Grant Writing

Emory Prevention Research Center

September 11, 2020

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Research Center

Today's Agenda

- Welcome, Logistics & Introductions
- Introduction to Grant Writing
- Parts of a Grant
  - Needs Statements
  - Project Description
  - Activity

Presenter Introductions

Cam Escoffery, PhD, MPH, CHES
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Professor, Rollins School of Public Health

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Training and Communications Lead, Emory Prevention Research Center
Lead Pubic Health Program Associate, Rollins School of Public Health

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Emory Prevention Research Center (EPRC)

- EPRC is one of 25 prevention research centers that conducts research on public health interventions focused on prevention
- It is based at the Rollins School of Public Health under the leadership of Dr. Michelle Kegler
- Our core research is to disseminate a healthy eating intervention among residents in Georgia through the 2-1-1 networks
- Website: http://web1.sph.emory.edu/eprc/

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Learning Objectives

1. Describe sections of a grant proposal
2. Identify the common pitfalls of unsuccessful grant proposals
3. Discuss components of a Needs Statement and Project Description of a proposal
4. Critique a grant using review criteria

Introduction

Grant Writing Terms

- **Funder:** resource/organization who funds the grant
- **Grant:** award of a sum of money
- **Grant writer:** person who prepares the proposal
- **Grant writing:** process of writing a proposal to obtain funding
- **Proposal:** document prepared to receive funding
- **Request for Application:** announcement or solicitation document with instructions/guidelines for submitting a proposal

Types of Proposals

- **Program:** offer specific services
- **Research:** study a topic or issue
- **Training:** provide monies for education
- **Planning:** offer coordination for a program, or preparation for a larger proposal in future
- **Technical assistance:** help other agencies
- **Capital improvement:** fund equipment or construction

Program Grants

- Proposes the start-up or continuation of a program that serves a specific population
- Tends to be over a shorter period of time than research grants

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Parts of Grant

The main parts of a grant are:

1. Cover letter
2. Statement of need
3. Project description
4. Evaluation plan
5. Budget and budget justification
6. Appendices

Needs Statements

Cover Letter

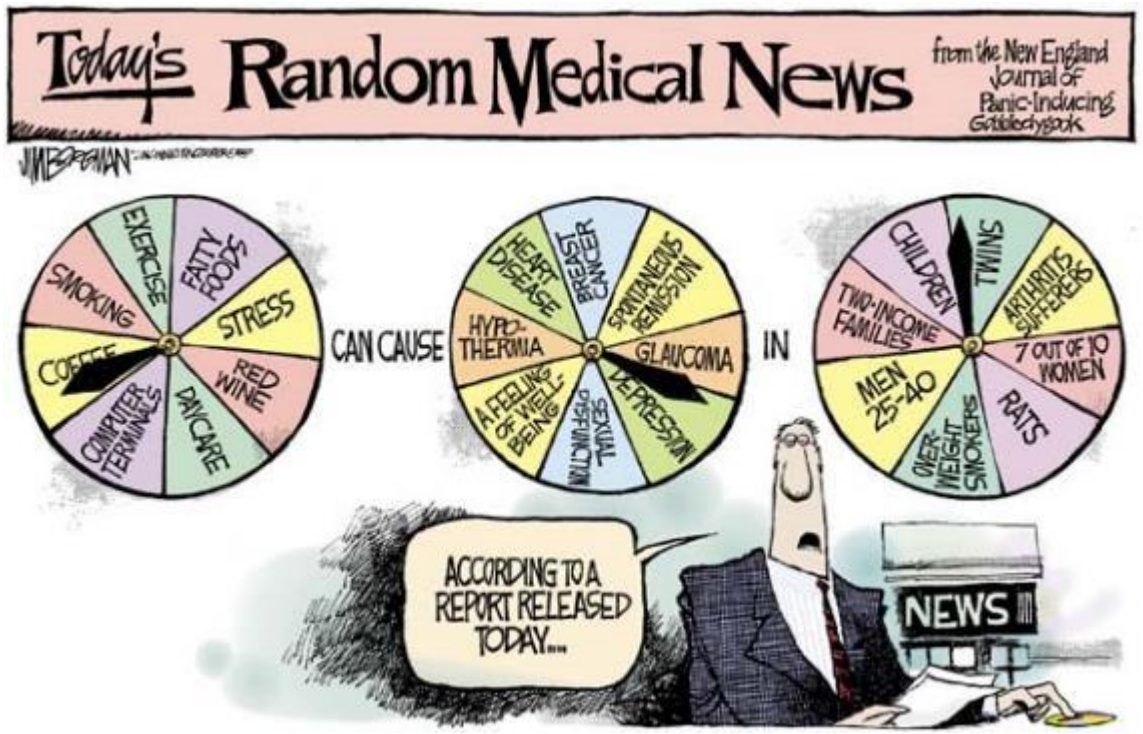
- Cover letter:
  - Who you are
  - Scope of project
  - Major tasks
  - Costs
- Should be written on agency letterhead

