

**Spring 2020 HPM 627/727 Program Development in Health Promotion  
Instructor: Christine T. Bozlak, PhD, MPH**

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**Request for Applications (RFA):  
Development of Evidence- and Theory-Based Health Promotion Interventions  
to Address the Foundation's Public Health Priorities**

Funder: Bozlak Family Foundation (BFF)

**Presentations – Two dates: April 28 and May 5 – your group will only be presenting on one of these dates**

**Application Due Date: May 11, 2020, 11:59 p.m. in Blackboard** – The materials only need to be submitted by one group member.

**APPLICATION CHECKLIST:**

- Proposal meets criteria for format (12 point font, double-spaced except where indicated in this guidance, 1" margins, 25 maximum page limit excluding attachments in Appendix)
- Abstract/Executive Summary
- Explanation of how the revisions from the Part I March 6<sup>th</sup> submission were incorporated into the final application.
- Detailed description of program/intervention plan
- Logic Model
- Budget and budget justification
- References

**Request for Applications (RFA):  
Evidence- and Theory-Based Health Promotion Programs to Address the Foundation’s Public  
Health Priorities**

**BACKGROUND:** The Bozlak Family Foundation (BFF) is pleased to announce the availability of funds to support new health promotion programs and other interventions that address a specific set of public health priorities, as explained in the “Acceptable Topic Areas” section below. BFF is committed to supporting projects that address these priorities and that use intervention approaches that are based on a combination of evidence, theory, and new hypotheses.

**ELIGIBLE APPLICANTS:** Any not-for-profit organization, government agency, or designated 3-4 person team may apply for funding. Applicants must demonstrate ability to utilize the program planning process as taught in the HPM 627/727 course at the University at Albany School of Public Health.

**ACCEPTABLE TOPIC AREAS:** Proposals will **only** be accepted for health promotion interventions on one of the following five topics:

- Inclusive health - chronic disease prevention (i.e. tobacco cessation or adaptive physical activity programs) for people living with disabilities
- Tobacco cessation, including electronic nicotine products, to address today’s lifestyle of busy, quick interventions that are needed
- Breastfeeding support focused on raising public awareness about breastfeeding and/or providing lactation space for public spaces
- Community outdoor area at St. Peter’s Hospital to promote physical activity and wellness
- School-based wellness initiatives related to physical activity promotion and/or mental health promotion for all school stakeholders – ensure that people with disabilities are considered

**One member of each group must email Dr. Bozlak with the group’s chosen topic by 12 pm on February 14th. All group members must be copied on this email.**

**\*NOTE: For all topics, the BFF is partnering with St. Peter’s Health Partners Community Health Programs. These are topics that have been identified by them as high priority. A St. Peter’s representative will be invited to attend the final project presentations, and students will be asked to sign a permission form for Dr. Bozlak to share the final written product with them at the end of the semester. However, groups may also choose not to share the final written product.**

**There is one opportunity to ask written questions of St. Peter’s partners related to the topics. Please email Dr. Bozlak any topic-related questions you have for our community partners, St. Peter’s Health Partners, by Friday, February 28th. Dr. Bozlak will then submit the questions to them, who will then respond in writing.**

**AVAILABLE FUNDING:** Applicants may request up to \$300,000 per proposal. Initial funding will be for two years. The project period is June 1, 2020 – May 31, 2022.

**FORMAT:** Applications must be typed double-spaced with 1” margins all around, except where indicated. Times New Roman font in 12 point size should be used. Applications must not exceed 25 pages excluding references, tables, figures, and other attachments. Tables and figures may be single-spaced, including the logic model. Applications that do not adhere to these requirements may be rejected.

**SUBMISSION:** All written proposals must be received in Blackboard no later than 11:59 pm EST on May 11, 2020. Applications must be submitted via the Blackboard course web-site. No late applications will be accepted except under extreme circumstances with advance permission of the BFF Director, Dr. Christine Bozlak. (Points will be deducted in this case.) In addition to submitting a written proposal, applicant teams will be required to give a brief presentation of their proposal to Dr. Bozlak and a group of peer reviewers on either April 28th or May 5th, 2020 between 1:15 pm – 4:05 pm. PowerPoint slides or a presentation outline for the presentation must be submitted in Blackboard by 1:15 pm on the day of your group’s presentation.

**WORK REQUIREMENTS:** Applications are to be developed as a team. All team members are expected to contribute equally to the overall proposal. Teams may opt to divide up the tasks as they see fit; however, all team members are responsible for understanding the entire proposal. Any questions or concerns about this aspect of the assignment should be directed to the BFF Director as soon as possible.

