

Grant Title: IMPACT OF HEALTH COMMUNICATION STRATEGIES ON DIETARY BEHAVIORS (R01)

Funding Opportunity Number: CFDA Number(s): 93.865, 93.068, 93.135, 93.273, 93.393, 93.394, 93.396, 93.399, 93.837. Funding Opportunity Number: PA-08-239.

Area of Research: Research on the development and implementation of effective communication strategies related to diet and health.

Release and Expiration: Posted Date: Aug 14, 2008.

Application Deadline: NEW Applications: February 5, June 5, October 5. Renewal, Resubmission, or Revision: March 5, July 5, November 5.

Amount: Up to \$500,000.

Length of Support: Up to 5 years. Applicants for an R01 award are not limited in dollars but need to reflect the actual needs of the proposed project.

Eligible Applicants: Public and State controlled institutions of higher education. For other eligible applicants see the full announcement.

Agency/Department: Department of Health and Human Services, National Institutes of Health, U.S. Food and Drug Administration (FDA), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP/CDC), National Cancer Institute (NCI), the National Heart, Lung, and Blood Institute (NHLBI), the National Institute of Child Health and Human Development (NICHD), the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the Office of Behavioral and Social Sciences Research (OBSSR), the Office of Dietary Supplements (ODS), Office of Women's Health (OWH), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP/CDC).

Summary: This funding opportunity announcement (FOA) solicits 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 to 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.

Detail Information: <http://grants.nih.gov/grants/guide/pa-files/PA-08-239.html>