What is a Needs Statement?

A Needs Statement:

- Describes the nature of the problem or need with supportive evidence
- Discusses the factors that contribute to the problem
- Identifies gaps in services or programs
- Provides a rationale for the significance of your project

Writing a Needs Statement

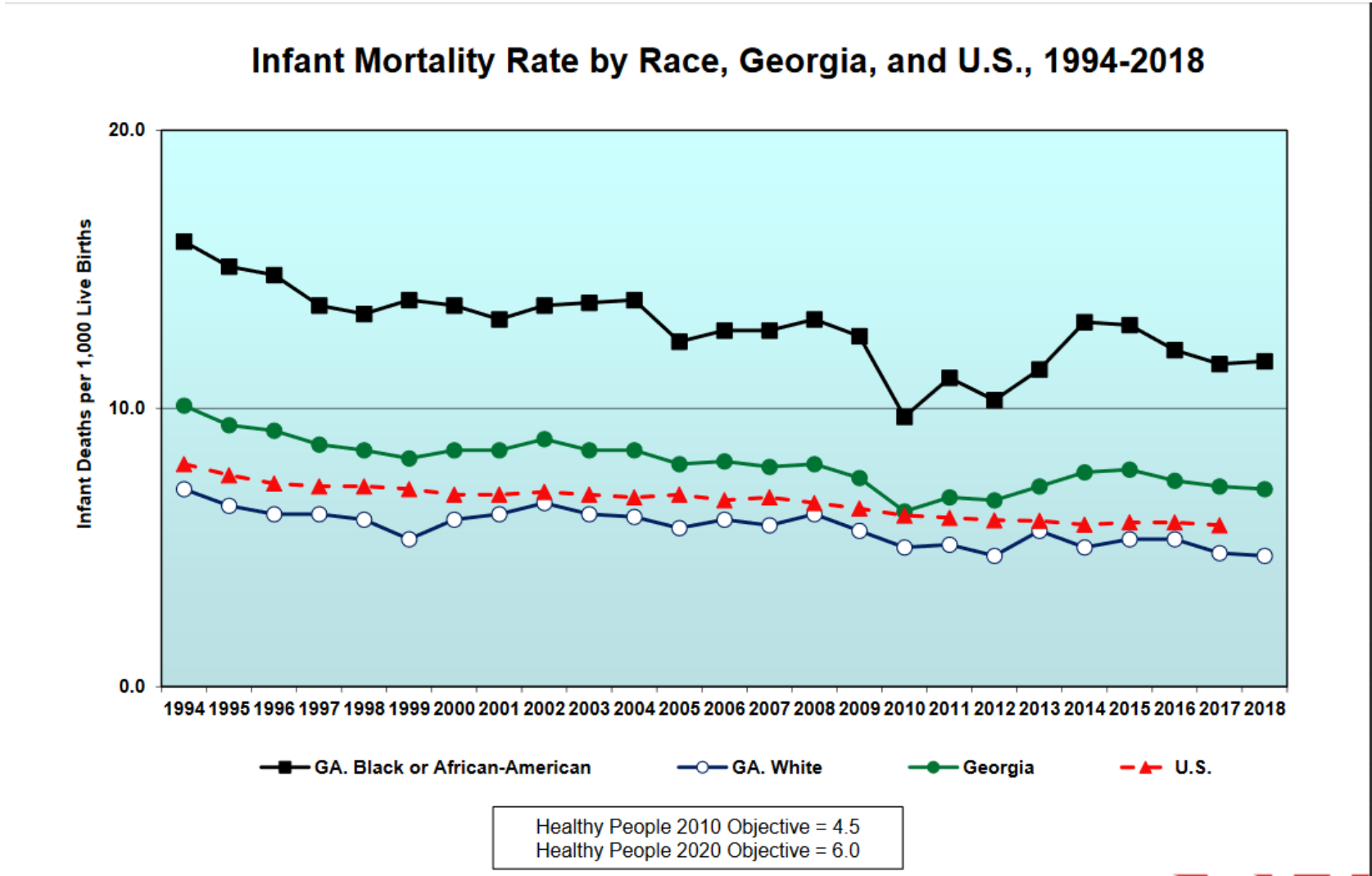


Types of information/data to include:

