



Year 5 Legacy Pilot Project Application Process technical assistance webinar June 29, 2011

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B Free CEED Year 5 Legacy Pilot Projects RFA Overview
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**Year 5 Legacy Pilot Project
Application Process
technical assistance webinar:
June 29, 2011**


Presentation Overview

- Application
- Project Proposal
- Budget
- Review Committee Format

Legacy Pilot Project Application

- Make sure to fill this out!

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B Free CEED
National Center of Excellence in the
Elimination of Hepatitis B Disparities
bfree.med.nyu.edu

**Year 5 Legacy Pilot Project
Application**

Organization Name: _____

Mailing Address: _____
Street Address

City State Zip Code

Phone: _____ Fax: _____

Name of Primary Contact: _____

Title: _____ Email: _____

Phone: _____

Title of Proposed Project: _____

Amount Requested: _____

By checking this box, I confirm that the organization/individual submitting the proposal has NOT received funds from any CDC REACH US programs in the past or currently. If at any point of the review process B Free CEED is aware of past REACH US funding, my application will immediately be taken out of consideration.

Name: _____
(Please Print)

Signature: _____ Date: _____

Please submit the Application, Proposal, Budget, and Budget Justification
via email, no later than **Friday, July 15, Midnight PST** to:
bfreeceed@gmail.com

Project Proposal

- 3-page maximum
- The proposal should address the following:
 1. A statement of goals and specific aims/objectives
 2. Organizational capacity
 3. Data collection plans and methods
 4. Feasibility of the study
 5. Sustainability beyond the one-year funding period
- Budget and budget justification (not included in the 3-page maximum)

1. A statement of goal(s)

- Global, visionary statements about where program or target population will be at the end of the grant funding.
- Clear, concise, one-sentence statements that are:
 - Non-specific and non-measurable
- In goals and specific aims, include:
 - What the organization has accomplished
 - What is expected to be done through the proposal

1. A statement of goal(s)

- The goal of the Legacy pilot grants **is to extend CEED's goal of working towards eliminating hepatitis B disparities in AA and NHPIs.**

1. A statement of goal(s): examples

- To increase access to primary health care for underserved communities in New York City.
- To reduce disparities in health outcomes for diabetes in the South Asian and Korean communities using a CBPR approach in partnership with community-based organizations in NYC.

1. A statement of goal(s): examples (continued)

A&PI Wellness Center proposes the Banyan Tree Project's **Communications Resources Project** which will provide high quality culturally competent training and technical assistance to organizations, service providers and community leaders wishing to strengthen their social marketing, media and storytelling skills with regards to Hepatitis B awareness.

The increased capacity of AA and NHPI community-serving institutions and organizations to provide culturally competent services and information will ultimately increase engagement, access to and utilization of Hepatitis B screening, vaccination, and treatment.

1. A statement of specific aims/objectives

- Also referred to as “milestones” or “benchmarks”
- Realistic targets that answer the following:
WHO is going to do *WHAT*, *WHEN*, *WHY* and *TO WHAT STANDARD*.

1. A statement of specific aims/objectives

- SMART objectives

- **S**pecific – *what exactly are we going to do, with or for whom?*
- **M**easurable – *is it measurable and can we measure it?*
- **A**chievable – *can we get it done in the proposed timeframe?*
- **R**elevant – *will this objective lead to the desired results?*
- **T**ime-frame – *when will we accomplish it?*

1. A statement of specific aims/objectives: examples

- By September 2011, implement the *Fine, Fit and Fabulous* program in 5 faith organizations, reaching 100 individuals at risk for diabetes.
- By December 2011, conduct 20 community health fairs providing screening and education for diabetes to reach 50 or more individuals per fair.
- By March 2012, participants of the *Fine, Fit and Fabulous* program will demonstrate a 60% increase in awareness of diabetes risk factors.

1. A statement of specific aims/objectives (continued)

- **Examples of specific aims:**

In order to achieve its goal the Communications Resources Project aims to:

- 1. Conduct baseline training needs assessment on Hepatitis B, social marketing and AA and NHPs to determine specific training topics and technical assistance needs.**
- 2. Use the findings of the needs assessment to develop an online web-based training series to 300 service providers with follow up technical assistance as requested.**
- 3. Document the process and create a replication package of the training series and materials developed.**

2. Organizational capacity

- Your application should include:
 - Background of the organization
 - How you are building capacity to:
 - Facilitate the project
 - Address hepatitis B disparities in AA and NHPs
 - Staff capacity (e.g. appropriate % effort of staff and available resources and skill set to carry out the project).

