

# FOCUS

Fund for Obesity Collaboration  
and Unified Strategies



## How it Works (And Why You Should Be Part of it)



**The Canadian Obesity Network** works with many partner organizations and our 10,000+ professional members to identify and address pressing knowledge gaps in obesity prevention and management.

**Your organization** commits to funding the FOCUS initiative and joins a coalition of private and public contributors in a high-profile effort to move Canada forward in obesity prevention and management for improved health.

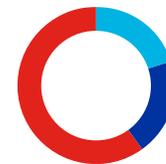


**The FOCUS Steering Committee and CON-RCO staff** work with national and regional funding institutions who administer a rigorous peer-review processes so that only research of the highest standards is funded.

The FOCUS Steering Committee consists of 5 research experts from across disciplines and areas of interest within the obesity space, including adult and pediatric, prevention and treatment. Committee members are invited on a two-year term and approved by CON-RCO's Science Committee and Board of Directors.



**FOCUS funds are allocated for research projects** and to create and promote evidence-based tools, information vehicles and communications platforms. An estimated 15%-20% of the overall funding will support the management and promotion of the initiative.



- 20% Training & Education
- 20% Outreach & Communication
- 60% Research Funding, leveraged min. 1:1



**The result:** Targeted, strategic research outcomes that help Canadians understand their options regarding their weight and health. The true impact of FOCUS research will be realized through meaningful knowledge translation, communication and professional training programs designed and executed by CON-RCO experts. CON-RCO will monitor the reach and impact of funded programs to provide regular reporting of FOCUS results.



### What's the value of contributing to the FOCUS Initiative for your organization?

- The opportunity to reduce the duplication of effort in obesity research and leverage precious financial resources to create real impact and value for Canadians.
- Demonstrate that public-private partnerships in research and knowledge translation can be effective.
- Attendance at an annual in-person meeting of the FOCUS Steering Committee, including members of the CON-RCO Board of Directors and Science Committee. FOCUS contributors will be able to present to this group about your organization and your insights into Canada's obesity research and practice agendas.
- Participation in the FOCUS Steering Committee's quarterly teleconferences, including updates on the initiative's progress and discussions on future directions and opportunities.
- Acknowledgement in all FOCUS communications, promotions and collateral.