- Incidence and prevalence of problem
- Information known about it (definitions, risks, prevention)
- Populations affected
- Programs (or lack thereof) addressing problem
- Costs or consequences
- Relevance to national or state objectives (Healthy People 2020)

Writing a Needs Statement

- State the need using statistics from multiple sources
- Employ comparative statistics (e.g. how your county is higher than the state)



Note: 2010 is underreported.

Sources: Centers for Disease Control, Vital Statistics System, Mortality Data. September 14, 2009 http://www.cdc.gov/nchs/deaths.htm

Online Analytical Statistical Information System (OASIS) Georgia Department of Public Health, Office of Health Indicators for Planning (OHIP). http://oasis.state.ga.us/

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Georgia Department of Public Health

Writing a Needs Statement

Comparative Statistics Example:

The primary target population for this initiative is the unemployed/underemployed residents of Apple Community.

According to the 2010 US Census, the median income of Apple Community households was $22,300 versus an income of $43,900 for Fruit City as whole.

The unemployment rate of this community is typically double that of Fruit City, where the October 2014 unemployment rate was 7.0%.

Local Data Example:

According to a 2013 study by the Atlanta Regional Commission, citizens in X neighborhood reported that some of their biggest obstacles to healthier living were the lack of time, expense, and lack of access to healthy foods.

Common Pitfalls of Needs Statements

Grants Fail…

Problem: The grant proposal fails to address the grantor's stated requirements or needs

- The grant writer may not understand the focus/ priorities of the grant or the funding agency
- The grant writer may not have chosen the appropriate Request for Application (RFA)

Grants Fail…

Problem: The need for the program is not established

- Grant writer does not cite the necessary research or data that recommends the type of program
- Grant writers do not convey the uniqueness of their service

Grants Fail…

Problem: The grant proposal does not provide local data

- Grant writer does not use local data to illustrate the need for a local program
- Grant writer does not compare local data to that of the state and/or nation

Solution

- Find the Right Funder
- Do your research and make the case for your program
- Use national or leading public health organization data about your issue
- Address your community's specific needs through use of local data

Needs Statement Activity

- Think of one “need” in your community (e.g., a health topic you or your organization is interested in)
- *Type in the chat:* What data could you use to demonstrate that need?

Some Sources of Health Data

- U.S. Census Bureau

  http://www.census.gov
- National Center for Health Statistics

  http://www.cdc.gov/nchs
- Behavioral Risk Factor Surveillance System (BRFSS)

