

Grant Writing 101: Part Two

NUR 703: Health Promotion for Populations

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Objective

- Discuss the components of the Mini-Grant Project: Part Two in detail

Mini-Grant Project: Part Two

Healthy People 2030

- *Healthy People 2030* is a national health promotion and disease prevention initiative. Its goals are to increase the quality and years of healthy life and eliminate health disparities.
- *Healthy People 2030* is managed by the Office of Disease Prevention and Health Promotion at the U.S. Department of Health and Human Services

(Holtzclaw, Kenner, & Walden, 2009)

Mini-Grant Project: Part Two

Healthy People 2030

- Four Main Goals:
 1. Eliminate health disparities and achieve health equity, improving health for all groups
 2. Attain high-quality longer lives free of preventable disease, disability, injury, and premature death
 3. Create healthy social and physical environments
 4. Promote quality of life, healthy development and healthy behaviors across all stages

(United States Department of Health and Human Services, 2017)

Mini-Grant Project: Part Two

Healthy People 2030

- Grants that focus on healthcare practice, education, or research often require a clear tie to at least one goal and objective of *Healthy People 2030*.
- Linking your proposed project to national health objectives will strengthen the likelihood of funding
- Access *Healthy People 2030* topics and objectives as well as a wealth of data, tools, and resources at:
<https://www.healthypeople.gov>

(Holtzclaw, Kenner, & Walden, 2009)

Mini-Grant Project: Part Two

Methodology

- Choose a Level of Prevention for your proposed project:
 - Primary, Secondary, or Tertiary
- Health Prevention:
 - Population-based or individual-based interventions aimed at reducing risks or threats to health and minimizing the burden of diseases and associated risk factors

Mini-Grant Project: Part Two

Methodology

Levels of Prevention

	Primary Prevention	Secondary Prevention	Tertiary Prevention
Definition	An intervention implemented to prevent development of disease or injury	An intervention implemented aimed at early detection and initiation of treatment for disease	An intervention implemented after a disease or injury is established and prevents disability and premature death
Objective	Reduce or eliminate causative risk factors (risk reduction)	Early identification (through screening) and treatment	Prevent sequelae
Modes of Intervention	Health Promotion Specific Protection	Screening Early Diagnosis	Treatment and Rehabilitation
Example	Immunizations Use of PPE Teaching	PAP smear Blood Pressure screening	Speech Therapy following a stroke

Mini-Grant Project: Part Two

Activities

Goal(s)

A clear and concise statement as to what will be accomplished

Objective(s):

A specific outcome of the program that can be evaluated

Link activities to your objectives identified in Part One

Activities:

Specific actions taken to accomplish an objective

Mini-Grant Project: Part Two

Activities

- **Recall from Part One PowerPoint:**
- **Example:**
 - **Goal:** The goal of this project is to prepare future occupational therapists, nurses, physical therapists, and dental hygienists to collaborate in delivering health promotion to health restoration services in community shelters to persons who are homeless.
 - **Objective 1:** Increase the knowledge base of students in the biological, psychological, cultural, and social influences in providing adequate health services to persons who are homeless

Mini-Grant Project: Part Two

Activities

- **Example: Objective 1 will be met through the following**
 - **Activities:**
 - Student participation in two specific departmental course that provide the necessary professional knowledge, skills, and attitudes for working with the diverse population of individuals who are homeless
 - Student participation in three core multidisciplinary courses that relate theory, health policy, and research in the delivery of community-based health services



Can conduct a number of activities to meet objectives

Mini-Grant Project: Part Two

Methodology

- Implementation: How will you carry out the project?
- Step-by-step logical explanation of each activity that will be implemented to accomplish the proposed objectives
- Reiterate who will benefit from the project (target population)
- Will your program have the capacity to help everyone who needs it or only select participants?
- Is it mandatory or voluntary participation?
- Are there any collateral beneficiaries? Meaning, will others benefit from the program in addition to the target population?
- Approximately how many will benefit?

Mini-Grant Project: Part Two

Methodology

- A timeline chart may be helpful to demonstrate that you've thought things through and have a logical plan of action
- **Please note:** a timeline chart is not required for the Mini-Grant, however, you should discuss how your activities will span the three year funding period
- To construct a timeline:
 - Identify primary activities required to implement all program components
 - Determine the sequence of activities
 - Determine who will implement each activity
 - Estimate the time needed to complete each activity
 - Transfer the information onto a chart

Example of a Grant Timeline Chart

Brentwood Highlands Fitness Program Timeline Chart, Year 1					
Activities/Milestones	Year 1 July 1 – June 30				Key Person/Group Responsible
	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	
Community Association governing body for Brentwood Highlands formally accepts the grant award by resolution adoption	☺				Community Association Board of Directors
Creation of fitness activity preference survey	☺				Activity Director
Distribution of fitness interest and past activity involvement survey via delivery to every occupied mobile home in the park's six block sections	☺				Block section captains
Free-of-charge community cookout to collect surveys and tour the new fitness facility	☺				Community volunteers Activity Director
Use survey data to identify fitness activity leaders from within and outside of the community	☺				Activity Director
Meet with interested fitness activity leaders to discuss their day/time/interest preferences	☺				Activity Director
Use survey data to develop list of indoor and outdoor classes and events to be offered weekly	☺				Activity Director
E-mail blast activity schedule to all residents (those residing in the park and winter visitors who arrive by October 1 annually)	☺				Activity Director e-Newsletter Coordinator
Classes and other activities begin		☺			
Develop retention incentives for all fitness activities	☺				Activity Director
Develop evaluation forms for residents to rate instructors and activities (type, time, day, intensity)	☺				Grand Canyon University Evaluation Intern
Administer evaluation forms halfway through each class and again at the end		☺	☺	☺	Activity Director
Monitor class enrollment records to track residents in more than one class		☺	☺	☺	Activity Director
Ongoing process and outcome monitoring and correction actions as needed		☺	☺	☺	Grand Canyon University Evaluation Intern
Winter visitor season-end fitness awards (most inches lost, most weight lost, most classes taken, and most health risk indicators reduced)				☺	Activity Director
Final reports to stakeholders (funders, Community Association Board, and park residents)				☺	Activity Director
Grant close-out				☺	Activity Director

Mini-Grant Project: Part Two

Methodology

- Key stakeholders and community partners:
 - Can bring in needed expertise and substantial resources
 - Are invested in the project and what it's working to accomplish
 - Are willing to participate in planning and reporting
 - Collaboration with key stakeholders and community partners of the target population is critical
 - Involvement will strengthen your proposal and ensure your project has immediate relevance to the target group

References

Gitlin, L.N. & Lyons, K.J. (2014). *Successful grant writing: Strategies for health and human services professionals*. (4th ed.). New York, NY: Springer Publishing Company.

Holtzclaw, B.J., Kenner, C., & Walden, M. (2009). *Grant writing handbook for nurses*. (2nd ed.). Sudbury, MA: Jones and Bartlett Publishers.

Kiritz, N.J. (2014). *Grantsmanship: Program planning & proposal writing*. Los Angeles, CA: The Gransmanship Center.

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