Principles of Strategic Proposal Development

5-part online training series
12 – 1:30 pm MST
1-866-906-7447
Participant code: 3535083

NEDARC
The National EMSC Data Analysis Resource Center
Identifying Funding Sources & Becoming Familiar with the Requirements

Part 1: September 26, 2017
Poll practice
1. How awesome is your state/territory/etc?
Session Overview

1. ID ideas for funding potential
2. Finding sources of funding
3. Interpreting funding opportunity announcements (aka grant guidance)
Objective
The #1 take home for this session is the importance of reading and understanding the Notice Of Funding Opportunity.

EMSC funding opportunity announcement
Resources

Identifying Ideas with Funding Potential

An FAQ I get from grantees is about finding grants
For most types of grants:

The most challenging aspect is **IDENTIFYING AN IDEA** that has potential for funding.
For EMSC

The hard part has been done for you!

The “idea with funding potential” is to expand and improve emergency medical services for children.
Other EMSC Examples

Targeted Issue (TI) Grants and State Partnership Regionalization of Care (SPROC) grants
Match funding priority

For both TI and SPROC, the focus and priorities are for improving emergency care for children.
Where can I find other EMS related ideas?

could help supplement your activities

Corolla Lauck, SD EMSC Program Manager
1. Your own clinical & professional knowledge & experiences

Photo courtesy of Tim Seplaki and Eric Hicken, NJ
Examples of problems identified in: needs assessments, performance measure data collection, SWOT analysis, or strategic planning results.
Example: Strategic Planning SWOT Problem

“Lack of training [for EMS providers] for the 28 days -1 year of age pediatric population”
For those that have done needs assessments, what are some “needs” you have identified?

*Use chat box or telephone to answer*
What are some ideas or ways you have obtained grants or funds to supplement your EMSC activities?

Use chat box or telephone to answer
Debbie Kuhn, NE

Kiwanis funding for purchasing pediatric equipment
2. From Published Research

Review **DISCUSSION & CONCLUSION** to identify next steps or future research you would be able or interested in pursuing.

Example from:
The role of a PECC within an EMS system is to work collaboratively with the EMS system administrator and physician medical director to improve the care of children. This would be accomplished by:

- identifying gaps and ensuring that resources to care for children are available
- maintaining a relationship with the state EMS for Children infrastructure
- establishing and maintaining offline and online pediatric EMS protocols
- establishing quality improvement plans with pediatric-specific indicators.

Additional activities may include but not be limited to the following:

- liaising with hospitals to improve pediatric readiness
3. Societal Trends

Emerging documented health trends in society

What's in the news!?!
Societal Trend Example

increases in number of collisions among teens due to distracted driving
Trends and Congress

These trends also often signal the possibility Congress may allocate monies to address the problems that stimulate the issue.
Societal Trend & Congress Example

Zika outbreak in US
Finding Sources of Funding

“Treasure Map” to other locations and sources that offer grants
4 major sources

Sources for health & human service professionals
1. **Federal Agencies (like HRSA)**

Agencies that have the most grants for health & human service professionals are:

1. Public Health Service w/in HRSA

2. Office of Special Education and Rehabilitative Services w/in Dept of Education
Fund for the Improvement of Post-Secondary Education (DoE) competitions for innovative approaches to educational problems.
2. Private Foundations

Many focus on practical applications and translational efforts rather than hypothesis testing
Foundation Examples

Pew Charitable Trusts
Rockefeller Foundation
Ford Foundation
Kellogg Foundation
3. Professional Organizations

Many provide small grants ranging from $2000 to ~$50,000
EMSC

learn about the pediatric & healthcare related national organizations to see if they support external grant programs
4. Private Industry healthcare related companies often have funds available for small projects.
Healthcare Industry Examples

Drug companies

Equipment manufacturers
3rd STEP

Interpreting Funding Opportunity Announcements
IMPORTANT
Reading & Understanding an agency’s funding opportunity announcement!
sometimes referred to grant guidance

Photo courtesy of Rhonda Phillippi, TN
Any funding opportunity announcement is your recipe for success!!!
EMSC’s is called the NOFO

Notice
Of
Funding
Opportunity
What is their take home message?

