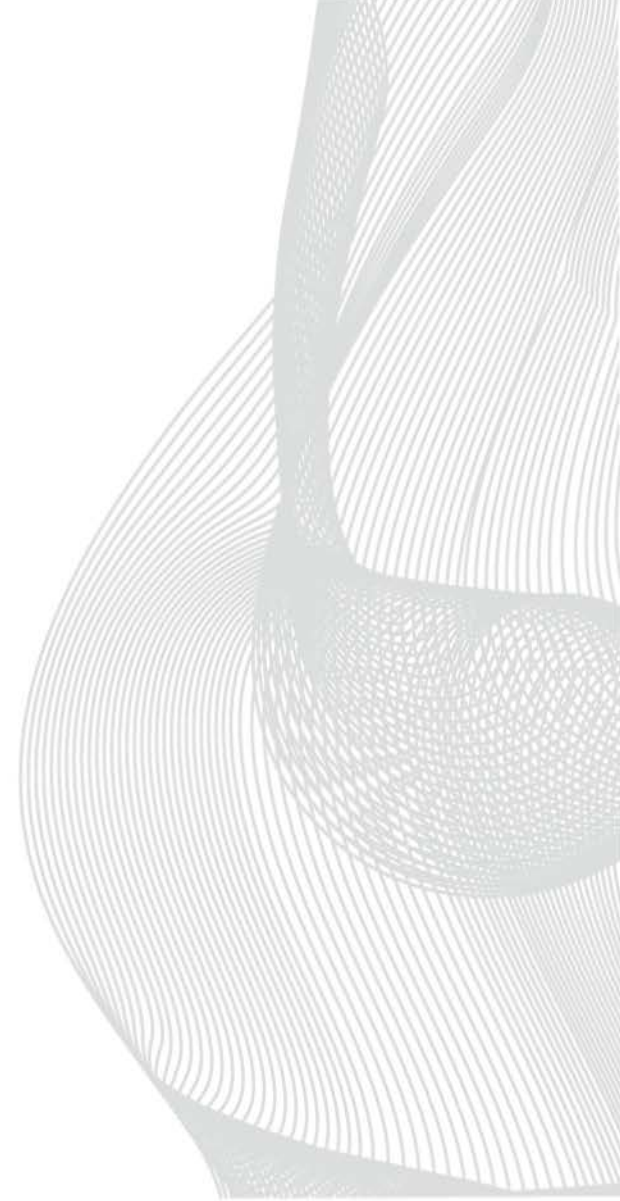




SO
BC | Science
Of
Behavior
Change





Webinar Moderator

Anita McRae-Williams, MA

Division of Extramural Research

National Center for

Complementary and Integrative

Health



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SOBC Speaker

Jonathan W. King, PhD

Division of Behavioral and
Social Research

National Institute on Aging



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The Common Fund

 **Transformative**

 **Cross-cutting**

 **Unique**

 **Synergistic**

 **Catalytic**

SOBC Vision:
Infuse the study of mechanisms of behavior change across Institutes, behaviors, diseases, and translational stages on a large scale that lives on after the SOBC Common Fund.

