Rural Health and Safety Education Competitive Grants Program

2018 Grant Applicant Webinar
April 11, 2018

National Institute of Food and Agriculture
Outline of Webinar

1. NIFA Team
2. Program Overview
3. Deciding to Apply
4. Application Submission Process
5. Applications Review Process
6. Tips for Success
NIFA Team

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National Program Leader

Sylvia Montgomery
Program Specialist
Program Overview

Individual and family health education

Provide individuals and families living in rural areas:

- Information as to the value of good health at any age;
- Information to increase individual or families’ motivation to take more responsibility for their own health;
- Information about and access to health promotion activities; and
- Training for volunteers and health services providers concerning health promotion and health care services for individuals and families in cooperation with state, local and community partners.
Program Overview

Focus of proposals

The prevention and/or reduction of opioid misuse and abuse in rural communities

- Projects implementing new Extension programs or approaches;
- Projects seeking to scale-up to State or multi-state levels already established Extension programs with demonstrated evidence of impact
Addressing the Opioid Crisis

- DHHS Secretary declared the crisis an official public health emergency in October 2017
- USDA is engaged in number of strategic efforts to coordinate responses in rural areas.
- Congress appropriated funds to RHSE specifically to address the crisis.
Program Overview

Projects are not limited to implementing Extension-created programs or approaches, but they are required to:

- use research-informed, outcome-based programs and approaches with performance indicators that demonstrate measurable changes in knowledge and attitudes of project participants;
- use Cooperative Extension as the primary model of program outreach and delivery;
Program Overview

Projects are not limited to implementing Extension-created programs or approaches, but they are required to:

- implement programs and approaches in federally classified rural counties (pg. 9); and
- coordinate with the state office of rural health.
Program Overview

Proposed RHSE project teams are highly encouraged to:

- Develop meaningful project collaborations among 1862, 1890, and 1994 land-grant institutions within a given State or Region;
- Have health education focus and Extension outreach strategy guided by an existing health framework/model (e.g., Cooperative Extension’s National Framework for Health and Wellness)
Proposed RHSE project teams are encouraged to:

- develop and report on performance indicators that capture measurable behavioral changes are highly encouraged; and
- Collaborate across extension program areas (i.e. Family & Consumer Sciences, Agricultural and Natural Resources, 4-H/Youth Development, and Community Resource and Economic Development).
- See additional recommendations on p. 7 & 8
Program Overview

The following types of applications will not be considered for funding:

- Proposals without a plan for evaluating participant outcomes;
- Proposals with a focus on topic areas specific to other NIFA grant programs (AFRI, Food Safety, Childhood Obesity Prevention, Youth Farm Safety or AgrAbility);
- Proposals with a focus on basic research (other than evaluation related to project outputs, outcomes and impacts), formal education (K-12, university), or clinical interventions;
- Proposals targeting individuals with substance use disorders.
Program Overview

- Approximately $2.9 million available
- Anticipate 8-10 proposals awarded;
- NTE $350,000 for a two-year project period (Requests exceeding this amount will not be reviewed);
- Cost sharing/matching not required;
- Indirect costs allowed - up to 30% of total funds requested

Application deadline – May 24, 2018, by 5pm EDT
Program Overview

Types of Applications

- **New** - Project applications that have not been previously submitted to the RHSE Program

- **Resubmitted** – Application that had previously been submitted to the RHSE Program but not funded
Program Overview

Program Eligibility

- 1862, 1890 and 1994 land-grant institutions;
- Award recipients may subcontract to institutions and organizations not eligible to apply provided such organizations are necessary for the conduct of the project.
Deciding to Apply

