CTCP Grant Writing Webinar

September 23, 2009
10:00 - 11:30

Sokoya Consulting Group, Inc

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Webinar Hosts

La Roux Pendelton,
Program Consultant
Local Program and Priority Populations Unit

Shirley Shelton,
Program Consultant
Capacity Building Network

CAPACITY BUILDING NETWORK

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Trainer:

Amari Sokoya Pearson-Fields, MPH
President/CEO
Sokoya Consulting Group, Inc.

AGENDA

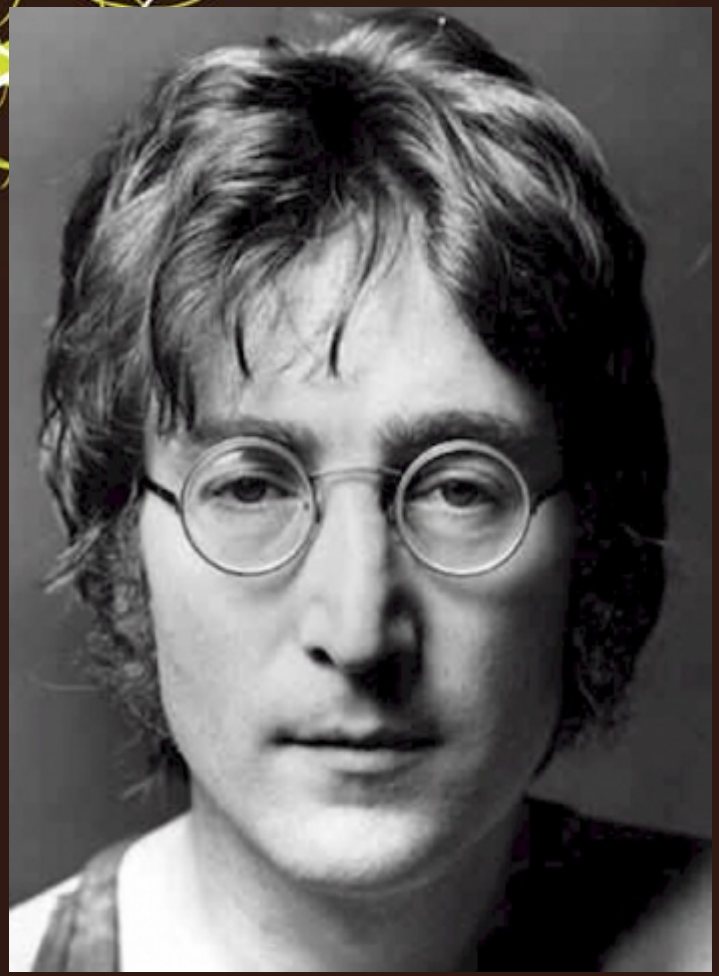
1. **Welcome & Introductions -** Shirley Shelton

2. **Webinar Overview –** Shirley Shelton

3. **Grant Writing 101** - Amari Pearson-Fields

5. The Review Process - - La Roux Pendleton

6. Discussion - Questions & Answers



How John Lennon taught me to write grant proposals.

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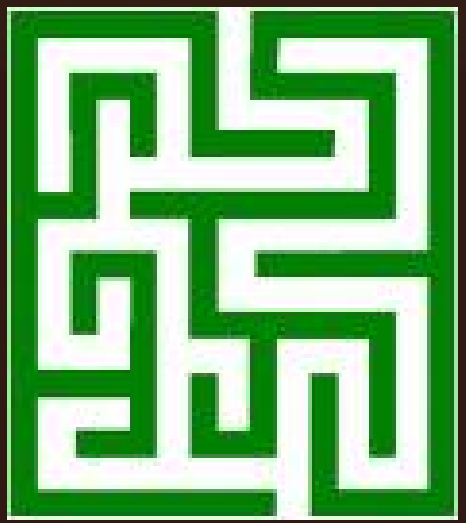
Lessons Learned

- Know your audience
- Give them what they want

Know Your Audience

- What do they value
- Funding history
- Types of organizations funded

Give them what they want



- Can you do this?
- Is this the right fit?
- Does it match community needs?

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Prepping

- Read the Instructions CAREFULLY!

❑ Eligibility (non-profit)

❑ Prepare a cheat sheet

- ✓ Due Date & Time
- ✓ Page limitation
- ✓ Who does it go to (name, ph#, address/URL)
- ✓ Parts needed/Format
- ✓ How much time do you have

Grant Components

- Abstract
- Introduction
- Statement of Need
- Organizational Background
- Program Description
- Evaluation