Presentation Outline

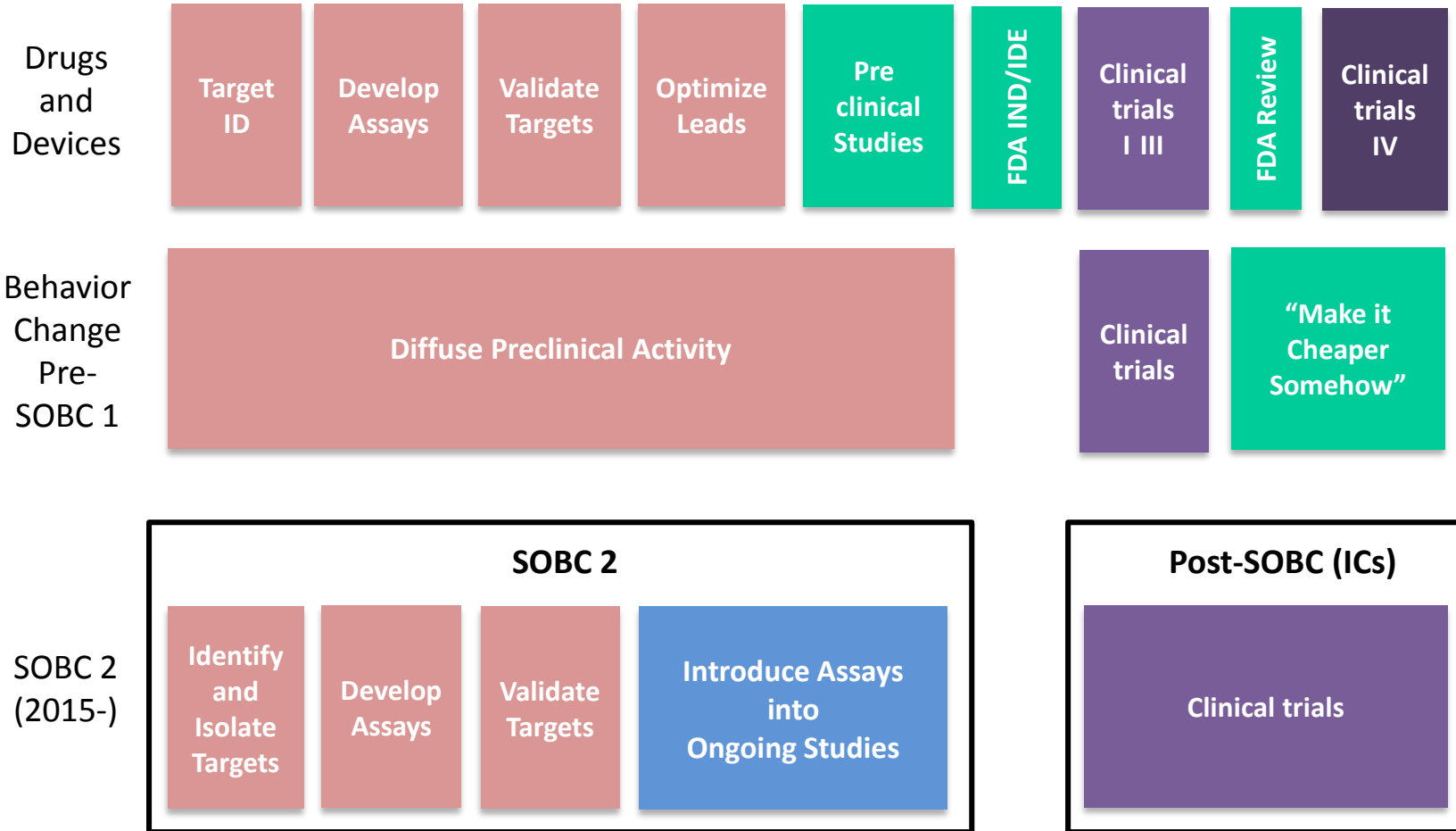
- The SOBC Program
- The Experimental Medicine Approach
- PA-16-334 Administrative Supplement Funding Opportunity
- Q&A

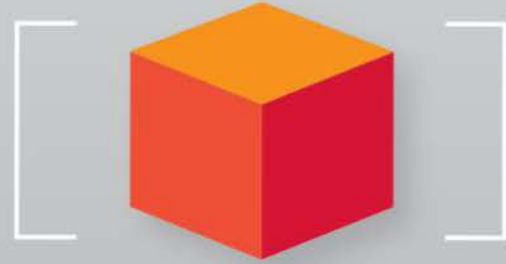


What is SOBC?

- Behavior change is hard but it can be done. We need to do identify what drives poor health behaviors and how to change those things.
- We need to know what works and what doesn't.
- We are developing transparent scientific methods that reveal how and why people change behavior.
- These blueprints will inform interventions to reliably improve health outcomes.

Intervention Development Pipelines





A COMMON METHOD FOR UNDERSTANDING BEHAVIOR CHANGE.