- Does your program fit the intent of the RFA?
- Are you eligible to apply as a lead institution?
- Have you identified your project partners?
- If not eligible to apply as a lead, who could you partner with within your state/region?
- Who is doing what and where through RHSE funding? [https://cris.nifa.usda.gov/cgi-bin/starfinder/0?path=fastlink1.txt&id=anon&pass=&search=CG=(*-46100-*))%20&format=WEBTITLES]
<table>
<thead>
<tr>
<th>Title</th>
<th>Awd Yr Prop No</th>
<th>Investigator</th>
<th>Institution</th>
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<tr>
<td>EVIDENCE-BASED COMPLEMENTARY AND ALTERNATIVE INTERVENTIONS TO PREVENT OPIOID ABUSE AND MISUSE IN RURAL ARKANSAS</td>
<td>2017 2017-06184</td>
<td>Washburn, L.</td>
<td>ARKANSAS AGRIC EXTENSION SERVICE LITTLE ROCK, ARKANSAS</td>
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<td>FLORIDA COOPERATIVE EXTENSION ADVANCING RURAL HEALTH EDUCATION AND COMMUNITY ACTION</td>
<td>2017 2017-06190</td>
<td>Coleman, L.</td>
<td>UNIVERSITY OF FLORIDA GAINESVILLE, FLORIDA</td>
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<td>A MULTI-STATE EFFORT OF OPIOID ABUSE PREVENTION USING SFP 10-14</td>
<td>2017 2017-06181</td>
<td>Woodcox, S.</td>
<td>PURDUE UNIVERSITY WEST LAFAYETTE, INDIANA</td>
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<td>EXPANDING THE EVIDENCE-BASED PROSPER DELIVERY SYSTEM TO ADDRESS THE OPIOID EPIDEMIC</td>
<td>2017 2017-06193</td>
<td>Schainker, L. M.</td>
<td>IOWA STATE UNIVERSITY AMES, IOWA</td>
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<td>KANSAS MASTER HEALTH VOLUNTEERS</td>
<td>2017 2017-06194</td>
<td>Yelland, E. L.</td>
<td>KANSAS STATE UNIV MANHATTAN, KANSAS</td>
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<td>PREVENTING OPIOID MISUSE IN THE SOUTHEAST: THE PROMISE INITIATIVE</td>
<td>2017 2017-06191</td>
<td>Buys, D. R.</td>
<td>MISSISSIPPI STATE UNIV MISSISSIPPI STATE, MISSISSIPPI</td>
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<td>EMPOWERING YOUTH AND FAMILIES</td>
<td>2017 2017-06183</td>
<td>Chilcote, A.</td>
<td>NORTH CAROLINA STATE UNIV RALEIGH, NORTH CAROLINA</td>
<td>Brief Full</td>
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FY 17 Opioid-Focused RHSE Projects

- A Multi-State Effort of Opioid Abuse Prevention Using SFP 10-14
  Purdue University

- Evidence-Based Complementary and Alternative Interventions to Prevent Opioid Abuse and Misuse in Rural Arkansas
  University of Arkansas Extension

- Expanding the Evidence-Based PROSPER Delivery System to Address The Opioid Epidemic
  Iowa State University
FY 17 Opioid-Focused RHSE Projects

- Preventing Opioid Misuse in the Southeast: The Promise Initiative
  Mississippi State University
- Empowering Youth and Families
  North Carolina State University
- Preventing Opioid Abuse in Rural Virginia
  Virginia Tech University
Deciding to Apply

- Register with Grants.gov – ASAP!
  - [https://www.grants.gov/web/grants/register.html](https://www.grants.gov/web/grants/register.html)
    - This process can take weeks to complete

- Computer Essentials
  - Adobe Acrobat – only **pdf** is accepted
  - High speed connection.
Application Submission Process

Download the Application Package

Linked to Funding Opportunity Number on our web page:


Application Package on Grants.gov: :

Funding Opportunity Number: USDA-NIFA-RHSE-006542
Application Submission Process

Note the attachment requirements (e.g., PDF) in Part III, Section 3 of the guide.

ANY PROPOSALS THAT ARE NON-COMPLIANT WITH THE REQUIREMENTS (e.g., content format, PDF file format, file name restrictions, and no password protected files) WILL BE AT RISK OF BEING EXCLUDED FROM NIFA REVIEW.

Grants.gov does not check for NIFA required attachments or whether attachments are in PDF format; see Part III, Section 6.1 of the guide for how to check the manifest of submitted files. Partial applications will be excluded from NIFA review.
Application Submission Process

Project Summary (see pg. 17 of RFA)
- Crucial - helps reviewers grasp the essence of your proposal

Project Narrative (see pgs. 17-22 of RFA)
- Ten distinct sections:
  - Response to Previous Review (if applicable)
  - Issue Statement and Planned Approach (20 points)
  - Objectives, Activities, Outcomes and Timeline (30 points)
  - Division of Labor (5 points)
  - Project Performance Assessment Plan (20 points)
  - Management Plan (5 points)
  - Budget & Budget Justification (10 points)
  - Project Communication and Dissemination (5 points)
  - Sustainability (5 points)
  - Optional: Centers of Excellence Request and Justification

Not to exceed 15 pages (up to 5 additional for figures and tables)
Application Submission Process

- Senior/Key Person Information
- Budget
- Bibliography and References Cited
- Letters of Commitment
- Current and Pending Support
- Conflict of Interest Forms
- Center of Excellence Justification
Application Submission Process

Center of Excellence Criteria

Why? – see pg. 13-14 of RFA

How? – If you wish to be considered as a Center of Excellence, provide brief justification in Project Narrative.
Describe how you meet the standards of a Center of Excellence.