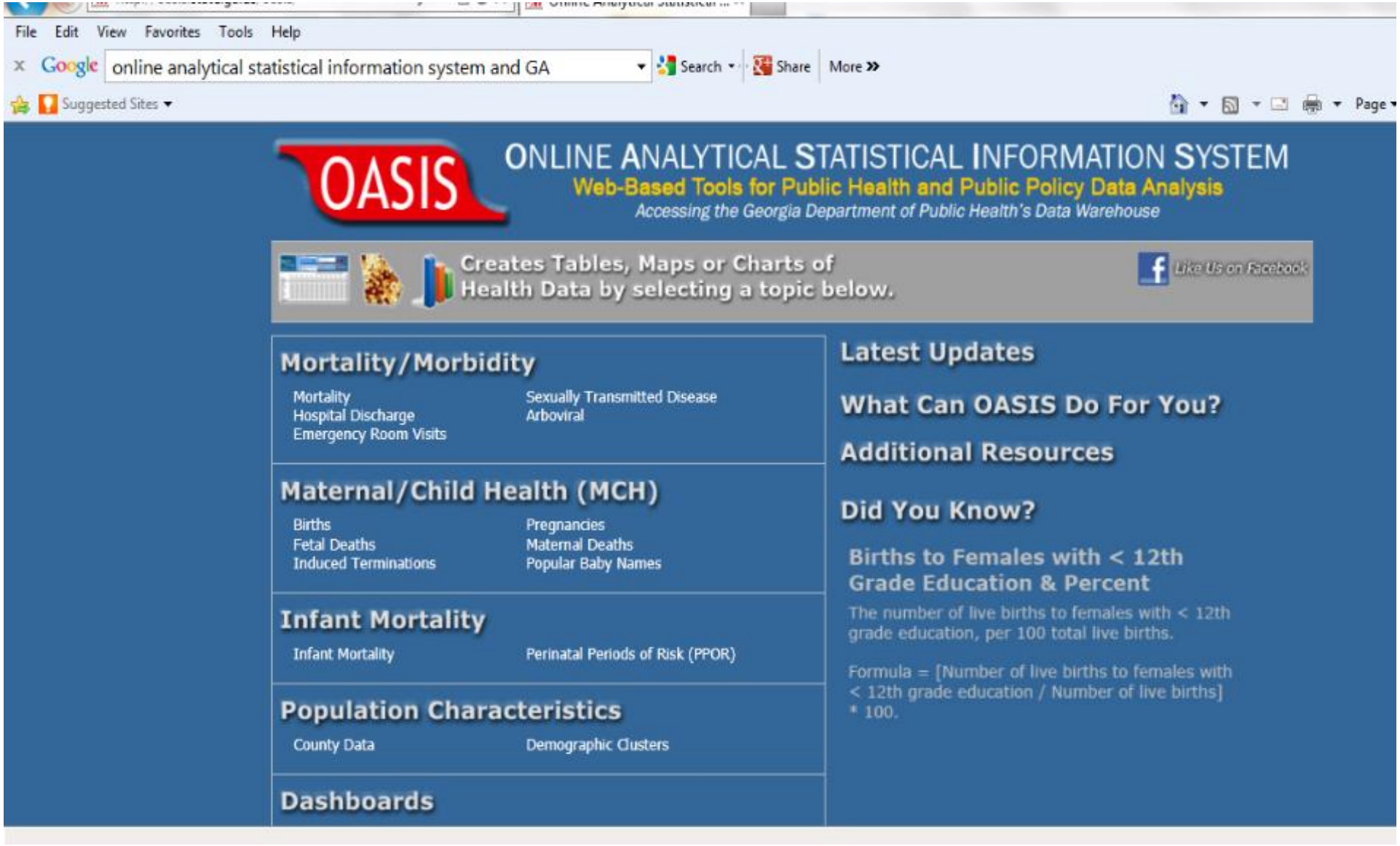
  https://www.cdc.gov/brfss/
- Online Analytical Statistical Information System (Oasis)

  http://oasis.state.ga.us/
- Georgia Department of Public Health

  https://dph.georgia.gov/health-topics
- Atlanta Regional Commission

  https://atlantaregional.org/

Oasis



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http://oasis.state.ga.us/oasis/PageDirect.aspx?re
Online Analytical Statistical ...
File Edit View Favorites Tools Help
Google online analytical statistical information system and GA
Search Share More
Sign In
Suggested Sites
Page Safety Tools

OASIS

ONLINE ANALYTICAL STATISTICAL INFORMATION SYSTEM

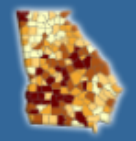
Web-Based Tools for Public Health and Public Policy Data Analysis

Accessing the Georgia Department of Public Health's Data Warehouse

Select the type of output you need

Get Table

With this tool you can obtain Georgia maternal and child health pregnancy statistics by County, Public Health District and Demographic Cluster for 1994-current year. Measures presented include Age-Specific (e.g. Teen) Pregnancy Rates.



Get Map

With this tool you can map Georgia maternal and child health pregnancy statistics for 1994-current year by County Commission District, Census Tract, County, Public Health District and Perinatal Region. Indicators are selectable many attributes such as age, race, ethnicity, birthweight, gestational age, education, or marital status.