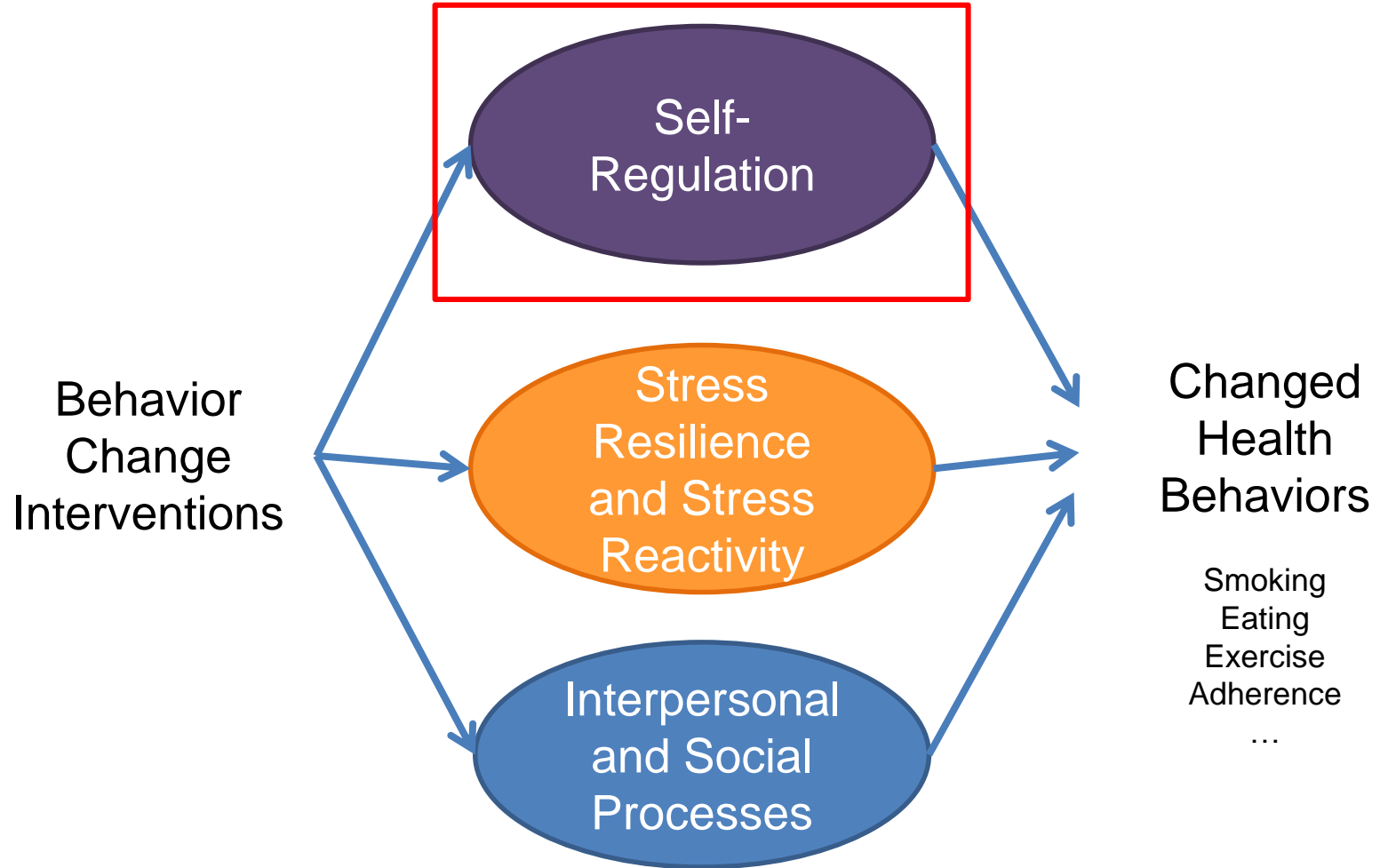


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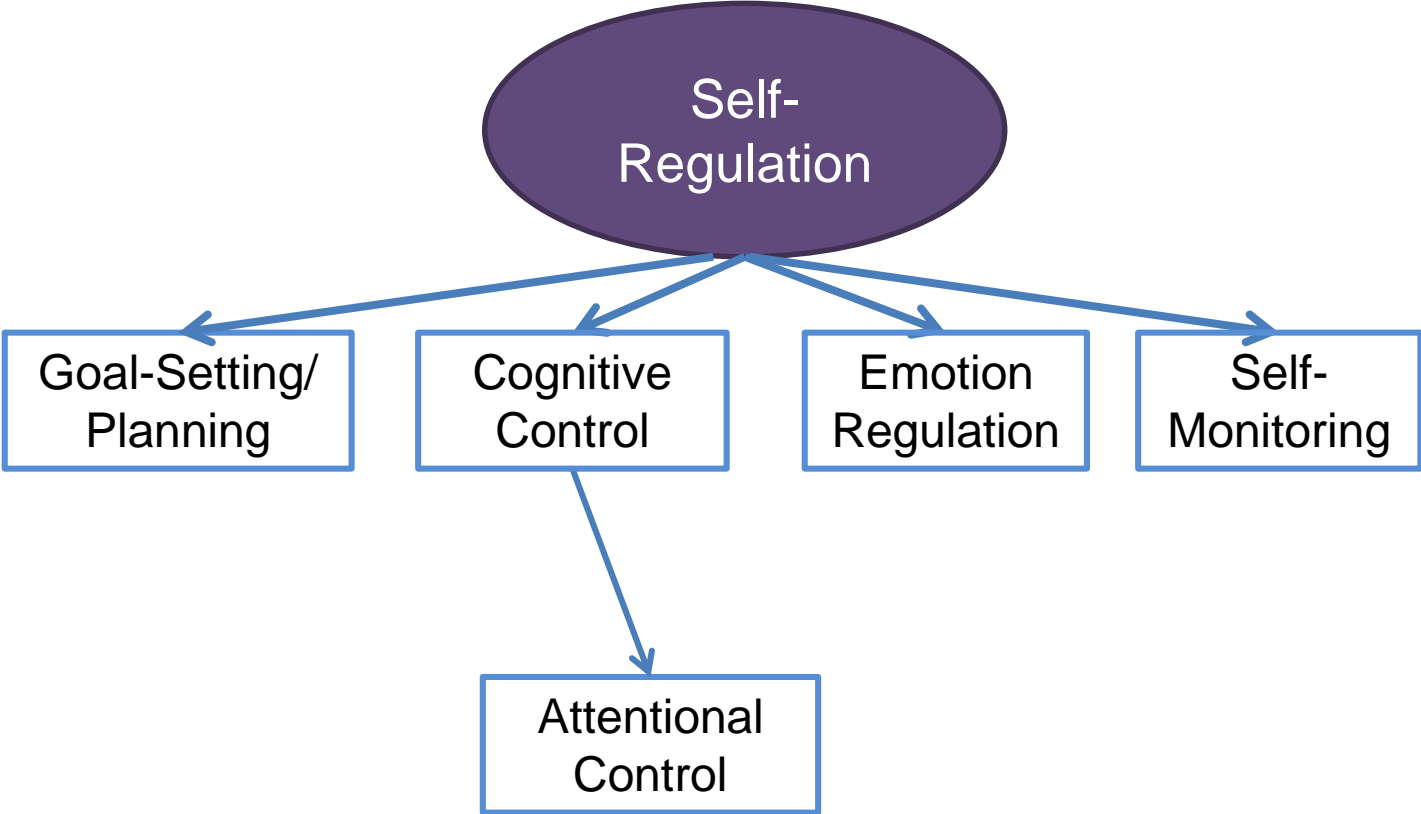
Experimental Medicine Approach

- What are the processes or mechanisms that drive behavior change?
- *Answering this question requires:*
 - Hypotheses about targets (processes/mechanisms) that drive behavior
 - Experimental methods for engaging the target
 - Valid measures of target engagement

