

POPULATIONS AND COMMUNITY ENGAGEMENT CORE

Request for Applications

Spring 2015 Dissemination & Implementation Awards

Introduction

The University of Minnesota (UMN) Clinical and Translational Science Institute (CTSI) Populations and Community Engagement (PCE) is pleased to announce an award program to support the dissemination and implementation (D&I) of evidence-based strategies to improve health. This funding is designed to support the translation of research to practice by disseminating research findings into the community, exploring ways of applying research in the real world, and studying how an intervention influences the health of our communities.

Goal

Dissemination and implementation (D&I) supplements will support the development of materials and strategies to translate evidence-based research findings to specific audiences and communities. These may include patients, health care practitioners, health care systems, community health program managers, policy makers, communities, or other public health efforts. **All D&I projects must be conducted in partnership with appropriate community organizations, institutions, health care providers, study participant groups, and/or interested community members and must demonstrate how the partnership will integrate community expertise, skills, context into the project's plan to ensure the strategies proposed are relevant to the audience and meet community need.**

Definitions

Dissemination is the targeted distribution of information and intervention materials to a specific public health or clinical practice audience. The intent is to spread ("scale up") and sustain knowledge and the associated evidence-based interventions.

Implementation is the use of strategies to adopt and integrate evidence-based health interventions and change practice patterns within specific settings.

Dissemination and implementation research intends to bridge the gap between public health, clinical research, and everyday practice by building a knowledge base about how health information, interventions, and new clinical practices and policies are transmitted and translated for public health and health care service use in specific settings.

Source: Department of Health and Human Services. Part 1 Overview Information Dissemination and Implementation Research in Health (R01). <http://grants.nih.gov/grants/guide/pa-files/PA-13-055.html>.

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Examples of applicable projects

- Dissemination projects
 - Events to engage and inform study participants and their families of research progress and findings
 - Curricula for behavior change
 - Clinical interventions for practice change
 - Evidence-based diagnostic and/or assessment tools
 - Collaboration with organizations, such as state agencies, to inform program development
 - Toolkits
 - Policy briefings
 - Media coverage
 - Trainings/workshops/seminars/short-courses
 - Community town hall/forum
 - Mobile interactive applications
 - Video-talks (posted on websites or used in meetings, trainings, e.g. TEDTalks)
 - Social marketing or mass communication campaigns
- Implementation projects
 - Advocacy to change an existing policy
 - Development of tools to facilitate adoption of best practices
- Implementation research projects
 - Semi-structured interviews and survey of organizational leaders to inform efforts to develop more effective implementation strategies. Assesses the leaders' perceived effectiveness, relative importance, acceptability, and feasibility of implementation strategies.
- Projects **not** eligible for funding
 - Travel, room, registration, or board to present findings at a research conference
 - Journal publication costs

Investigator Eligibility

- Each project must include an active and collaborative community-University partnership. Either or both partner(s) may serve as the Principal Investigator.
 - The University partner must be an Assistant, Associate, or Full Professor (tenure track, CHS, or clinical) or an Associate or Senior Scientist at any University of Minnesota campus.
 - The community partner must be from a Minnesota-based community organization with a demonstrated capacity to work in the target community. This may include nonprofit organizations, healthcare organizations, hospitals, clinics, local or tribal governments, and training institutions. If the community partner has a dual appointment or affiliation with the University, please describe the extent of your role at the University.
- It is not necessary that the Principal Investigators for this D&I supplement be those who conducted the original research, but they should have a demonstrated familiarity with the project as well as support of the original PIs.

Award

Dissemination and Implementation supplements will be awarded in amounts ranging from \$500 to \$4,000. Approximately \$20,000 will be available to fund six to twelve D&I projects at varying levels of support.

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Funding Requirements

All applications will be submitted via the [online form](http://j.mp/1xgzKjl) (<http://j.mp/1xgzKjl>) no later than April 27, 2015 at 12:00pm.

Proposal Narrative (3 page maximum, 11pt. font with 1-inch margins): Please include the following information.