DPH Georgia Department of Public Health

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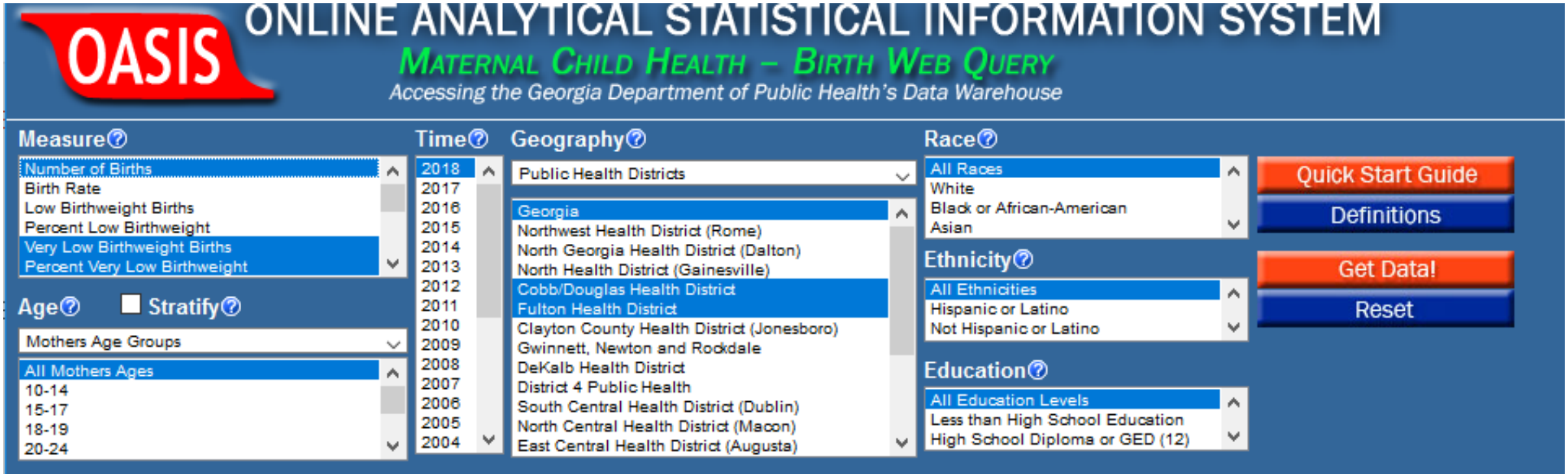