**CRITERIA AND CONTENT:** Proposals should follow the outline described below. Scoring criteria will be provided at a later date, but scoring will include overall clarity of writing and demonstrated application of evidence and theory. All questions/instructions noted below should be addressed in the application. Additional relevant information, including tables and figures, may also be included. **All ideas presented must be clearly referenced for source of published evidence, theoretical basis, or as new hypotheses.** References cited should be from peer-reviewed journals or reputable government agencies and other research organizations.

**\*\*\*\*PART I DUE DATE: March 6, 2020, by 1:15 pm in Blackboard**

Applicants are required to turn in an initial/draft version of the needs assessment, problem identification, and goals & objectives sections of the program/intervention planning process for your intervention. This assignment will be graded and returned to each team with detailed comments. This section of the final project proposal will then be revised and incorporated into the final proposal due on May 11th. Note: Only one group member needs to submit this document in Blackboard. However, all group members’ names must be on the document.

## **I. Abstract/Executive Summary – limit 1 page; single-spaced**

The abstract should be included as a separate page immediately preceding the subsequent narrative sections. Provide a very brief summary of the major points of the entire paper. This should consist of only one or two sentences corresponding to each major section of the overall proposal, and therefore must be no longer than one page. An abstract/executive summary should convey the major points of the proposal as a stand-alone summary, and should not include new information not presented elsewhere in the proposal. See any peer-reviewed journal for examples of abstracts, or government publications/reports for typical examples of executive summaries. This page may be single-spaced, and it does not count towards the 25 page limit.

## **II. Table of Contents with Page Numbers – This item does not count towards the page limit.**

## **III. Revisions to Part 1 – limit 1 page**

For this section, provide a detailed explanation of the revisions made to the first sections of the proposal that were previously submitted on February 25th. This should be presented in bulleted text form. For example, “● We addressed the reviewer’s concern about Objective 1 in the following manner...” This item can be single-spaced.

## **IV. Detailed Description of Program/Intervention Plan**

### **1) Step 1: Needs Assessment**

The needs assessment describes the public health priority and priority population your proposed program will address, provides a compelling justification for why you have selected that issue and population for intervention, and analyzes the proximal contributing factors and determinants that your intervention will specifically target. Although this section should be written concisely, it is extremely important as it lays the groundwork for all the remaining elements of your proposal.

*At a minimum*, the following questions should be addressed in your needs assessment:

- What is the health outcome? How is it defined, how common is it, and how is it distributed in the population?
- What specific priority population have you identified, and on what basis did you select that group? Since the general priority population for each acceptable topic area has been identified for you in this RFA, please locate and justify the specific setting and population you have chosen for your intervention (i.e. all freshman boys in public high schools in Schenectady County).
- Why is this health outcome worthy of public health attention? How does this health outcome impact on the well-being and quality of life of your identified priority population, with consideration for multiple dimensions of impact (e.g. personal, family, social, and economic)?
- What key behavioral and environmental factors need to be changed in order to effect a change in the relevant health outcome? How do you know? Consider both risk and protective behaviors and environmental factors.
- Which behavioral and/or environmental factors specifically will be targeted for change in the proposed program? Specify the ecologic level(s) at which your intervention is targeted. Why are these factors selected over other potential factors for this specific intervention? **NOTE: For those projects involving doctoral students, the organizational and systems levels must be prioritized for this assignment.**
- For those behavioral or environmental factors you choose to focus on in your program, what relevant underlying determinants need to be addressed? How do you know? Why were these specific determinants selected as the focus of your intervention?

- **Note: Projects involving doctoral students need to address this question:** What are the cultural values and practices of the priority population that will need to be considered in designing effective health promotion interventions to address your identified public health issue?
- What additional information will you seek from the priority population and other key stakeholders to further develop your project, and how may you collect that information? Note that you are **not** required to actually collect any new primary data for this proposal, but rather should describe what information you **will** collect if your project is funded.

In addressing all of these questions, you should justify your analysis with clearly cited published **evidence** and relevant **theories**. In drawing on published evidence to assess the relationship between health and quality of life outcomes and their contributing factors, you should consider and discuss such factors as the strength of association, prevalence/ frequency, social importance/meaning, and changeability of these factors.

