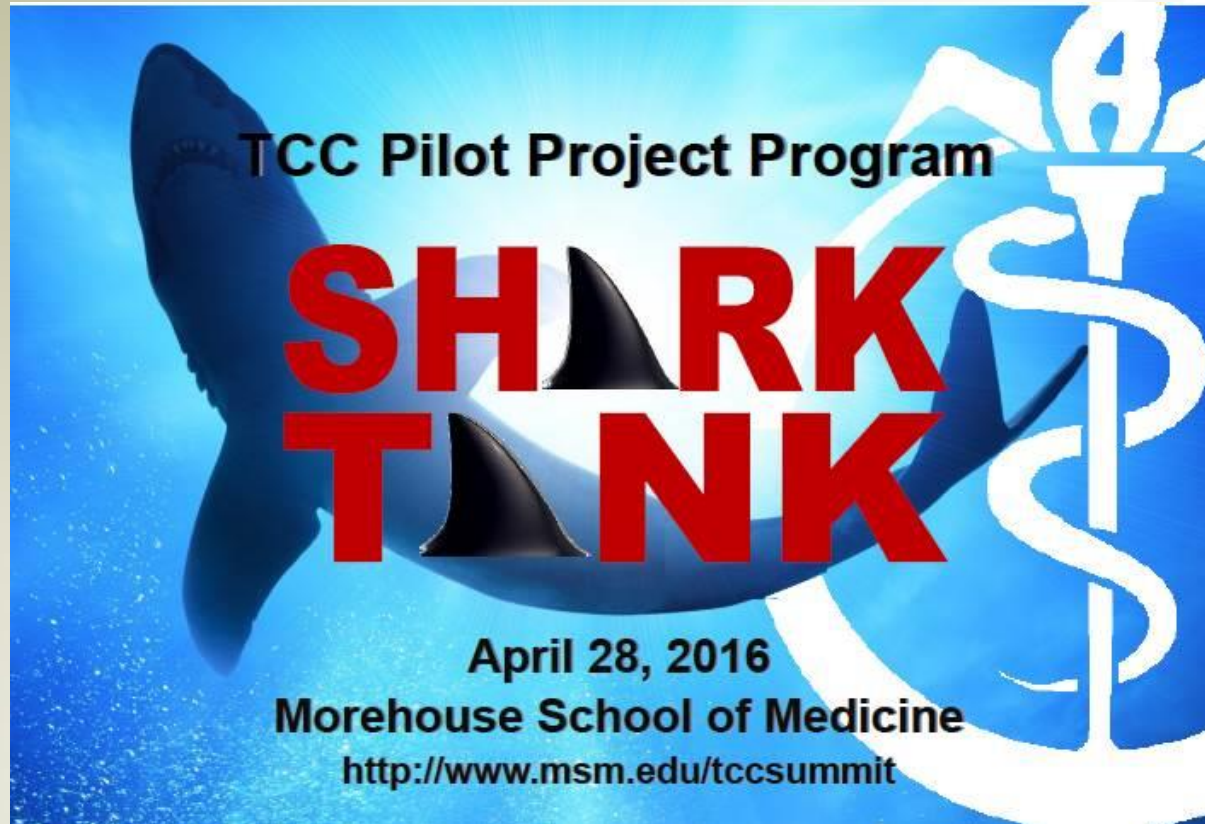


TCC Shark Tank Webinar



TCC Administrative Core
Morehouse School of Medicine
Wednesday, March 30, 2016

Official Statement

- *"The project described was supported by the National Institute on Minority Health and Health Disparities (NIMHD) Grant Number U54MD008173, a component of the National Institutes of Health (NIH) and its contents are solely the responsibility of the authors and do not necessarily represent the official views of NIMHD or NIH."*

Overview/Agenda

- About The TCC
- Pilot Project Program Overview
- Shark Tank Overview
 - Eligibility
 - Concept Paper Submission
 - Shark Tank Competition @ TCC Summit (April 28, 2016)
 - Next steps for Shark Tank Winners
- Writing a Competitive Concept Paper
- Question & Answer Period