The Abstract

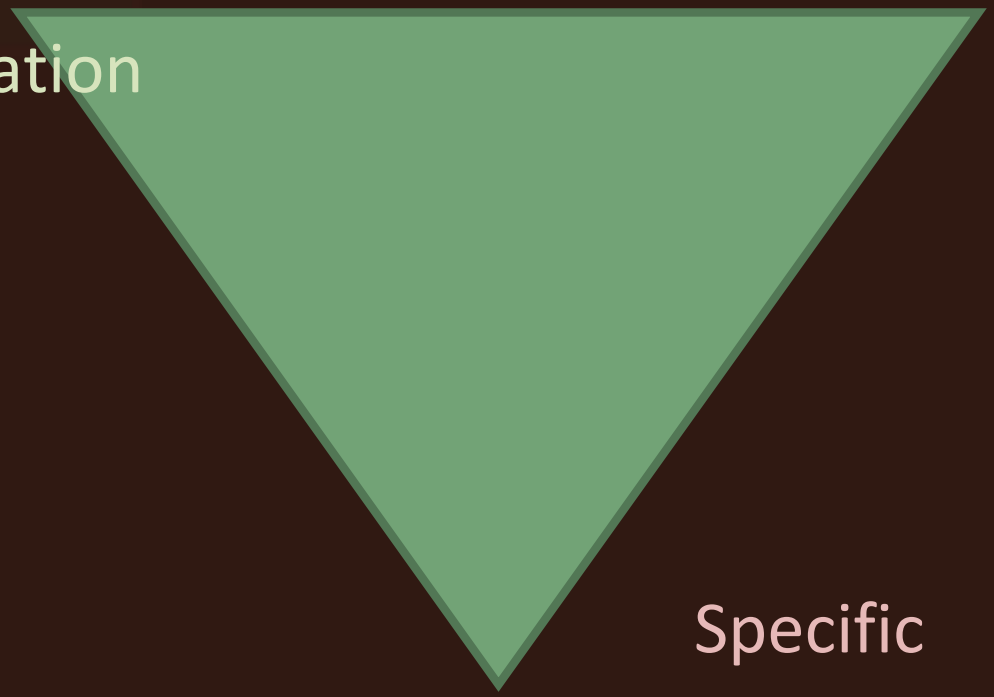
- Brief
  - ✓100-200 words
- Important components of grant
- When you should write it

Statement of Need

- Describe the nature and impact of the problem
- Use existing data – back up your claims
- Discuss factors contributing to the problem
- Discuss gaps in addressing these factors
- How can your program address these gaps?

Statement of Need

General Information



Specific

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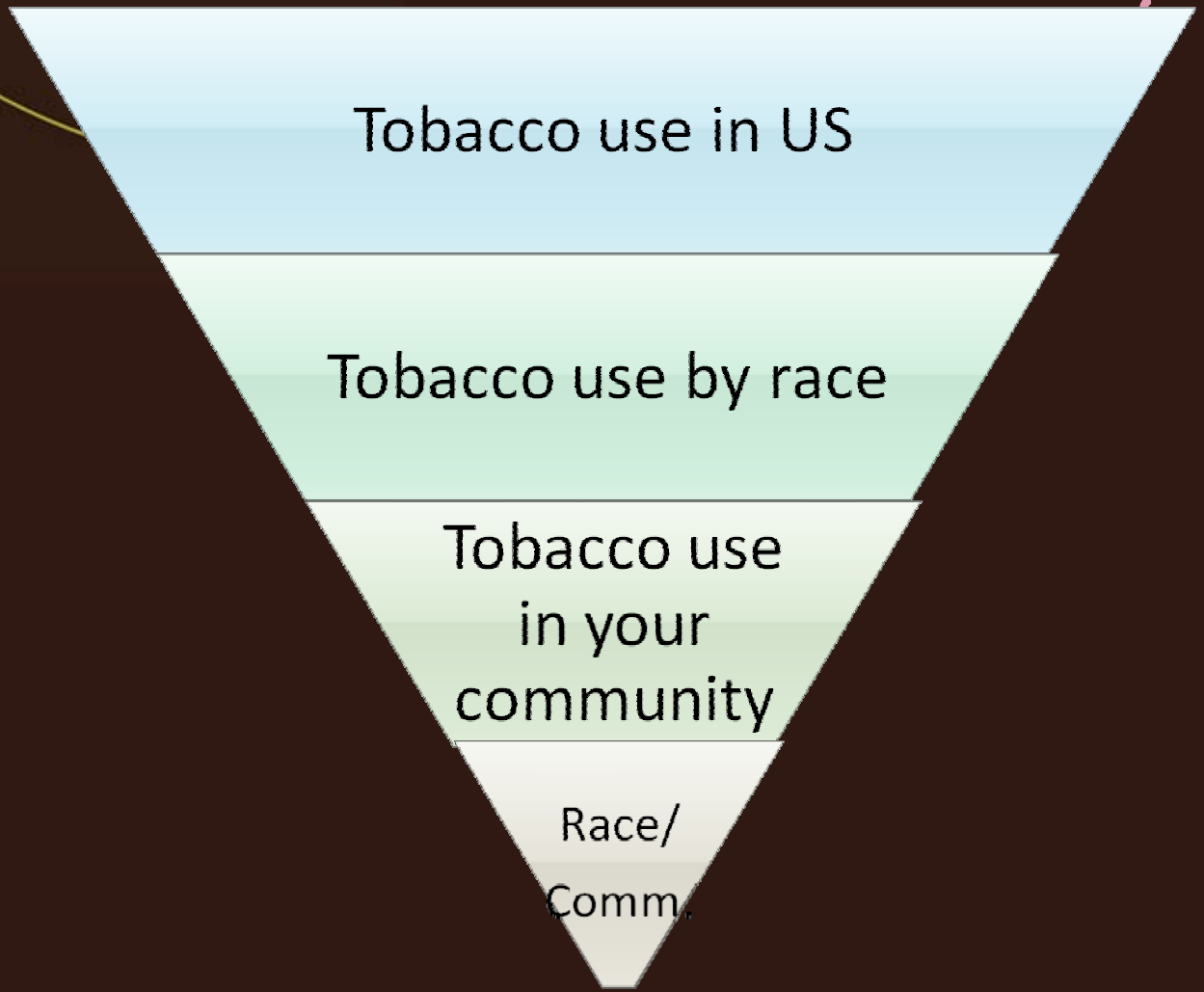
General 2 Specific