2. Organizational capacity

- Example:

Asian & Pacific Islander Wellness Center has an 18 year history of providing regional and national capacity building assistance to community based organizations...to increase their capacity to build strong, vital and sustaining community institutions, build and evaluate program effectiveness, and mobilize our broad national AA and NHPI communities and leaders to raise awareness on stigmatized health issues, including Hepatitis B, HIV/AIDS, substance use and mental health...

In the past ten years, A&PI Wellness Center has conducted four social marketing research studies and designed seven communication campaigns targeting AA and NHPIs locally, regionally and nationally. A&PI Wellness Center has key experts on staff to support research as well as design and execution of these campaigns. We have a highly experienced Media and Communications Coordinator and Communications Manager with an extensive background in Web 2.0 and social media-based message dissemination. Our team is supported by a tenured Director with a strong record of national capacity building in AA and NHPI communities.

3. Data collection plans and methods

- Method of data collection (literature review, pre and post-surveys, needs assessments, focus groups...)
- Data to be collected (knowledge, attitudes, behavior, process measures such as # of meetings held and # of people in attendance...)
- Development of data collection tools (creating new tools, adapting existing tools...)
- Data collection plans (on-line, in-person, email...)
- Description of participants (number, location, rationale...)
- Participant outreach plans
- Time frame
- Data analysis plans
- Roles and responsibilities of personnel
- **Incorporate evaluation activities**

3. Data collection plans and methods

- Example:

A&PI Wellness Center has significant experience conducting high quality research. The Communications Resources Project aims to conduct a national training needs assessment exploring topics such as social marketing (including media, social media, and web 2.0), Hepatitis B, and cultural competency. The study will be conducted in the first quarter of the project and will be distributed online and through email using SurveyMonkey. We will conduct outreach through our national mailing lists, national listservs (such as Asian & Pacific Islander American Health Forum's Health listserv), B Free CEED grantees, and others. Self-selective sampling will be utilized. The data will be tabulated and analyzed with support of our Capacity Building Assistance Program Manager, who holds a Master in Public Health and has SPSS data analysis expertise. This data will determine the number and types of trainings and act as a baseline to assess for capacity change of an organization, individual, or provider. A&PI Wellness Center will conduct standardized post training evaluations to assess for skill and quality. If technical assistance is offered for a specific topic, a TA episode evaluation will also be offered to assess for skills and quality.

4. Feasibility of the study

- Able to complete in the one-year time frame
- History of implementing and completing successful projects
- Relationship and reputation with community
- Demonstrate an understanding of time and effort required to complete tasks

4. Feasibility of the study

- Example:

A&PI Wellness Center has a long history of capacity building, delivering quality products to assist organizations, health providers and community stakeholders to engage in social marketing. We use both traditional and new media to increase awareness of Hepatitis B with a strong AA and NHPI cultural lens, cost effectively. Our staff have strong and diverse expertise from research and evaluation, to film production, social media 2.0 and graphic design. To Increase the feasibility of the program, A&PI Wellness Center can contribute extra resources through the Banyan Tree Project to increase the probability of impact of the Communications Resources Project.

5. Sustainability

- Leveraging of other funding sources
- Using the outcomes of the project to move agency's work forward
- Sustainability of project products
- Future funding opportunities

5. Sustainability

- Example:

A&PI Wellness Center intends to document the Communications Resources Project process and will develop a replication package available to the public online, free of charge, through podcasts and instructional videos. The package will be disseminated to agencies to support adaptation for other communities. A&PI Wellness Center will continue to use the lessons learned from the Communications Resources Project to disseminate messages through social media and our website.

The following are general activities eligible for funding:

- Collecting data on specific AA and NHPI subgroups and/or geographic area with limited data, including:
 - Community needs assessments
 - Community asset mapping
 - Health impact assessments
- Adapting or conducting evidence-based activities that are contextually appropriate to the target community
 - Adapting B Free CEED social marketing activities for other AA and NHPI groups in other localities
 - Web-based strategies that utilize web 2.0/social media
 - Trainings and workshops for different stakeholders

The following are general activities eligible for funding (continued):

- Initiation of relevant community-based or systems level activities
 - Creation of a strategic plan to address hepatitis B at a community or systems level
 - Creation of a Community Action Plan (CAP)
 - Local start-up activities of a community coalition
- Create and implement an evaluation plan for current hepatitis B-related activities and programs
 - Evaluation of community-based screening projects
 - Evaluation of educational and outreach campaigns