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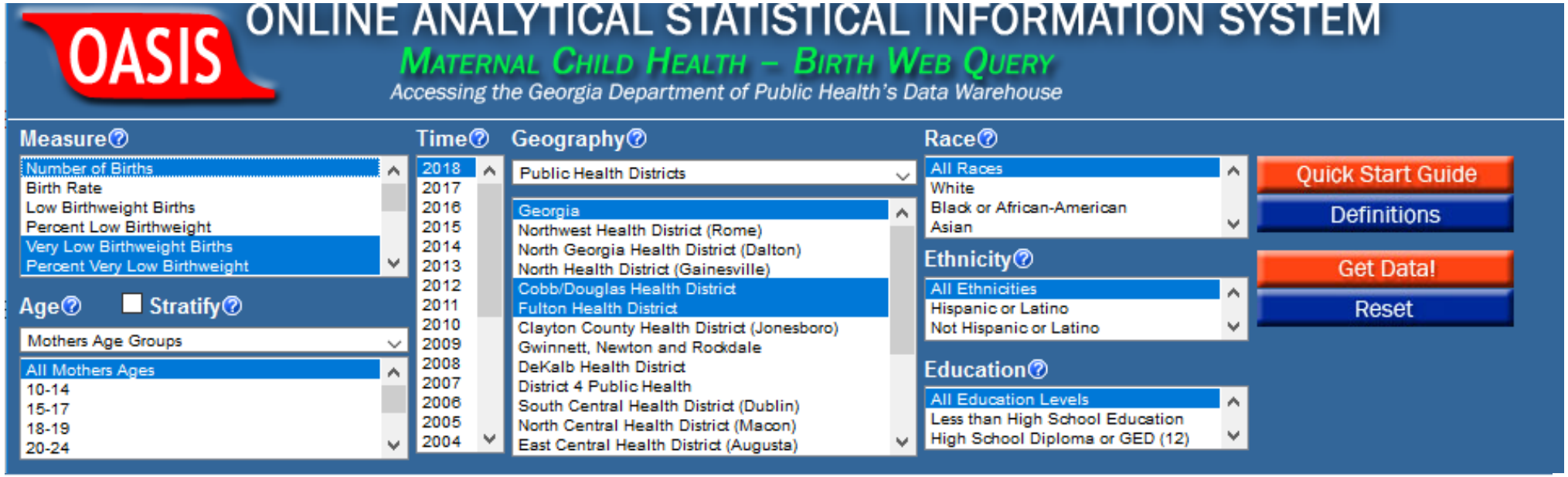
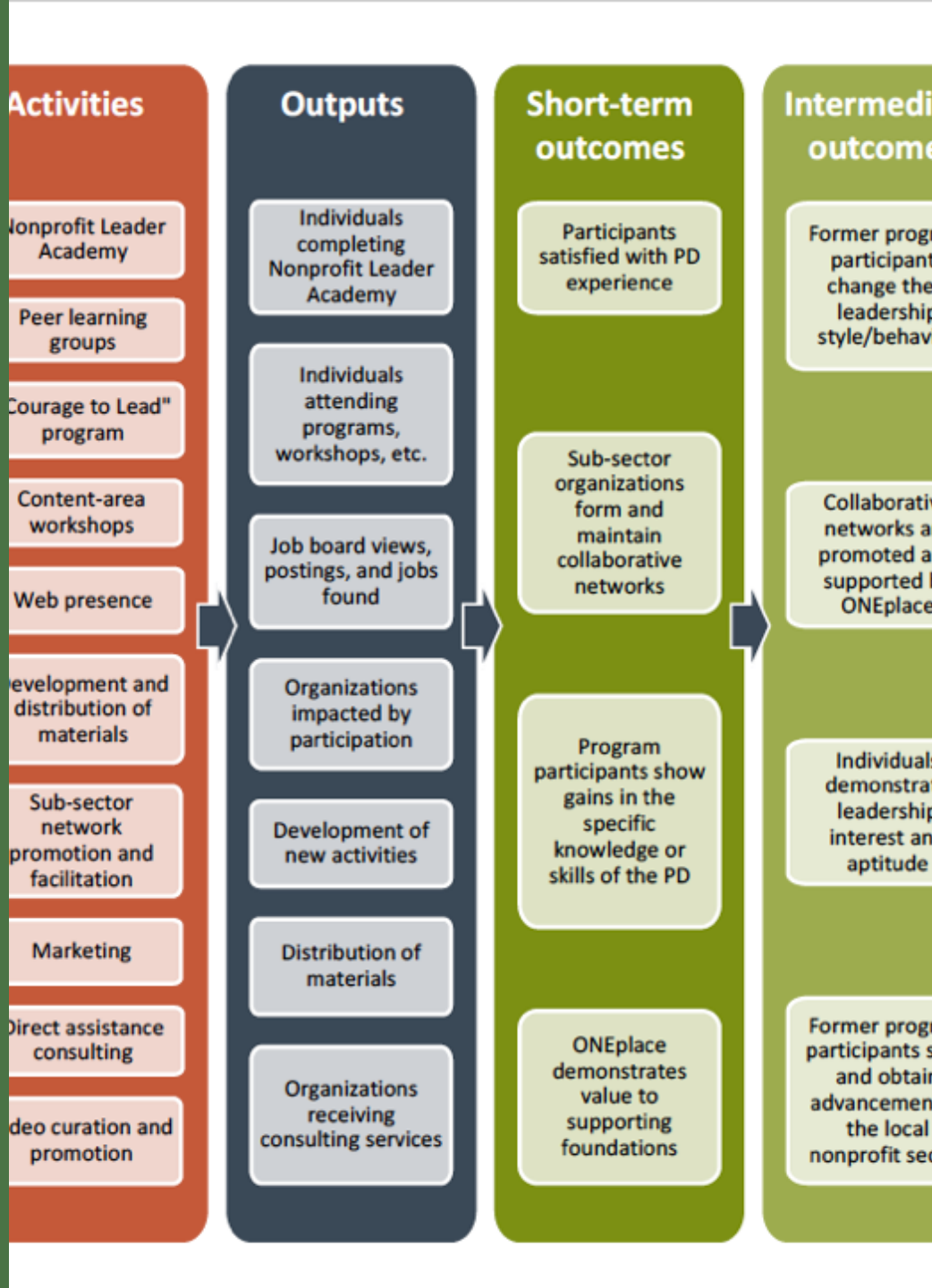


Number of Births, Very Low Birthweight Births, Percent Very Low Birthweight by Residence

Geography	2018		
	Number of Births	Very Low Birthweight Births	% Very Low Birthweight
Georgia	126,051	2,287	1.8
Cobb/Douglas Health District	10,429	177	1.7
Cobb	8,752	137	1.6
Douglas	1,677	40	2.4
Fulton Health District	11,668	230	2.0
Fulton	11,668	230	2.0
County Summary	22,097	407	1.8

Project Description



Parts of Grant

The main parts of a grant are:

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SMART Objectives

Specific

Measurable

Achievable

Relevant

Time-bound

- Half of all those in the county who complete a regular, aerobic, 12-month exercise program will reduce their "risk age" on their follow-up health risk appraisal by a minimum of two years compared to their preprogram results.