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Sources for Stats

- Literature Review/Best Practices
  - Pub Med
- Foundations/Voluntaries
  - American Lung Association Legacy Foundation
- Federal Government
  - National Cancer Institute Centers for Disease Control
  - National Center for Health Statistics
- Federal Studies
  - Behavioral Risk Factor Survey YRBSS

California Tobacco Control Data Sources

- **County and Statewide Archive of Tobacco Statistics (C-STATS)** http://www.cstats.info

- **California Health Interview Survey (CHIS)**http://www.chis.ucla.edu

- **California Tobacco Control Program (CTCP) Evaluation Resources** http://www.cdph.ca.gov/programs/tobacco

Organizational Capability

Telling your story….

Answering the question:

Why you should get funded?

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Organizational Capability

- **Who are you**
  - How long you have been in existence
  - Mission/Purpose
- **What have you done**
  - Programs
  - Successes
  - Results!!!

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- **Key Staff**
  - Educational background
  - Experience

- Access to Population
  - Previous experience with population
  - Results of previous activities
  - Cultural competence

Program Narrative

What are you planning to do?

- ❑ Goals and Objectives
- ❑ Work plans
- ❑ Creating Partnerships/Collaborations
- ❑ Priority Populations

Goals & Objectives

- Goals
  - General statement of what you hope to accomplish.

- Objectives
  - How you intend on accomplishing your lofty goal.
  - S.M.A.R.T.

SMART Objectives

- Specific
  - How many people do you want to reach?
  - How do you want to reach them?

- Measurable
  - How will you know you reached the objective?

SMART…

- Achievable
  - Can this be done?
- Realistic/Relevant
  - Can this be done given the time and resources available?
- Time Bound
  - When will this be done?

What to ask yourself?

Goals & Objectives

- What big steps are needed to achieve goals?
- Where do we need to focus?
- Does this move us toward the overall goal?
- Is this a reasonable next step?
- Is this step clearly measurable?

Priority Populations

- Real vs. perceived needs
- Equity and Parity
- Community Involvement
- Advisory - Staffing
- Access - Credibility
- Findings
- Giving back to the community

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Planning your Program?

Work Plans

&

Logic Models

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What is a workplan?

- Program management tool
  - Provides direction and guidance
- Used for:
  - Program planning
  - Implementation
  - Monitoring

Why use a workplan?

- Make program more efficient
  - Succinctly state goals and objectives
  - Determine program's priorities
  - Establish consistent structure
  - Links to program budget
  - Provides template
  - Provides revision mechanism
  - Assists programs with staff training

Why use a workplan?

- Streamlines evaluation
- Establishes accountability
- Acts as guide

Parts of a workplan?

- Goals
- Measures of effectiveness
- Measurable objectives
- Activities
- Data
- Timeframe
- Responsible party

Workplan Example

GOAL: To change the world's smoking habits				
Objective	Activity	Measures of Effectiveness	Timeframe	Responsible Parties
1. Identify smoking cessation needs of African American smokers	1. Recruit participants for focus groups. 2. Create focus group guide focusing on cessation needs. 3. Conduct a 4 focus groups with 8-12 participants. 4. Analyze focus group data	1. Focus Group transcripts. 2. Focus group data analysis	1. January – March, 2010	Project Coordinator, Program Evaluator

Work plan Example: Objective

OTIS California Department of Public Health, California Tobacco Control Program
Online Tobacco Information System

Help
FAQs
Logout

CG 07-100 Priority Populations: Pajaro Valley Prevention PC

| View Application | Approve Application | Progress | Materials | Communications | Communications [Old] | Reports |
nt | Help

View Objective

Return to Objective Index

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n

OBJECTIVE OVERVIEW

Objective ID: 2

Completion Date: June 30, 2010

Objective: Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Primary Priority Area: (2) Reduce Exposure to Secondhand Smoke

Work Plan Example: Activities

OTIS California Department of Public Health, California Tobacco Control Program
Online Tobacco Information System

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CG 07-100 Priority Populations: Pajaro Valley Prevention PC

Procurement Tools | View Application | Approve Application | Progress | Materials | Communications | Communications [Old] | Reports | Contract Management | Help

Application

- Application Index
- Contact Information
- Background Information
- Evaluator Information
- Scope of Work
  - Objective 1
  - Objective 2
  - Objective 3
- Budget Information
- Additional Documents
- Application Submission
- Project Abstract
- Application Revisions
- Out of State Travel

View Intervention Activity

Return to View Objective

Objective: By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Intervention Category: Coordination/Collaboration Activities

Activity: Collaborate and share information with local Trade Council, other labor or union organizations, and agricultural or building construction/training groups in Santa Cruz County (such as Community Action Board, Career Works, and other apprenticeship programs) to increase awareness of project and gather support for smoke-free policy objectives.