The structure of your needs assessment section may vary depending on the nature of your selected priority. For example, if you have selected a health outcome as the starting point of your proposal, you should begin by clearly and concisely describing the health outcome your program is designed to address, why that outcome is important from a public health perspective, and specifically why it is important amongst the priority population. Your narrative should then proceed to analyze the relevant behavioral and environmental factors that contribute to this health outcome amongst your priority population, and which of these factors and associated underlying determinants you have selected to target for change through your proposed intervention.

Alternately, if you have selected a behavioral or environmental factor (for example, increasing family physical activity) as the starting point of your proposed intervention, you should begin by explaining why that behavioral or environmental factor is important from a public health perspective, including its specific relevance within the priority population which will benefit from your intervention, and how it relates to important and meaningful health outcome(s) or quality of life outcomes. You will then proceed to analyze other behavioral and/or environmental factors that contribute to your selected factor and the factors and associated underlying determinants you have selected to target for change through your proposed intervention.

Regardless of where you enter the needs assessment in terms of your proposed starting point, your assessment should include a clear and compelling justification for the priority population you have chosen to address with your intervention and describe the relevance of health outcomes, contributing behavioral and environmental factors, and underlying determinants in the context of that population. The needs assessment should also provide a compelling justification for the priority populations of your intervention.

In addition to the narrative discussion, the above elements should be clearly reflected in the **logic model** describing your proposed intervention (see Section V below).

## **2) Step 2: Description of intervention goals and objectives**

In this section, you describe and operationalize in more detail *what* you are actually trying to change through your proposed program/intervention. This section should build directly on the Needs Assessment described in Step 1.

You should develop at least two overarching intervention goals and at least one objective at each level (process, impact, and outcome) for each goal. For each impact objective, you must also develop a learning, behavioral, and environmental objective. All objectives must meet the criteria to be considered a SMART objective.

A narrative description of the objectives should accompany this section. The narrative section can be brief, but must clearly describe the objectives and justify their basis. **Interventions developed for this proposal should include at least 2 ecologic levels. (Note: Project involving doctoral students must include the organizational and the systems levels. Consequently, you will be designing an organizational-level intervention and systems-level intervention to address a public health issue chosen from the list on page 2.)**

The objectives to be targeted by your proposed program/intervention should be clearly reflected in the **logic model** describing your program (see Section IV below).

### **3) Step 3: Description of Methods and Strategies**

In this section, you describe *how* you will try to accomplish the objectives developed in Step 2, both in terms of theoretical methods and practical strategies. (For projects involving doctoral students, you will be asked to **create organizational change strategies and systems-level change strategies.**) You should justify the methods and strategies selected on the basis of published evidence, specific theories, and/or new hypotheses of your own. From your description, it should be clear how the target determinants, methods, and strategies are linked together logically, and therefore how the methods and strategies you have selected will accomplish your identified objectives. It is helpful to include a table that shows how each determinant/objective is specifically linked to theory-based methods and practical strategies.

In addition to the narrative discussion, the strategies and their underlying methods to be used in your proposed program/intervention should be clearly reflected in the **logic model** describing your program (see Section V below).

### **4) Step 4: Description of the Program Components, Activities, and Materials**

This is the creative component of the program, where you describe how the methods and strategies developed in Step 3 will be turned into actual materials for your priority population. Remember that programs can use a very wide range of materials, channels, and vehicles, including print, video, audio, internet, other media, curricula, guidelines, live presentations, and others. It should be clear from the description how the materials developed in Step 4 incorporate the methods and strategies developed in Step 3. In addition to the narrative description, you should develop and attach a draft version, mock-up, or outline of **one** of the actual materials you will develop if your proposal is funded. This item can be placed in the Appendix.

**(For projects involving doctoral students - Note that you will need to integrate knowledge of cultural values and practices in the design of your program components, activities, and materials. You will need to demonstrate you have done this by citing appropriate literature and best practices.)**

### **5) Step 5: Description of Program Implementation and Sustainability**

In this step, you consider and describe some of the practical aspects that need to be addressed in order to really get your proposed program "off the ground". Specific issues you should consider include:

- How will you disseminate your intervention to the priority population? If relevant to your proposed intervention, how will you recruit members of the priority population to participate?
- Who will actually carry out the work of intervention implementation? How will you engage them, and how will you assure they are able to implement the program?
- What financial and non-financial resources will you need to carry out your program? Consider the need for funds, materials, equipment, staff, partners, and other resources. This section must also include a proposed budget and budget justification as described below.
- What is your plan for continuing beyond the initial project period? Please note that this is a one-time funding opportunity from the Bozlak Family Foundation. In order to receive funding from the BFF, you must have a plan for how to sustain the intervention for at least three years beyond the BFF funding.
- What challenges do you anticipate in carrying out your program, and what ideas do you have for dealing with those challenges?
- You must include a detailed timeline with the major activities for your intervention. Be sure to include major steps in the planning process in your timeline (recruitment, evaluation, etc.) Timeline can be placed in the Appendix. Note: The project time period is June 1, 2019 – May 31, 2021.