Budget

- The maximum allotted amount for the B Free CEED grants is \$40,000.
- These costs are not allowable through the Legacy program:
 - Indirect costs
 - Clinical services
 - Equipment

Budget (continued)

- Budgets should include:
 - Personnel:
 - Salaries, % effort, amount requested per individual
 - Justification of funding personnel
 - Fringe benefits

Budget (example)

Communications Resources Project Proposed Budget & Staffing Justification						
October 1, 2010 to September 30, 2011						
A. SALARIES & WAGES						
PERSONNEL (A&PI Wellness Center)		ANNUAL SALARY	% EFFORT	NO. OF MONTHS	AMOUNT REQUESTED	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	12	\$2,550	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	12	\$12,500	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	12	\$4,350	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	12	\$2,200	
			Total FTE	[REDACTED]		
TOTAL PERSONNEL REQUESTED					\$21,600	
Director Community Development and External Affairs [REDACTED]						
Oversees Communications Resources Project and ensures reporting and fiscal oversight. Provides direction to program plan and implementation. Supervises Communications Manager and CBA Program Manager						
Communications Manager [REDACTED]						
Provides overall programmatic oversight with regular communication to funder. Responsible in implementing training needs assessment, developing training modules. Responsible for all project deliverables. Reports to Director Community development and External Affairs.						
Media and Communications Coordinator [REDACTED]						
Responsible for outreach and recruitment and training curricula implementation and coordination. Reports to Communications Manager						
Capacity Building Manager [REDACTED]						
Responsible for adapting the training needs assessment tool, analysing data and developing a short report of the findings.						
B. FRINGE BENEFITS (26.45%)		Payroll Taxes & Benefits			Total	\$5,713
		Payroll Taxes (FICA/SUI)	8.45%			
		Health Insurance	14.50%			
		Workers Comp Insurance	0.76%			
		Other (403b / Sabbatical)	2.74%			
		<u>Total benefits</u>	<u>26.45%</u>			
C. Shared Expenses		Per FTE amount			Total	\$6,443.97
Agency Shared Salary		[REDACTED]				
Alloc Operating Expenses		\$10,836.00	\$4,226.04			
Allocated Office Supplies		\$482.00	\$187.98			
Total benefits		\$ [REDACTED]				
D. Training Costs						
Ready Talk Online Training		\$1,000.00 per training X 6 trainings =			\$6,000	
E. TOTAL DIRECT COSTS					\$39,757	

Review Committee Format

- Review Committee Members: We are committed to compiling the committee of past Legacy Pilot Project grantees, B Free CEED community partners, and CBOs representing experts and leaders in hepatitis B and/or AA and NHPI health issues, and academic and staff members.
- Between 30-35 Reviewers
 - Equal number of community and academic partners per group
- Review Process:
 - Evaluation Survey Score and
 - Review Committee Meeting Discussions

Review Committee Evaluation Criteria

1. **Significance/Need**
2. **Feasibility and Sustainability**
3. **Project Design**

Review Committee Evaluation Criteria

1. Significance/Need

- The proposed project fills a gap in the hepatitis B knowledge base.
- The proposed project collects data from geographic regions for which there is currently limited hepatitis B-related activities and/or data.
- The proposed project collects data from an AA and NHPI subgroup for which there is currently limited hepatitis B-related activities and/or data.
- The organization has a strong track record of working in the AA and NHPI community.

Review Committee Evaluation Criteria

2. Feasibility and Sustainability

- The proposed project can successfully be implemented in the current environment. (E.g. are the aims attainable in a 1 year timeframe?)
- The budget and budget justification is sensible given the proposed activities. (E.g. is the budget allocation sufficient to carry out the proposed activities?)
- The project shows potential long-term sustainability. (E.g. can the proposed project be sustained beyond the Legacy grant period or attract outside funding?)

Review Committee Evaluation Criteria

3. Project Design

- The proposal aims to use or identify evidence-based practices.
- The proposal identifies innovative strategies and/or activities.
- The proposal highlights a partnership and/or includes the community or community based organizations in the process.
- The proposal incorporates evaluation activities/strategies to help measure impact of program and/or activities.
- The proposed project has potential to be successfully disseminated and replicated to other AA and NHPI communities as a best practice.

Questions?

(*World Hepatitis Day is July 28th!)