Activity Number: 2-1-3

Copyright: No

Program Deliverable Percentage: 0.00 %

Start Date Period: 07/07-12/07

Completion Date Period: 01/10-06/10

TRACKING MEASURES

Tracking Measure	Submit
staff activity logs	On File

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Program Administrator	Budgeted
Program Specialist	Budgeted

MATERIALS DEVELOPMENT

Work Plan Example: Activities

OTIS California Department of Public Health, California Tobacco Control Program
Online Tobacco Information System

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Out of State Travel

View Intervention Activity

Return to View Objective

Objective: By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Intervention Category: Community Education Activities

Activity: Conduct 3-5 educational presentations on SHS and tobacco use harm, 15-20 minutes in length, to key stakeholder forums that represent local workers and businesses, such as the Pajaro Valley Chamber of Commerce, the Strawberry Grower's Cooperative, and the Community Alliance for Family Farmers (CAFF). These presentations will introduce project and build support for smoke-free policies.

Activity Number: 2-2-20

Copyright: No

Program Deliverable Percentage: 2.50 %

Start Date Period: 01/08-06/08

Completion Date Period: 01/08-06/08

TRACKING MEASURES

Tracking Measure	Submit
Presentation Materials	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Program Specialist	Budgeted

MATERIALS DEVELOPMENT

Work Plan Example: Activities

OTIS California Department of Public Health, California Tobacco Control Program
Online Tobacco Information System

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FAQs
Logout

CG 07-100 Priority Populations: Pajaro Valley Prevention PC

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View Intervention Activity

Return to View Objective

Objective: By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Intervention Category Media Activities

Activity: Schedule and conduct one 15-30 minute Spanish-language interview on Radio Bilingue talk show, to reach low-wage agricultural or construction workers. Share outdoor SHS concerns and promote smoke-free worksite policies.

Activity Number: 2-5-25

Copyright: No

Program Deliverable Percentage: 1.00 %

Start Date Period: 01/08-06/08

Completion Date Period: 01/08-06/08

TRACKING MEASURES

Tracking Measure	Submit
staff activity log	On File
transcript of interview	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Program Administrator	Budgeted

MATERIALS DEVELOPMENT

Work Plan Example: Activities

OTIS California Department of Public Health, California Tobacco Control Program
Online Tobacco Information System

Help
FAQs
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CG 07-100 Priority Populations: Pajaro Valley Prevention PC

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View Intervention Activity

Return to View Objective

Objective: By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Intervention Category: Training/Technical Assistance Activities

Activity: Provide one training session on policy adoption, 45 minutes to one hour in length, to each of 6-8 worksite managers, using previously developed BUILT advocacy materials and strategies to address concerns about outdoor smoke-free work areas.

Activity Number: 2-11-23

Copyright: No

Program Deliverable Percentage: 2.00 %

Start Date Period: 07/09-12/09

Completion Date Period: 01/10-06/10

TRACKING MEASURES

Tracking Measure	Submit
training materials packet	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Program Administrator	Budgeted
Program Specialist	Budgeted

MATERIALS DEVELOPMENT

Work Plan Example: Evaluation Activities

Objective:
By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Activity Type:
Key Informant Interview

What existing instrument will be used for the interview? If there is no existing instrument, please describe the main topic(s) and question(s) for the interview.
Pre- and post-implementation Key Informant Interviews will be conducted with worksite managers, labor representatives and workers to guide strategy development and provide qualitative baseline information for a case study evaluation. An interview protocol will be adapted from models available through TECC and TCEC. Interviews will gather information on topics including: current tobacco policy and practice; knowledge, attitudes and beliefs regarding tobacco use and outdoor SHS smoke exposure; and current reported level of worksite tobacco use and SHS exposure. Post-intervention interviews will also gather information on policy adoption (if any); organizational factors that facilitated or were barriers to policy adoption; policy enforcement issues and observed changes in the level of tobacco use and SHS exposure; worker awareness of and opinions regarding the policy; and attribution of policy changes to the program intervention.

How many waves of the interviews will be conducted?
2

Who will be the key informants?
Business owners, worksite managers, labor union representatives, and workers (where appropriate)

How many key informants will be in this interview?
10

What is the primary method in which the interview will be conducted?
Face-to-face

How will the results be analyzed and interpreted?
Content analysis will be conducted to assess existing level of support for policy development, likelihood of impact on SHS exposure, and areas of concern or opportunity among key constituencies. This information will be used to develop specific intervention strategies to mobilize support and respond proactively to potential barriers. Post-intervention data will be analyzed to identify recurring themes and factors that facilitated or were barriers to policy adoption. Findings will be used to refine subsequent interventions, including identifying needs for additional training and technical assistance for improved policy implementation.