Criteria on pg. 21 -22 of RFA.

http://nifa.usda.gov/centers-excellence
Application Submission Process

Applications will not be accepted for review if they do any of the following:

- Exceed the maximum federal budget request for the type of application proposed ($350,000 for up to 2 years);
- Propose objectives or approach that do not fit the purpose and scope of the RHSE program;
- Exceed the maximum pages allowed for the Project Narrative;
- Fail to include any of the distinctive items of the Project Narrative.
Application Submission Process

Funding Restrictions:

- Equipment which does not have a particular scientific, technical or programmatic purpose (e.g., vehicles, typewriters, furniture, etc.);
- Entertainment – Banquets, awards ceremonies, and meals for persons not in a travel status, tickets to shows or sporting events, and alcoholic beverages;
- Incentives (e.g., fast-food coupons, gift certificates, etc.) to entice project participation.
Application Submission Process

Funding Restrictions:

- Renovation or refurbishment of education or extension space;
- Purchase or installation of fixed equipment;
- Planning, repair, rehabilitation, acquisition, or construction of buildings or facilities;
- Any expense not directly related to the project.
Application Submission Process

Submit electronically through www.grants.gov

All attachments MUST be submitted in PDF
  ▪ Check all documents after conversion to PDF
  ▪ Attachments should not be password-protected

Submit at least few days ahead of May 24 deadline

Grants.gov customer support:
  ▪ 1-800-518-4726; M-F 7:00 am – 9 pm Eastern Time;
  ▪ Email: support@grants.gov.
  ▪ Get a Case ID # if you are having submission problems.
Pre-Acceptance Review Process

Grants.gov screening

- Check package for errors before submitting using screen tool in grants.gov

NIFA screening

- Screening for main application components, formatting, mandatory attachments, time periods and budget.
Pre-Acceptance Review Process

NIFA screening

Applications will be rejected without panel review if:

- Submitted past the deadline (May 24 @ 5pm EDT)
- Annual budgets requested exceed budget limit set in the RFA (max. of $350,000 for two year project period)
- Lead institution not a 1862, 1890, or 1994 Land-Grant
- Proposed project does not align with the RHSE program priorities
Pre-Acceptance Review Process

NIFA screening

- Contact Dr. Ahlishia Shipley if you do not receive an email within 4 weeks of proposal acceptance by Grants.gov or submission deadline.

- Keep NIFA’s RHSE program staff updated of any change in your email address.
Competitive Review Process

Review process is designed to be fair and unbiased

- Review by peers and experts (e.g., in human development, rural health, safety, program evaluation, and, within it, in content areas specific to your proposal – e.g., diabetes education, substance abuse, …)

- Evaluation factors are very important (p. 27)

- Only information submitted with the application is used

- Letters of Support not the same as Letters of Commitment. Letters that do not speak of specific contribution to the project are unnecessary.
Competitive Review Process

Confidentiality re.:

- Proposal content and identity of applicant
- Reviewer identity
- Reviews (shared with Project Director only)
- Panel proceedings
Evaluation Criteria

- Point system; Technical merit
- Issue Statement and Planned Approach (20 points)
- Objectives, Activities, Outcomes and Timeline (30 points)
- Division of Labor (5 points)
- Project Performance Assessment Plan (20 points)
- Management Plan (5 points)
- Budget & Budget Justification (10 points)
- Project Communication and Dissemination (5 points)
- Sustainability (5 points)
**Tips for Success**

**Successful proposals:**

- Well written, succinct and logical
- Have all the information requested
- Clearly articulate the needs of the target audience
- Are well designed and justified
- Have a strong management plan
- Include a clear, solid performance assessment plan
- Partners’ roles and expected deliverables are clearly defined.
Tips for Success

Common Proposal Criticisms:

- Poorly written and presented
- Too vague and unfocused
- Target audience not identified
- Unclear how target audience will be reached
- Partners identified but their commitment not secured
- Main staff lack experience/expertise
- Insufficient understanding of RHSE grant opportunity
- Cannot be completed in time frame
- Weak evaluation plan
If not applying for funding in 2018:

Consider serving on the RHSE proposals review panel.

Contact ashipley@nifa.usda.gov

- Include:
  - “RHSE Reviewer” in the subject line
  - CV or a brief bio
  - Your full contact information
Contact Information

Programmatic Questions:
Ahlishia Shipley (ashipley@nifa.usda.gov; 202-401-6854)

Administrative Questions:
Bruce Mertz (bmertz@nifa.usda.gov; 202-401-5062)

Grants.gov:
• 1-800-518-4726; M-F 7:00 am – 9 pm Eastern Time
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