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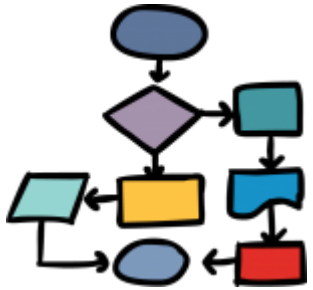
For more on SMART objectives:
https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/objectives.html



Project Description: Program Theory

What the program does → Intended outcome

Every program has an underlying theory or logic.

Well planned programs have a clear, explicit and intentional program theory.

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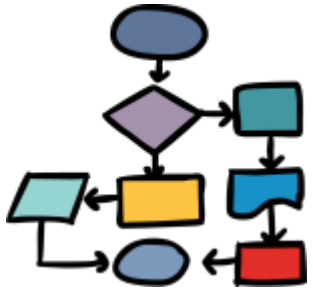


Project Description: Goals & Objectives

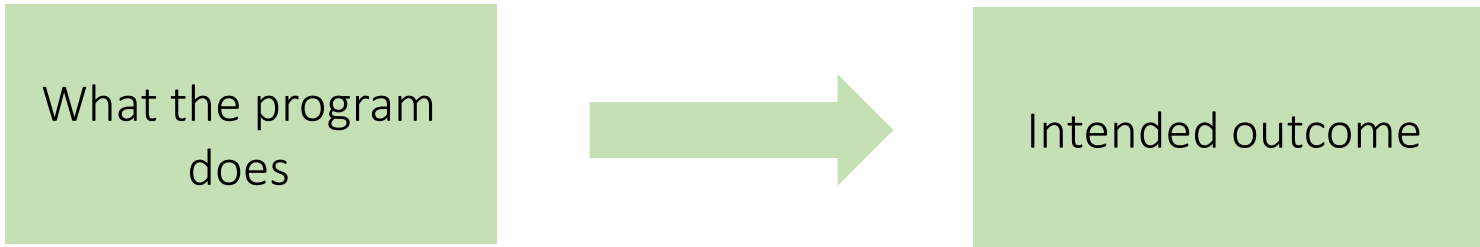
What the program does → Intended outcome

- Objectives *(what your program will achieve)*
  - Represent the immediate measured outcomes that are essential for achieving the ultimate goals
- Goals
  - Respond to identified needs *(needs statement!)* and are statements of the ultimate mission or purpose of the program

In other words:

You will complete X (objectives) to achieve Y (goals)

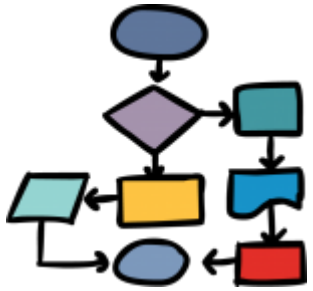
Activity



- Think of a program you work on or a health problem in your community that needs to be addressed.
- Write a program statement (1 sentence):
  - We (plan to) _____ to (achieve) _____

For example: We plan to build a community garden to increase fruit and vegetable consumption.

- Type your answer into the chat!



Project Description: Goals & Objectives

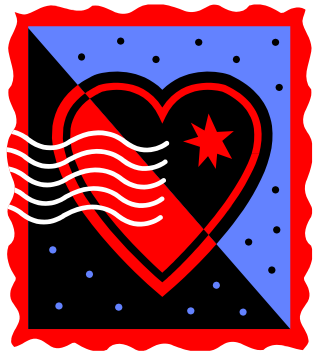
Using an Action Plan:

Goal: To prevent chronic disease among women in our community through a peer health mentoring program.

We will do this by….