Progress report period in which the interview will be conducted:
07/08-12/08
07/09-12/09

Progress report period in which the interview results will be analyzed and disseminated:
01/09-06/09
01/10-06/10

Copyright:
Yes

Deliverable Percentage:
1.00 %

Work Plan Example: Evaluation Activities

View Collection of Process Data Activity

Return to Objective View

Remember to provide Tracking Measures and Responsible Party information below!

Objective:
By June 30, 2010, Six south Santa Cruz County outdoor worksites that employ low-wage workers, such as construction or agricultural laborers, will adopt voluntary policies that designate worksites as smoke-free.

Activity Type:
Media Activity Record

What type of media activity record will be collected (e.g., # of flyers, # of news pitch letters being sent out, # of PSA or ads, frequency of the PSA or ads, # of audience, coverage, etc.)?
The following will be collected: news stories and/or editorials in local newspapers; worksite flyers, newsletters, or other media; electronic media stories and advertisements, display ads and stories in local industry publications.

How will the media activity record be used to advance your objective?
The record will be used to analyzed the background level of awareness and support for smokefree outdoor worksites, and to identify key issues and respond proactively to potential barriers.

Progress report period(s) in which the media activity record will be collected:
07/08-12/08

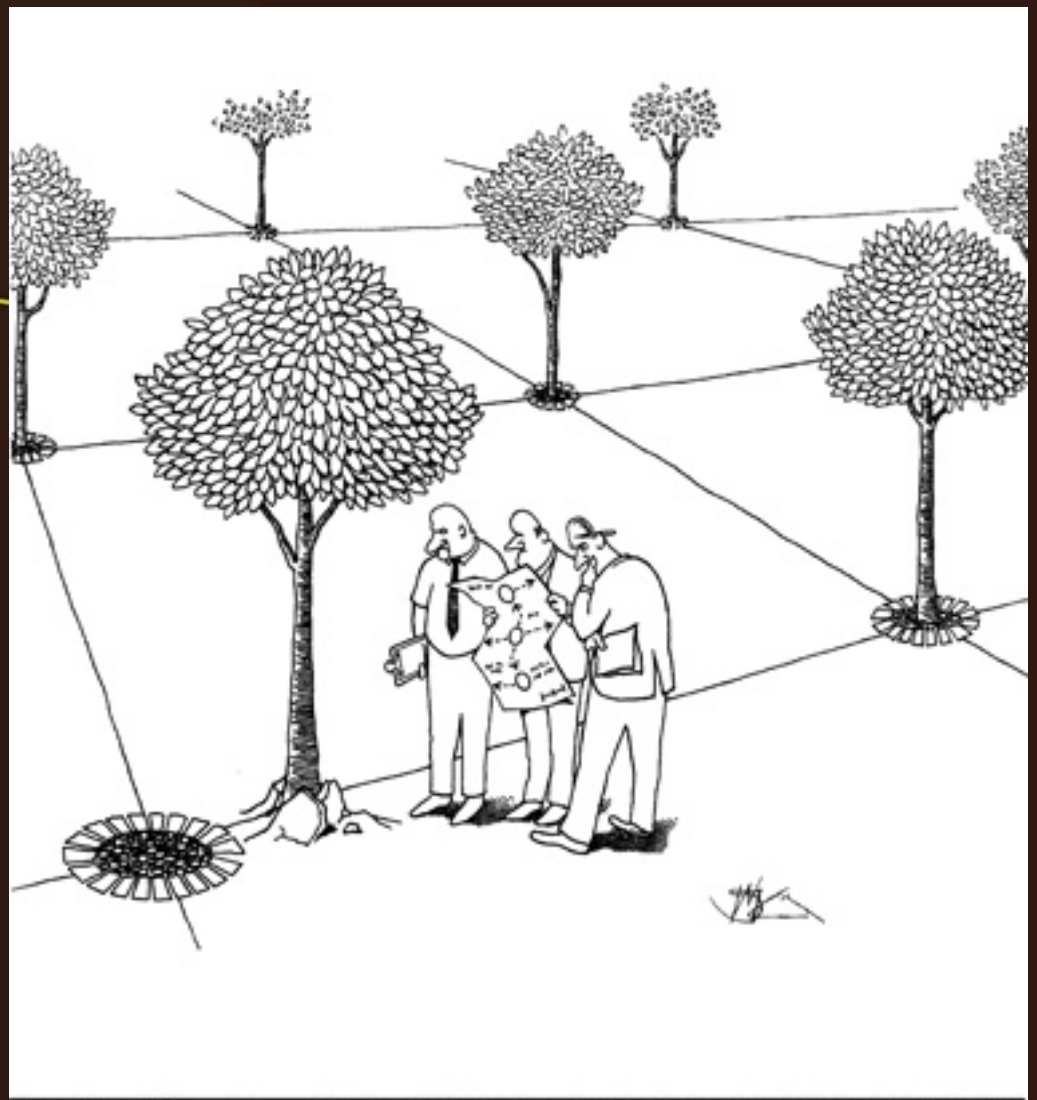
Deliverable Percentage:
0.50 %

TRACKING MEASURES

Tracking Measure	Submit
Copies of all print media articles and ads	Yes
Media Summary Report	Yes