**Proposed Budget and Budget Justification – You will need to propose human, fiscal and other resources necessary to achieve successful implementation of your proposed interventions.** Step 5 **must** also include a proposed budget and budget justification. Develop an estimated two-year realistic budget for the program you have proposed. This does not need to be extremely detailed, but you should make a reasonable attempt to describe what items will incur costs for the program, to justify (briefly) why those items are needed, and to estimate what those costs will be. Consider the following general categories:

- **Personal Services** - Salary and Fringe (Benefits) for staff to be hired to implement the program. Consider what qualifications (and consequently, salary) will be required, and whether staff will be full-time or part-time. **Please note that a fringe benefit rate of 15% should be used for all project staff (excluding consultants).**
- **Other than Personal Services (OTPS)** – Any non-personnel expenses including travel/transportation, equipment, supplies, printing or other media development costs, mailing costs, trainings, facility rental, etc.
- **In-Kind Contributions** – Resources that may be contributed to the program from other sources than BFF, including volunteer staff time, donated space or supplies, and other contributions. To the best of your ability, itemize the in-kind contributions that you are forecasting. Please note that in-kind contributions cannot account for more than 15% of your total budget (\$45,000). So, this means your TOTAL project budget can be \$345,000, including the in-kind contributions, but you can only request \$300,000 from the BFF.
- **Indirect Costs** – The indirect cost rate is 10%.

Please utilize the sample template provided by the Bozlak Family Foundation or a similar template for your budget. **The total budget requested may not exceed \$300,000 for two years of funding.** In addition to the budget, you must provide a **Budget Justification**, which is a narrative section detailing the need for all the items listed in your budget. For example, if you are requesting funding for a Project Coordinator, you must detail the specific tasks for the position, the percent time this individual will be spending on this project, and the qualifications of the individual that will be filling

this position. Place the Budget table in the main part of the proposal. Budget justification can be placed in the Appendix.

## **6) Evaluation Plan**

In this section, consider how you will evaluate whether your program has been appropriately implemented, and whether your program achieved the expected outcomes. *This section does not need to be very detailed*, but should address in general the following considerations:

- Have you designed your program in a way that is amenable to evaluation? (i.e. with measurable objectives and specific planned steps for implementation).
- How might you measure whether the program has been implemented as planned?
- How might you measure whether the expected short-term and longer-term outcomes have been achieved?
- Is there data or information that should be collected prior to or during the implementation of your intervention to support ongoing evaluation? This is important, because too often evaluation is overlooked until after a program has been implemented, when it is too late to collect baseline or prospective data.

Again, this section does not need to be detailed, but should reflect that you have considered evaluation in the design of your proposed program. Those applicants who wish to develop further skills in research and program evaluation are encouraged to take the HPM 647 Program Evaluation course at the University at Albany School of Public Health.

## **V. Program Logic Model**

As presented in class, a logic model is a tool for describing the connections between expected inputs, outputs, and outcomes of a program. A logic model helps you as an intervention planner assure that logical connections have been made between each of your intervention elements, and helps you communicate the essential elements of your proposed intervention to others. The logic model should be included in the proposal narrative.

You should develop a basic logic model that summarizes the key aspects of each of the following elements:

- Assumptions
- Inputs (what financial and non-financial resources do you need to carry out this intervention?)
- Activities (what are the major intervention components; what are their underlying methods & strategies; and how will they be delivered?)
- Short Term Outcomes (what changes in behaviors, the environment, or their underlying determinants will occur as a result of the intervention?)
- Long Term Outcomes (what changes in health status will occur as a result of the intervention?)

The logic model should be included on a separate page and should not exceed one page. Examples of logic models will be provided during the course.

## **VI. References**

Include a list of works cited throughout the preceding sections of the proposal. APA format must be used. References cited primarily should be from peer-reviewed journals or reputable government agencies and other research organizations, and should reflect a relatively comprehensive review of recent literature related to the selected topic. This item can be placed in the Appendix.