Objective	Tasks	Timeline	Person Responsible	Budget
What are you trying to accomplish?	**What are the tasks or activities in order to accomplish the object?**	**What is timeline by month for each task**	**Who is responsible**	**What will it cost**
To Teach 12 women in our community to be mentors to other women on key health issues in our community	Recruit 15 women	April 15	XXXX, XXXX partnering with XXX	$100 for posters
	Design 6 training sessions	May 1	Training Team of XX	$50 per workbook
	Conduct Training	June and July	4 trainers	$1500 for trainers $300 for food

Healthy Heart Program

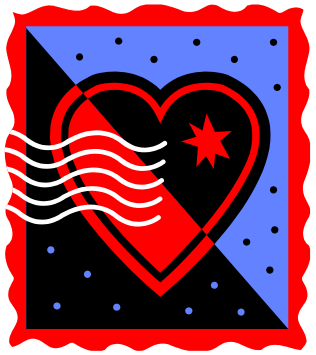


- **Health Topic:** Cardiovascular Health
- **Goal:** To reduce the incidence of cardiovascular disease in the residents of Tift County, GA.

What are some short-term, intermediate, and long-term objectives for this program?

What the program does → Reduced incidence of heart disease

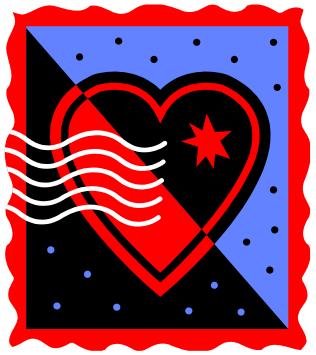
Healthy Heart Program



- Objectives:
  - By August 4 2020, two different heart disease brochures that outline risk factors and prevention strategies will be distributed to all residences in the county. (short-term)
  - At least 20% of residents will be able to identify two of their own heart disease risk factors after receiving the brochures. (short-term)

Distribute heart disease brochures → Increased knowledge of heart disease risk factors

Healthy Heart Program



- Objectives:
  - During the telephone interview follow-up at least 50% of residents will report having had their blood pressure taken during the previous six months. (intermediate)
  - The percentage of people who have access to safe walking trails will increase by 55% by the year 2021. (intermediate)

Distribute heart disease brochures → Increased knowledge of heart disease risk factors → Increased blood pressure screening

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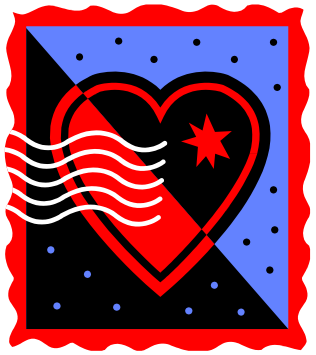
Healthy Heart Program



Build safe walking trails	→ Increased access to safe walking trails	→ Increase in physical activity	→ Decreased incidence of heart disease
Distribute heart disease brochures	→ Increased knowledge of heart disease risk factors	→ Increased blood pressure screening	→ Decreased incidence of heart disease
	Short – term	Intermediate	Long

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Program Objectives

Questions to consider when developing objectives:

1. Can the objective be realized during the life of the program?
2. Can the objective be realistically achieved?
3. Does the program have enough resources?
4. Are the objectives consistent with the policies and procedures of the organization?
5. Do the program objectives align with the cultural characteristics of your priority population and the changes sought?

Common Pitfalls of Project Descriptions

Grants Fail…

Problem: The grant proposal does not use clear, measureable goals and objectives

- The proposed goal is vague or overreaching
- The goals and objectives do not align
- The objectives are not SMART

Solution: Define your goals and objectives clearly and ensure that they are attainable in the given timeframe

Solution

- Make sure that your goals and objectives are not too ambitious and are feasible based on:
  - Time frame
  - Resources/ budget
  - Number of staff available
- Map out potential activities/tasks to see if they are aligned
  - Does X lead to Y?
  - If we do this, what will the outcome be?
  - If we want this outcome, what do we have to do?

Wrapping Up

Parts of Grant

The main parts of a grant are:

1. Cover letter
2. Statement of need
3. Project description
4. Evaluation plan
5. Budget and budget justification
6. Appendices

Before Submitting the Proposal

Final Review of grant proposal:

- Completeness
- Compliance
- Conciseness
- Consistency between parts
- Clarity of narrative
- Computations
- Compilation

Questions?

Erin Lebow-Skelley

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Keep an eye out for future EPRC Training opportunities!

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