1. Clear evidence of a gap in knowledge, care, or quality. How can this project help to close this gap and improve health?
2. Evidence that the subject of the proposal is ready to be disseminated or implemented. What evidence is there that it will have an impact?
3. Description of your dissemination/implementation plan, including:
 - a. **Goal:** What are the goals and objectives of the dissemination effort? What impact do you hope to have? These impacts may include health outcomes (physical, mental, and/or social) or any new or revised structures, policies, or processes in the delivery of health care services or community health programs that are the result of this effort, or identifiable changes in community knowledge, behaviors, or practices related to health improvement.
 - b. **Audience:** Who is affected most by this research? Who would be interested in learning about the study findings? How do you define your target audience? **Medium:** What is the most effective way to reach each audience? Consider language or cultural barriers, access to electronic media, literacy levels, and other considerations.
 - c. **Execution:** When should each aspect of the D&I plan occur? Who will be responsible for dissemination/implementation activities? What are the roles of each partner?
 - d. **Evaluation:** How will you assess your short-term outcomes? Provide a brief description of how your team proposes to assess short-term impact, including assessment measures (e.g., increased knowledge, changed attitudes, number of participants attending event).

The following sections are not included in the page limit for the narrative.

Letters of Collaboration (3 letters maximum): You must include letters of collaboration from your stakeholders / partners addressing why this information is important to them, how they intend to use it, and how they are involved in the planning and implementation of the D&I effort. If the PI(s) of this project are not the same as for the original research, you must also include a letter of support from those researchers.

Budget & Justification (1 page maximum): Applicants may request between \$500 and \$4000 in total direct costs. Applications must provide strong justification for funding requests; budgets will be carefully reviewed as part of the review process and may be modified. Budgets should include direct costs, such as personnel, supplies and materials, media and event expenses, community organization expenses, promotion, and evaluation; indirect costs may not be included.

Literature citations

Proposal Review Process:

The D&I Supplement review team will consist of UMN and community reviewers with experience in dissemination/implementation projects and research.

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Proposals will be reviewed for how well they:

- are supported by the evidence base
- reflect collaborative planning and implementation
- demonstrate strong understanding of audience
- engage the intended audience
- address a significant health issue
- are feasible within the budget and timeline

Deliverables

The successful grantee will:

- Complete a final report and feedback survey within two months of the project's end date. Activities must be completed within a 12-month timeline.
- Notify CTSI of any outcomes that arise from this work through post-award progress reporting.
- Cite CTSI support in all events and dissemination products.

Important Dates

RFA release: March 23, 2015

Proposals due: April 27, 2015

Awards Announced: May 2015

Funding Period: June 2015-May 2016

Proposal Development Opportunities

Applicants have the opportunity to meet with UMN CTSI staff to learn about CTSI resources available to enhance dissemination projects. In addition, community engagement staff can assist UMN researchers in identifying community organizations with which to partner in order to plan and conduct dissemination projects. To request consultation, please contact Deborah Hendricks, Assistant Director of Community-Engaged Research Programs, at ocehfund@umn.edu or 612-624-4247.

For more information, applicants may be interested in the following references and resources.

Green LW, Ottoson JM, Garcia C, Hiatt RA. Diffusion theory and knowledge dissemination, utilization, and integration in public health. *Annu Rev Public Health.* 2009;30:151–174. doi: 10.1146/annurev.publhealth.031308.100049.

www.ucdenver.edu/implementation - The Center for Research in Implementation Science and Prevention (CRISP) published all their dissemination and implementation training workshop materials online. To access them, go to the "Training and Education" tab at the top and click on "Workshops." *Includes information on frameworks, theories, and models that can be used to guide D&I efforts.*

*Adapted from: CARE: Community Alliance for Research and Engagement. Beyond Scientific Publication: Strategies for Disseminating Research Findings. Yale Center for Clinical Investigation.
http://medicine.yale.edu/ycci/nethaven/memberresources/464_85777_CARE_Dissemination_Strategies_FINAL_eversion.pdf