program ideas to the attention of our multidisciplinary network of colleagues in order to facilitate advancements in the field even when the Center is not a direct participant

**B.2 The Center will establish an Advisory Committee.** Rationale and progress to date are described in A.6 above. By the end of the next fiscal year we expect to have a functioning Board of 4-5 founding members and the members of the full board identified. We expect to hold 2 meetings (where lunch will be served) with the founding members at the faculty club or equivalent at a cost of approximately \$500 per meeting. One of these meetings will occur in the first half of 2000 (the current fiscal year) and another in the second half of this year (next fiscal year). We hope to hold 1 meeting of the full board by the end of next fiscal year at a cost of \$1,000 (dinner at the faculty club). We are assuming the members will cover their own travel expenses. If it turns out this is not appropriate we would need additional funding.

**B.3 On-going research and outreach projects.** The 4 projects described above will continue into the next fiscal year. The full proposal for the “My Family, A Healthy Family” will be submitted and hopefully funded.

**B.4 Symposium.** We plan to continue to offer one symposium in the fall of each year, hopefully in collaboration with the workgroup. These symposia are a critical activity toward meeting the mission of the Center. They provide a forum for bringing together a multi-disciplinary group of academics, policy makers and community-based workers; thereby facilitating an interchange and opportunity for exploring collaborations that other wise would not happen. The state-of-art updates by world renown speakers also serve to stimulate interest in the field and increase awareness of critical issues, thereby increasing the participants’ interests in providing funding and supporting initiatives in the subject

area. These symposia also bring positive publicity to the University, the College, and the Center. Press releases and other opportunities to publicize the content of the symposia and the mission of the Center have been, and will continue to be, pursued in association with each symposium. For the Fall 2000 symposium, the Steering Committee selected the topic of the Relationship between Food Insecurity/Deprivation and Obesity. A subcommittee has been established to finalize the title and plan the symposium. The format will be quite similar to the successful format of last fall's meeting. Improvements will be based on participant feedback.

**B.5 Small Group Meetings/ colloquia.** Based on the experience of the prior colloquium we will adjust and combine the format of these meetings to attract researchers who might not otherwise see the relevance of multidisciplinary collaboration to their own work in this field. Researchers will be identified and approached to explore what they have to offer such an interchange and what we could most effectively offer them. Then meetings will be scheduled to offer researchers the opportunity to share their research and explore possible collaborations. We anticipate 2 such meetings for the fiscal year.

**B.6 Steering Committee Meetings.** The Steering Committee will continue to meet every 2-3 months during the fiscal year. Subcommittees will also meet (virtually or in person) to complete specific tasks. Plans are under way to lengthen the meetings by including 1 hour at the end of each meeting for an invited speaker to present their research and join a discussion of the implications of their research for the Center and collaborative projects. Costs for these meetings include lunch and parking for off campus members for a total of about \$150 per meeting.

**B.7 Expand the Center's web site.** Although a home page has been established for the Center, considerable work is needed to expand the information that is provided. The web page may be many people's initial contact with the Center, therefore the quality of what is offered there is critical to establishing the image of the Center. A site containing information which promotes the Center and is useful to the user will go far toward establishing the Center as a critical resource and leader in the field of weight and health. The web site, if properly designed and user-friendly can also serve as a medium for encouraging and facilitating multidisciplinary collaborations. We are therefore considering including items such as updates on Center activities and projects; announcements on major developments and controversies in the field; funding opportunities; announcements regarding conferences and other events; a database of researchers and others interested in multidisciplinary collaborations in the field of weight and health; links to other relevant sites (in order to avoid duplication of efforts), etc. In order to establish such a web site we estimate we will need approximately \$3,000 to pay for assistance from the CNR media unit which would design and set up the web site and input the information provided. Furthermore a consultant with expertise in nutrition and

web site development would be needed to gather the information to be put on the web site and keep it updated (i.e. developments in the field, funding opportunities, lists of collaborators, etc). We estimate 160 hours of set up time will be required.

**B.8 Expand and maintain the national presence of the Center through attendance at relevant conferences and meetings.** Maintaining a national presence and establishing the Center as an authority in the field of weight and health is essential to the sustainability of the Center. By attending high profile conferences and meetings we insure that we will be recognized by colleagues and donors as an authority in this area. This will increase our ability to get funding and to be in a position of influence in the field. The Co-directors, Steering Committee Members and the Coordinator will take advantage of all opportunities to have travel and fees covered by grants and other institutions when traveling for dual purposes, but feel it is necessary to budget for 3 trips this fiscal year in order to assure our ability to attend critical events. A total of \$5,100, or \$1,700 per trip, is requested to cover airfare, per diem, and conference fees.

Center for Weight and Health  
2000-2001 Budget

Items	Dollar Amount	Potential Sources
Salaries	46,650	DANR Temp funds; workgroup
Annual Symposium	20,000	Workgroup, gifts & reg fees
Advisory Board Meetings*	1,500	
Steering Committee Meetings*	600	
Development of Website	12,600	DANR Temp funds
Travel*	5,100	
Local Travel*	325	
Postage & Supplies*	3,675	
Telephone and Fax*	900	
Miscellaneous*	500	
Emergency fund We recommend this amount be set aside, to sustain the Center in the event there is a delay in receiving other sources of funding.	20,000	
<b>Total Projected Expenditures</b>	<b>\$112,000</b>	

Total projected expenditures (from prior page)	\$112,000
Projected Carry-over (from previous year allocations)	(\$33,000)
Expected from other sources	(\$45,000)
<b>Balance requested from Dean's office</b>	<b>\$34,000</b>

\*indicates priority items essential to the existence of the Center (total = \$59,000)