Show Me The Money, Part II: Exceeding Funding Agency Expectations

Sarena D. Seifer and Jen Kauper-Brown
Improving the Health of our Communities through Collaborative Research
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Tips for proposal writing
Background on CCPH
Case study of an NIH program announcement
Tips for strengthening proposals
If you could give a colleague **one tip** for writing a successful CBPR grant proposal, what would it be?
Our Mission

To promote health through partnerships between communities and higher educational institutions

HEALTH….eliminating health disparities & achieving a diverse and community-responsive health workforce

PARTNERSHIPS….service-learning, community-based participatory research and evaluation, policy and advocacy
At-A-Glance

- National nonprofit launched in January ’97
- Headquarters in Seattle, WA
- 14-member board of directors reflect stakeholders in community-campus partnerships
- 1000+ members from communities and campuses across the United States and 12+ countries
- Private and public funding
- 5 staff, 3 senior consultants
We are working to...

- Build the capacity of communities and higher educational institutions to engage each other as partners
- Incorporate service-learning into the education of all health professionals
- Recognize and reward community-based teaching, research, service
- Develop partnerships that balance power and share resources among partners
“A collaborative approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process. The partners contribute unique strengths and shared responsibilities to enhance understanding of a given phenomenon and the social and cultural dynamic of the community, and integrate the knowledge gained with action to improve the health and well-being of community members”
Case Study of an NIH Program Announcement

Community-Partnered Interventions to Reduce Health Disparities
National Institute of Nursing Research

Focus: Reducing health disparities through demonstrated partnerships with the target community throughout all phases of the research process
“Consistent with the tenets of participatory research, inclusion is a critical component...”

“Full participation and engagement of the...community”

“...partnership begins with the identification of the research focus and continues throughout dissemination and follow-up phases...

“Additional benefits associated with a partnered approach in research include...”

“Given the need for community involvement in identifying the research focus.... broad topical areas ...identified as potential areas of inquiry”
Speaking the language of CBPR

Build on existing community resources, knowledge, skill and attributes
Engage community members in actively addressing key concerns
Facilitate trusting community-researcher relationships
Enhance likelihood of long-term sustainability and follow-up
Enhance validity and quality of research by incorporating community knowledge
Incorporate cultural, social and economic factors that influence health
Facilitate design of culturally and linguistically appropriate methods
Provide resources and opportunities for the involved community
Potential Research Areas

- Development and testing of culturally relevant outcome measures
- Intervention studies designed to reduce risk factors and exposures
- Intervention studies to enhance health seeking and health maintenance behaviors
- Evaluation of existing community-partnered interventions for their impact, effectiveness and efficiency

R21 Exploratory/developmental grants $150K/year x 2 years
R01 Up to $250K/year or over $500K/year
Proposal Requirements

Research Plan
• What do you intend to do?
• Why is the work important?
• What has already been done?
• How are you going to do the work?

Key Personnel

Budget
Proposal Requirements
In addition to research plan and timelines

- Identify community, health disparity topic and rationale for these choices
- Evidence of community partnership or plans for one (letters)
- Plan for sustaining the partnership after grant completion
- Details about the partnership
  - How is community involvement throughout all research phases?
  - How will collaborative relationship and equitable involvement be facilitated?
  - What are potential mutual benefits to community and researchers?
  - How are community strengths and resources utilized?
  - What are plans for disseminating research findings to the community?
  - What are opportunities and strategies for community health improvement?
Review Criteria

- Significance
- Approach
- Innovation
- Investigator
- Environment

- Human subject protections
- Inclusion, recruitment and retention of diverse subjects
- Data sharing
- Budget
Small Group Discussions

What would you look for as a reviewer?
How would you know that these expectations have been met?

Identify facilitator, recorder and reporter
Make introductions, talk about actual experiences
Report back with 3 ideas
Small Group Discussions

1: The proposal is prepared collaboratively by community and academic partners
2: Letters document an existing partnership or plans for establishing and sustaining a partnership
3: The study team facilitates a collaborative community relationship & sustains equitable involvement throughout study
4: There is a plan for sustaining the partnership in the community after completion of the grant
5: Key community members are involved in all phases of research
6: There is a plan for sustaining the partnership in the community after completion of the grant
1: The proposal is prepared collaboratively by community and academic partners

Examples of partner roles in developing proposal (e.g., attending planning meetings, writing proposal, reviewing proposal)

Description of decision making process

Members of community have concern or experience with the issues being addressed

Partners as co-investigators
2: Letters document an existing partnership or plans for establishing and sustaining a partnership

Original letters that speak to such issues as:

- positive history of working together
- long-term relationship
- trust and mutual respect
- beneficial processes and outcomes
- active roles in the project
- consistency between letter’s and proposal’s descriptions of the research, roles, etc.
3: The study team facilitates a collaborative community relationship & sustains equitable involvement throughout study

Description of participatory decision making structures and processes
Description of what resources and assets each partner brings to the proposed activities and how those will be utilized
Plans for meetings, personal interactions & timely sharing of information
Attention given to overcoming potential barriers to community partnerships (e.g., history of town-gown relations)
Attention given to overcoming potential barriers to partner participation (e.g., timing/location of meetings, availability of child care)
Attention given to importance of researcher presence and involvement in the community
Small Group Discussions

4: There are mutual benefits to community and researchers

- Description of goals and objectives for community partners
- Description of goals and objectives for researchers
- Description of community benefits (e.g., development of marketable skills, creation of jobs, expanded delivery of services)
- Description of researcher benefits (e.g., development of skills in CBPR, opportunities to publish and present)
Small Group Discussions

5: Key community members are involved in all phases of research

- Description of participatory decision making structures and processes
- Description of what resources and assets each partner brings to the proposed activities and how those will be utilized
- Plans for meetings, personal interactions & timely sharing of information
- Plans for community capacity building around research issues
Small Group Discussions

6: There is a plan for sustaining the partnership in the community after completion of the grant

- Description of what resources and assets each partner brings to the partnership and how those will be utilized to sustain the work of the partnership
- Description of resources that will be leveraged by the grant
- Description of possible policy implications of the project and partners that bring policy development and advocacy skills
Staying on Top of CBPR Funding Opportunities

Federal funding: www.grants.gov
Private funding: RFP bulletin www.fdncenter.org
Become a member of CCPH: Biweekly e-newsletter, customized emails
Join the new CBPR listserv co-sponsored by CCPH and Wellesley Central Health Corporation:
https://mailman.u.washington.edu/mailman/listinfo/cbpr
Strengthening Your Proposals

Be a grant reviewer
www.grantreview.net

Have colleagues review draft proposals

NIH regional workshops
http://grants.nih.gov/grants/seminars.htm
CCPH Resources

Community-Based Participatory Research Resources Webpage
  http://depts.washington.edu/ccph/commbas.html

Partnership Matters newsletter
  http://depts.washington.edu/ccph/guide.html#PartMatters

Funding Resources Webpage
  http://depts.washington.edu/ccph/links.html#Funding

CBPR Listserv
  https://mailman.u.washington.edu/mailman/listinfo/cbpr

CCPH Consultancy Network
  http://depts.washington.edu/ccph/mentor.html
Contact Information

Sarena D. Seifer
(206) 616-4305
sarena@u.washington.edu

Jen Kauper-Brown
(206) 543-7954
jenbr@u.washington.edu

www.ccph.info