Peer Advice from 2 EMSC Program Managers
Words of Wisdom...

Katharine Dixon Hert
Alabama EMSC Program Manager 9+ yr
Quote from Katherine Dixon Hert
Rhonda Phillippi
Tennessee EMSC Program Manager 15+ yr

Words of Wisdom...
Quote from Rhonda Phillippi
What is your take home from your peers’ advice?

Use chat box or telephone to answer
General concepts for any type of grant announcement including EMSC SP

How to interpret a “Funding Opportunity Announcement”
An "Announcement" contains a description of the...

Objectives that the funding agency wants applicants to address
Advice from Gitlin

Even the best idea won’t get funded if your proposal does not match the interests and priorities of the funder.
Evolving Priorities

Priorities & interests of various agencies (like HRSA) are always changing in response to advances in knowledge, societal trends, & congressional activity.
Current SP EMSC Grant

What are the things you are required to work on as part of your grant requirements?

Use chat box or telephone to answer
EMSC Performance Measures

Pediatric Readiness Project
An "Announcement" contains a description of the... Eligible organizations
Who is eligible for EMSC SP?

State governments and accredited schools of medicine
2. Where is your SP EMSC Program located?

Poll Time
An "Announcement" contains a description of the... Required sections* & information to be included in each section

*Hint- this is the beginning of your proposal outline
You must ALWAYS follow the required sections provided by the funding agency. Organize your application according to the evaluation criteria.
An "Announcement" contains a description of the.. .

Review criteria that will be used by INDEPENDENT REVIEWERS to evaluate and score your proposal.
EMSC SP: Competing Proposal??

You are **not** in competition with EMSC Program but there are criteria you have to meet.
59 GRANTS
Review Criteria

What is it?

Procedures for assessing the technical merit of the application

Used to review & rank applications

Critical indicators to assist the applicant in presenting pertinent information
Review Criteria

Why is it important?
Assist applicant in understanding the standards against which each application will be judged

Provide reviewer with a standard for evaluation
Reviewers for EMSC Program

Applications receive an objective & independent review

Review panel seated by HRSA’s Division of Independent Review

A committee of experts qualified by training and experience related to the program being reviewed
An "Announcement" contains a description of the... Rules and regulations of the competition such as:

- **Font style**
- **Font size**
- **Margin size**
An "Announcement" contains a description of the... Instructions on how to submit a proposal...
An "Announcement" contains a description of the...

Due date of the application
Timeline for most grants

You typically have a short period of time before your proposal is due – the average is 6 weeks (42 days!)
EMSC Due Date

60 days after the NOFO is released!
Other Timeline Items

Notify **State Single Point of Contact (aka SPOC)** of your intent to apply for EMSC State Partnership grant

http://www.thecre.com/fedlaw/legal16/ispocs.htm
EMSC Timeline Example

Each color block represents ~20 days

NOFO released

Download & read the NOFO & application materials from Grants.gov

Notify SPOC of intent to apply

State Authorized Organization Representative (AOR) receives grant

Grant due at Grants.gov (60 days after release)

Register at Grants.gov

Outline proposal

Write grant proposal

Obtain feedback

Revise grant proposal

HRSA notifies grantees via email

N E D A R C  -  w w w . n e d a r c . o r g  C r e a t e d  2 0 1 7
Common Mistakes

These really do happen!
#1

Not reading

NOFO
#2

Not matching proposal to NOFO
Keep in mind . . . 

The NOFO changes each time 

Don’t think you can just copy and paste
Session 1 Assignment

Due October 3, 2017
What is a grant Forecast

https://blog.grants.gov/2017/04/25/what-is-a-grant-forecast/
View the Introduction to Grants.gov on YouTube

~14 minutes total if watch all 7 videos

https://www.youtube.com/playlist?list=PLNSNGxQE7NW1PcYxVJsglJbRc6cPcfC8X
NEDARC Next Steps:
Email all Managers

Link to session recording
Include link to recording on website
Assignment reminder
Questions

What questions do you have about the materials presented in this session?

What questions do you have about the assignment?

Open pod for downloading materials