RESPONSIBLE PARTIES

Responsible Party	Budget Type
Evaluation consultant	Budgeted
Administrative Assistant	Budgeted



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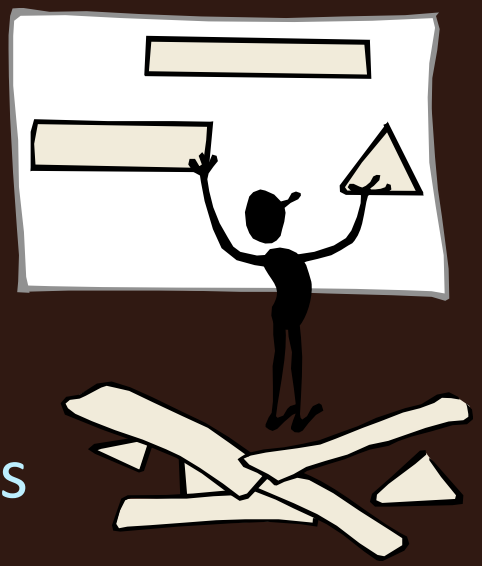
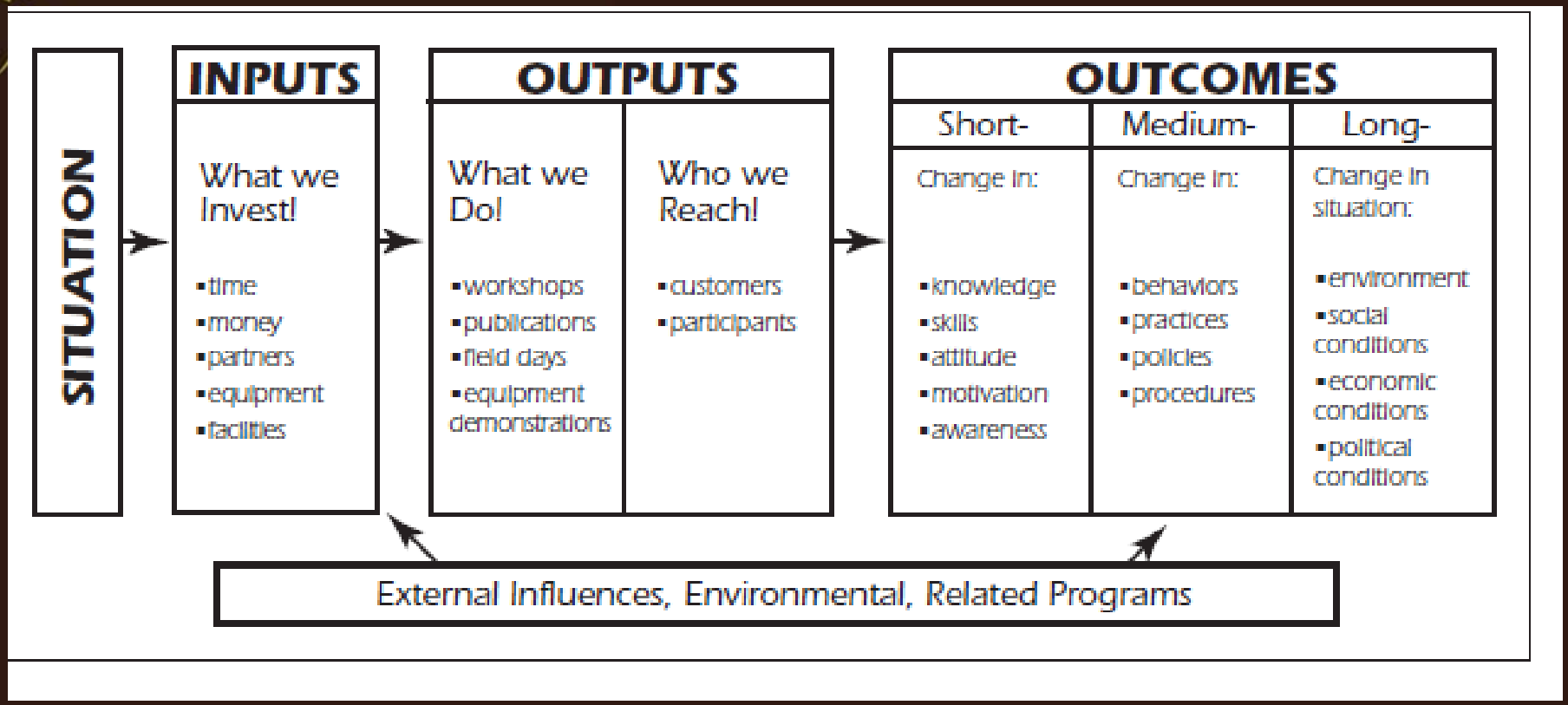
phone: 216.371.8600 / email: ft@funnytimes.com