Behavior Change Target Domains



Self-Regulation Target Processes



DEVELOPING ASSAYS



**Identify
Mechanism**

**Measure
Mechanism**

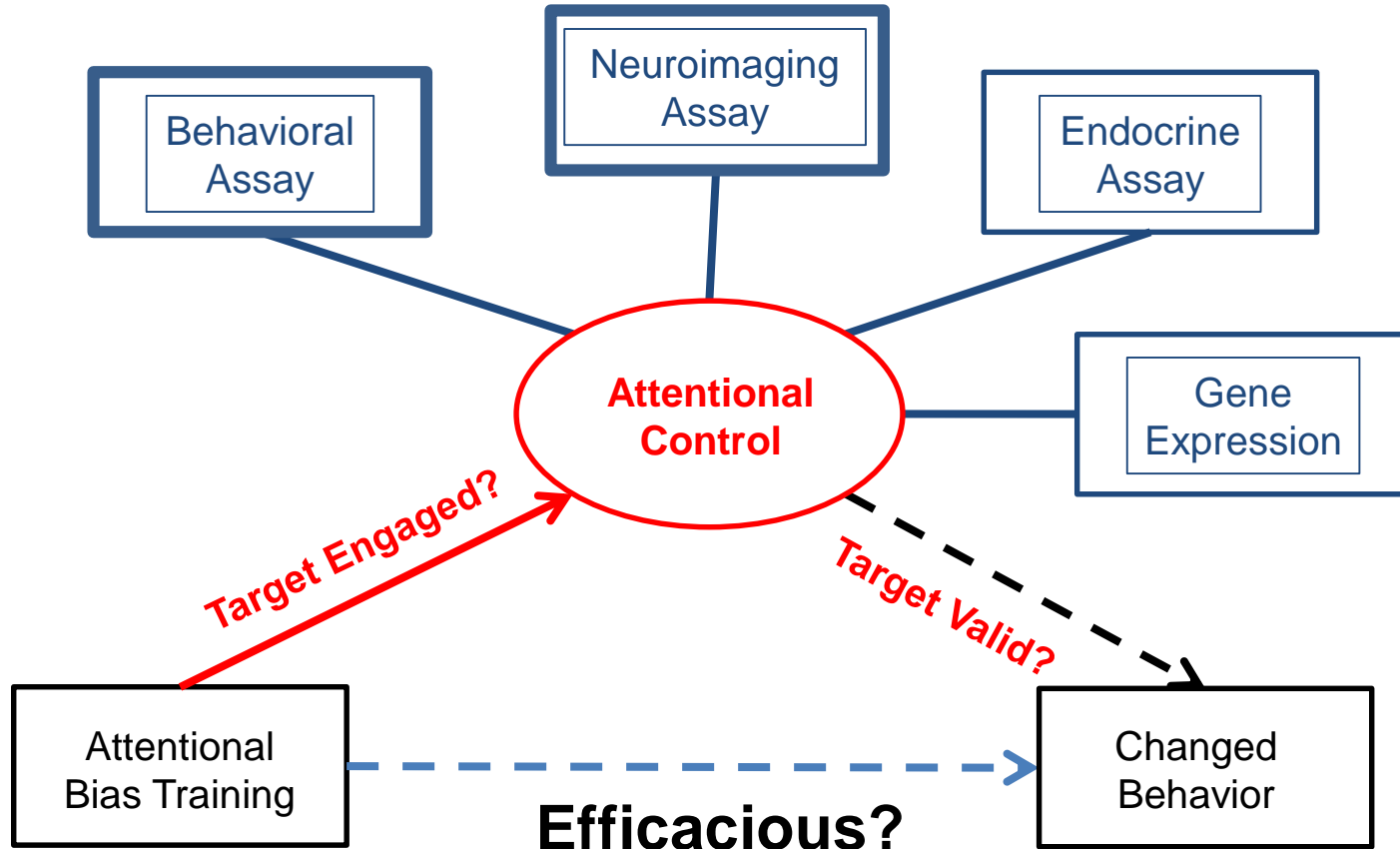
**Influence
Mechanism**

**MECHANISM
CHANGE** ► **BEHAVIOR
CHANGE**

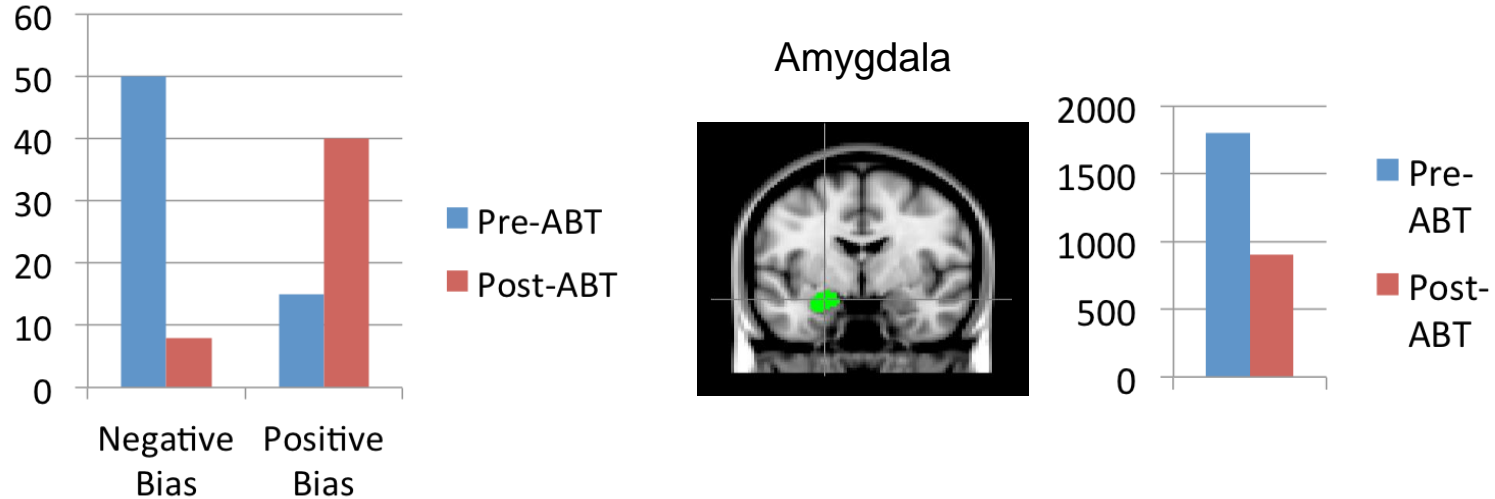


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Causal Mechanisms and Behavior Change



Developing Attentional Assays and Verifying Target Engagement



Attentional Bias Training is intended to decrease attention to negative and increase attention to positive affective stimuli in the at risk daughters of women with recurrent Major Depressive Disorder. Successful training:

- 1) Decreases negative attention bias (left), and
- 2) Is associated with decreased reactivity in the amygdala (right) during an Emotional Interference Task.



