AREAS EMPHASIZED BY THE REVIEWERS

The following criteria are usually requested in the grant application guidance and are important to keep in mind as you plan your Healthy Tomorrows proposal.

Need

✓ Describe the problem and the causes contributing to the problem.
✓ Document the need for the proposed service in your target population and community.
✓ Address the cultural and linguistic needs of the target population.
✓ Include a review of current scientific literature or data relevant to the needs of the target population, e.g. Title V MCH Block Grant Program Needs Assessment, Community Health Needs Assessment.

Response

✓ Description of new initiative or new component of an existing activity that will build upon, expand, and enhance the families’ and communities’ abilities to meet the needs of children and families.
✓ Discuss partnerships with public and private sector stakeholders served by the project.
✓ Discuss strategies to assess the health insurance status of children and families and connect them with available health insurance programs.
✓ Develop clear, specific, measurable process and outcome objectives for each goal, and explain how progress will be tracked.
  o Goal: A goal is a broad statement of what the program will accomplish for a specific population
  o Objectives: An objective is a measurable step towards the achievement of a goal. Objectives should be measurable, using language that will indicate who will do what by when.
✓ Clear description of proposed intervention along with activities or steps for each activity.
✓ Collaboration with the State Title V MCH Program and the state AAP chapter to achieve the goals and objectives of the project, e.g., including letters of support.
✓ Include your involvement with pediatricians and other pediatric primary care providers in the community-based project, e.g., including letters of support from AAP chapter.
✓ A list of advisory board members and descriptions of how these individuals will participate in project implementation. Explain the extent to which the advisory board represents project consumers, providers, representatives from the local pediatric provider community, and other key stakeholders.
✓ Address the goals and objectives of the Bright Futures for Infants, Children and Adolescents initiative and incorporate the *Bright Futures Guidelines for Health Supervision of Infants, Children and Adolescents, Third Edition* and other Bright Futures materials in project activities.
Evaluation

✓ Provide a concise discussion of the evaluation component.
✓ Keep it simple and manageable, while demonstrating how each objective will be measured and documented.
✓ Identify who will perform job tasks related to evaluation and how these services will be funded – generally, applicants underestimate the amount/cost of staff time necessary to complete an evaluation of their program.
✓ Make sure the evaluation plan is realistic and attainable.

Impact

✓ Include a description of how the project outcomes and lessons learned are relevant to other communities across the country.
✓ Describe plans to share project results, lessons learned and strategies for implementation with others in the community, regionally, and nationally through publications, presentations, and other communication.
✓ Include a discussion of other funding sources (in-kind or monetary) that are helping to support this project as matching funds for years 2 to 5 of the project and plans for sustainability following the grant period.

Resources/Capabilities

✓ Demonstrate that services will be provided by qualified health care professionals in available quality facilities.
✓ Describe collaboration with key stakeholders, including project participants, in all activities.
✓ Demonstrate the quality of approaches proposed to address challenges in implementation.

Support Requested

✓ Feasibility of the budget compared to proposed project objectives, activities, and anticipated results.
✓ Description of budget line items in budget justification.
✓ Adequate level of effort for key project personnel to obtain project objectives.

Appendix

✓ Include meaningful appendices as requested in the guidance of the grant application.

OTHER HELPFUL HINTS FOR WRITING THE PROPOSAL

✓ Keep sentences and paragraphs short. Be concise.
✓ Limit or avoid the use of jargon and explain acronyms.
Avoid repetition by referring back to previous sections in the document, as needed.
Edit your work and have others review the proposal and provide feedback.
Follow the proposal instructions.
Allow ample time to develop and write the proposal, and don't leave the budget until last. The program elements should tie back to the budget.

Don’t be afraid to ask for help! Technical assistance with proposal development and preparation are available through the AAP. Contact the Healthy Tomorrows Program:

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