Logic Models

- Basic tool for Planning & Development
- Can you get there from here
  - ✓Helps you link outcomes with resources
  - ✓Assess adequacy of plan
  - ✓ Think through short vs. long term outcomes



Logic Models



Types of Evaluation

- **Process Evaluation**
  - Verifies the program is being conducted and producing output as planned
  - Tracks implementation activities

- **Outcome/Impact Evaluation**
  - **Extent to which programs goals have been met**

Process Evaluation

- Is the program being implemented as planned? If not, why?
- How could the program's processes be improved?
- Are we reaching our target population?
- What does it actually take to reach our target population?

Outcome Evaluation

- Did your program achieve its goals?

- Can you show change/impact?
  - ✓ Short Term- Knowledge, attitudes, beliefs
  - ✓ Long Term: Behaviors

- Tests of Significance in outcomes

Evaluation Planning Webinar
September 24, 2009
10 – 11:30 a.m.

- Audio: dial (866) 740-1260 and enter access code 2974659.

- Visuals: log into http://www.readytalk.com and enter access code 2974659.

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Final Thoughts

- Red Team Review
- Spell Check
- Passive Voice
- Use headings and subheadings
- Don’t take on the moon

A Word About Budgets

- Match budget to activities
- Check your Math!!
- Calculate indirect rates correctly

A Word About Budgets

- Budget should match your activities
- Check your Math
- Calculate indirect rates correctly

The Review Process

- Proposals will be reviewed & scored by a review panel.
  - Applications are scored on a scale of 0–100.
- Proposals with final consensus score of 75 points or more will be considered for funding.
- Scores of 75 points or more **are not** guaranteed for funding.
- The funding amount requested is not guaranteed.

Tip #1

Remember to use both of these documents together:

- Work Statement (TCFOR, Application Information, Section II).
  - Scoring criteria and specific requirements unique to this RFA.
- Application/Proposal Requirements and Instructions (TCFOR, Application Information, Section III).
  - General requirements
  - Application/proposal submission and instruction

- Carefully read and review all of the instructions in the RFA (see TCFOR, Application Information)

Tip #1, Continued
Application Information

ing opportunities and Resources - Microsoft Internet Explorer

Tools Help

Search Favorites

g/index.cfm?fuseaction=opportunities.viewOpp&oppID=24

- Home
- Overview
- Program Background
- FAQ
- Opportunities
- Email Alert Services
- Archive

CTCP 10-100 Competitive RFA - Local Tobacco Control Interventions

Steps to Follow

- Closing Date
- Purpose
- General Updates
- Funding Alert
- Eligibility & Selection
- Application Information
  - Section I: Purpose and Goals (PDF - 87.39 Kb)
  - Section II: Work Statement (PDF - 77.03 Kb)
  - Section III: Application/Proposal Requirements and Instructions (PDF - 0.62 Mb)
  - Section IV: General Application/Proposal Information (PDF - 430.31 Kb)
  - Section V: Administrative and Program Requirements (PDF - 98.24 Kb)
  - Section VI: Program Priorities Overview (PDF - 81.20 Kb)
  - Section VII: Certification of Non-Acceptance of Tobacco Funding (PDF - 129.46 Kb)
  - 1. Appendix: American Indian Casinos (PDF - 93.76 Kb)
  - 2. Appendix: Comparable State Civil Service Classifications (PDF - 71.17 Kb)
  - 3. Appendix: Computer Hardware/Software Minimum Specifications (PDF - 176.19 Kb)
  - 4. Appendix: Evaluation Design: Determining the Plan Type for Each Objective (PDF - 86.59 Kb)
  - 5. Appendix: Moratorium Related to Promotional Items Distributed by the California Department of Public Health: Updated Interim Guideline on Use of Promotional Items (PDF - 114.47 Kb)
  - 6. Appendix: Sample Internal Revenue Service Letter (PDF - 77.44 Kb)
  - 7. Appendix: Sample Secretary of State, Statement of Information (PDF - 2.94 Mb)
  - 8. Appendix: Travel Reimbursement Information (PDF - 118.52 Kb)
- Contract Documents

Tip #1, Continued
TCFOR, Application Information

Application Information

- Section I: Purpose and Goals (PDF - 87.39 Kb)
- Section II: Work Statement (PDF - 77.03 Kb)
- Section III: Application/Proposal Requirements and Instructions (PDF - 0.62 Mb)
- Section IV: General Application/Proposal Information (PDF - 430.31 Kb)
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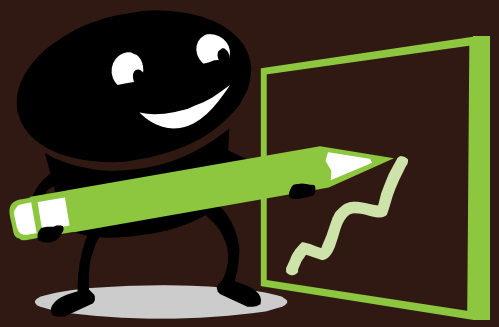
Tip #2



- Always be clear and concise.
- You should also assume the reviewers will have no knowledge of your agency's history or previous tobacco control programs administered by your agency.