SOBC Speaker

Will M. Aklin, PhD

Division of Therapeutics and
Medical Consequences

National Institute on Drug
Abuse



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SOBC Funding Opportunity

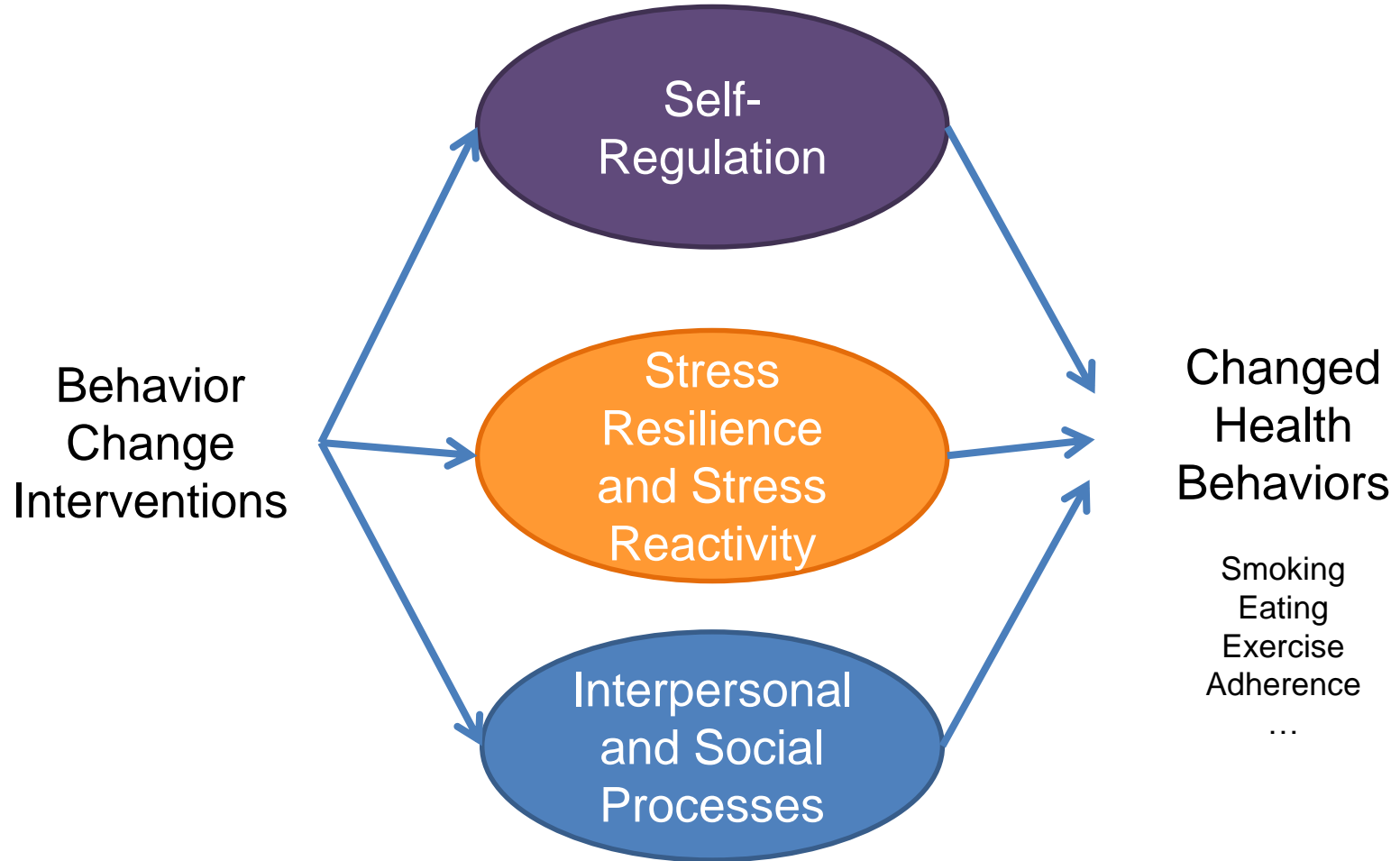
Use-inspired Basic Research to Optimize Behavior Change Interventions and Outcomes (PA-16-334)

- Earliest submission: October 10, 2016
- Application due date: November 10, 2016
- Awards expected: Summer 2017

Purpose of FOA

This funding opportunity announcement supports supplemental* research on target validation, assay development, and target engagement activities in one of the three SOBC-specified domains.

Behavior Change Target Domains



Example Supplement Activities

- Involve experimental manipulation of putative targets/mechanisms of action
- Add one or more measures/assays of a hypothesized target/mechanism

Example Supplement Activities (continued)

- Adapt an experimental manipulation of putative targets/mechanisms of action for a new health behavior or condition
- Develop or adapt measures/assays of a hypothesized target/mechanism for use in other settings

Eligible NIH Activity Codes

P01	U54	R21/R33
P20	UL1	R34
P30	R00	R37
P50	R01	U01
RF1	R15	UH2
R56	R21	UH2/UH3

Application Details

- Parent award must be active* and the research proposed must be accomplished within the competitive segment
- Supplement application must be within the original scope* of the parent award

Application Details (continued)

- Research strategy is limited to 6 pages
- Discuss your application with your PO ***and*** one of the scientific contacts listed in the PA

Budget

- 1 year of funding only
- Budget should be commensurate with proposed activities

Budget (continued)

- Limited to no more than the amount of the parent award
- \$2 million for 12-14 supplements, pending availability of funds

Review of Applications

Applications will be administratively reviewed by

- Program Officer of parent award
- SOBC Working Group members

Scientific Contacts

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- Paige Green, NCI, paige.green@nih.gov
- Jonathan W. King, NIA, kingjo@nia.nih.gov
- Melissa Riddle, NIDCR, riddleme@nidcr.nih.gov



Thank you.

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