Tip #3

- Develop your application, SOW, and Budget responses in Word and/or Excel first.

Tip #4

Deliverable Percentages:

- Must be in 0.5 percent increments
- Need to be tied to tangible products or services to be produced or conducted.
- Coordination/Collaboration Activities typically ***do not*** receive a percent deliverable (i.e., 0.0%)

Tip #5

- Budget justification supports expenses connected with the SOW.
- Check mathematical formula
- Use whole numbers

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Tip #6

- Before submitting, print and review your application, and get feedback from a colleague.
- In OTIS: select "Reports", then "View Reports"

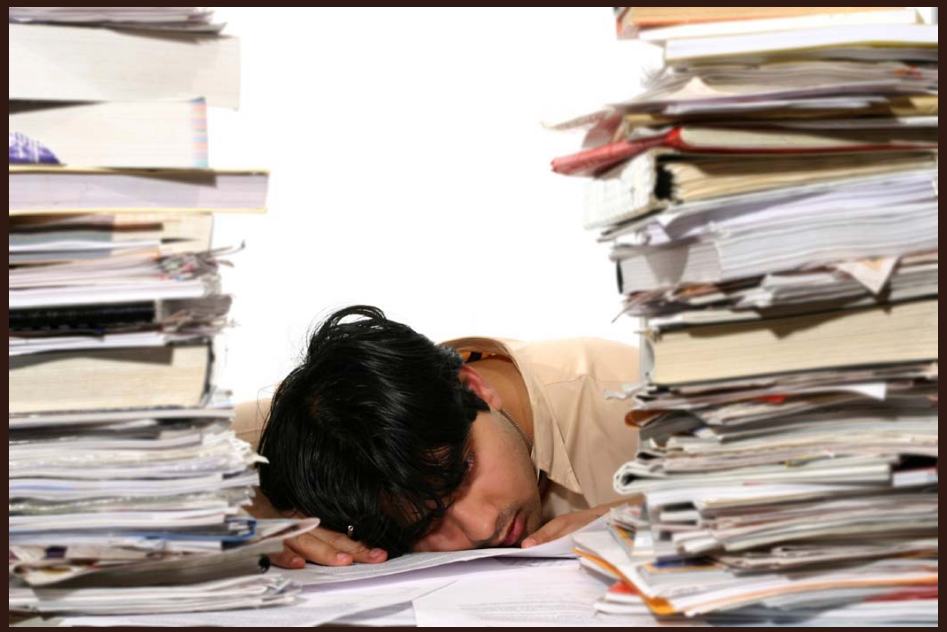
Tip #6, Continued

- Select and save/print "Web (Black & White)".
- Suggestions include: Agency Contact Information, Applicant Capability, SOW, Narrative, and Budget Justification.

TITLE	VIEW TYPE		
Agency Certification	Web	Web (Black & White)	Word 2000
Agency & Contract Information	Web	Web (Black & White)	Word 2000
Contact Information	Web	Web (Black & White)	Word 2000
Applicant Capability	Web	Web (Black & White)	Word 2000
Local Program Evaluator	Web	Web (Black & White)	Word 2000
Scope of Work: Overview & Intervention Activities	Web	Web (Black & White)	Word 2000
Scope of Work: Overview & Evaluation Activities	Web	Web (Black & White)	Word 2000
Scope of Work: Narrative Summaries	Web	Web (Black & White)	Word 2000
Scope of Work: Materials	Web	Web (Black & White)	Word 2000
Scope of Work: Deliverable Percentages	Web	Web (Black & White)	Word 2000
Combined Scope of Work	Web	Web (Black & White)	Word 2000
CMU -- Scope of Work, Exhibit A	Web	Web (Black & White)	Word 2000
Budget Summary	Web	Web (Black & White)	Word 2000
Budget Justification	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 1	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 2	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 3	Web	Web (Black & White)	Word 2000
Project Abstract	Web	Web (Black & White)	Word 2000

Tip #7

- Don't wait until the last minute.
- May take 20-40 hours to enter information into OTIS.
- Allow extra time for uploading forms requiring signatures.



Your Turn!

Any Questions?

Grant Writing Resources

- http://www.caldiabetes.org/content.cfm?CategoriesID=9
- www.iom.edu/tobacco
- http://www.epa.gov/ogd/recipient/tips.htm

Final Thoughts

- Red Team Review
- Spell Check
- Passive Voice
- Use headings and subheadings
- Don’t take on the moon
- Math Calculations Check
- Make sure your budget matches your activities

Best Tip of the Day

- Plan!
  - Plan ahead!
  - Plan for the unexpected!
    - May require more time than planned!
    - Allow extra time!

We Wish You Much Success!

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