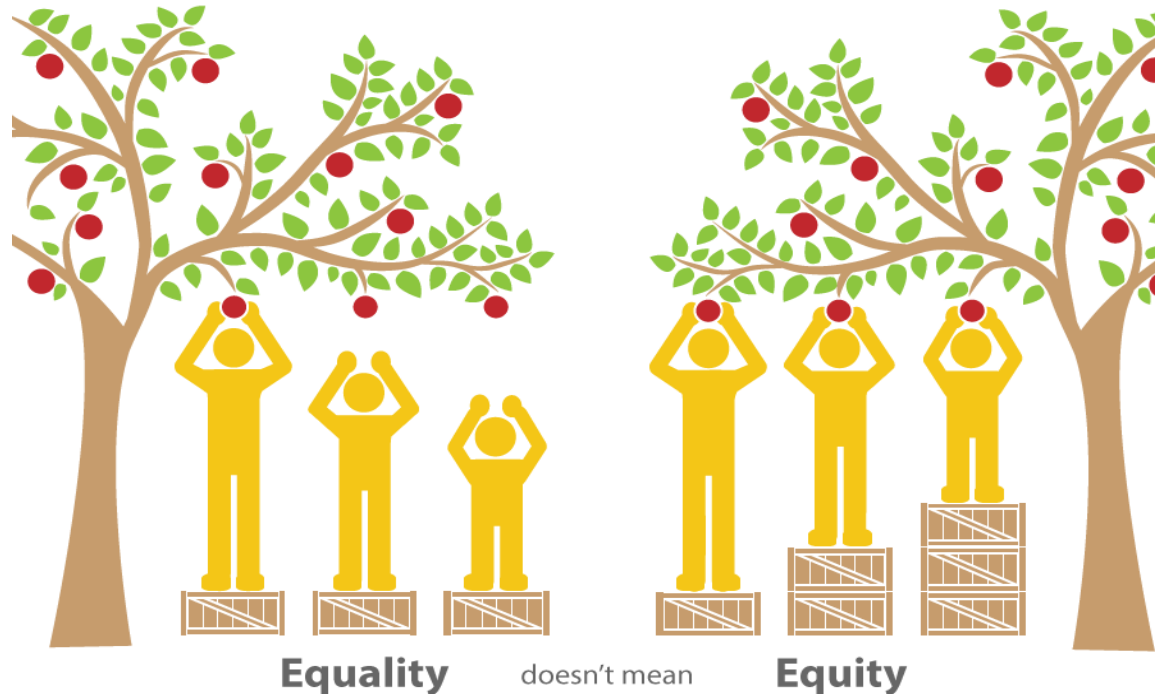
TRANSDISCIPLINARY COLLABORATIVE CENTER

INFORMING HEALTH POLICY AND PRACTICE

TCC OVERVIEW:

**Informing health policy and practice with
evidence-based science**

Policy change is essential to achieving health equity



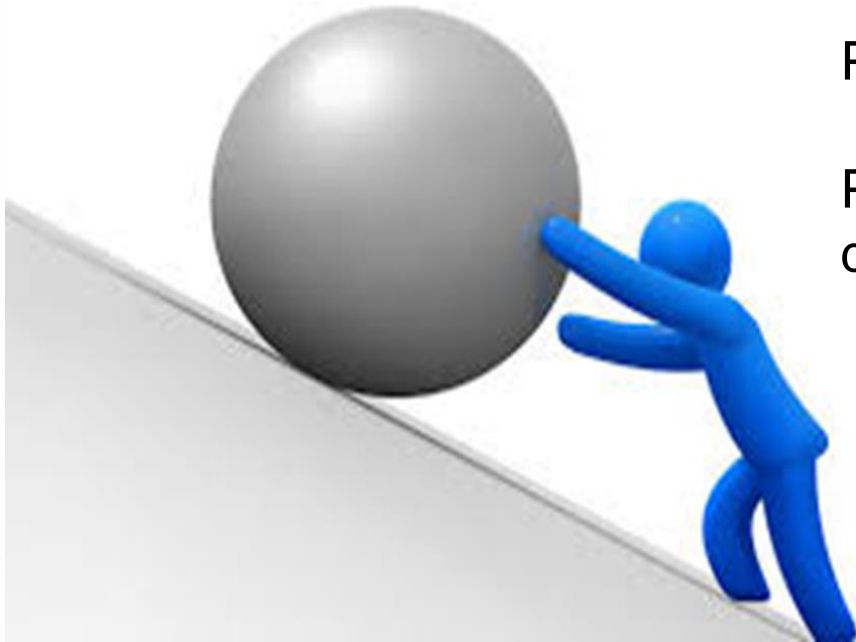
Every person deserves the opportunity to reach his or her maximum health potential” – D. Satcher

Policy Dilemmas at Play

No policy exists

Policy is not effectively implemented

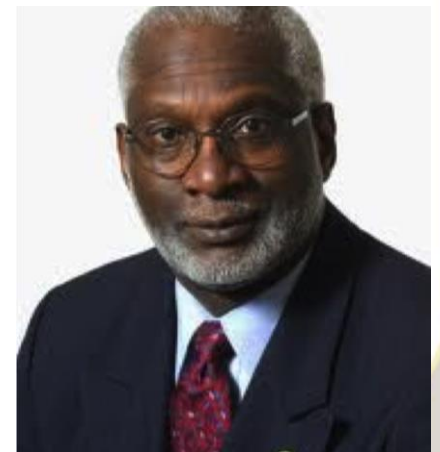
Policy in place, but yields unexpected or deleterious consequences



What strategic approach is needed to inform policy toward the advancement of health equity and elimination of health disparities?

Transdisciplinary Collaborative Center for Health Disparities Research (TCC)

- 5-year cooperative agreement grant (U54) supported by National Institute for Minority Health and Health Disparities (NIMHD)
- Institution-wide “center without walls”
- Principal Investigator: David Satcher, MD, PhD
- Unifying theme: “A comprehensive and meaningful approach to the development, advancement, and implementation of health policy that harnesses the **power of collaboration to bolster innovation, cost reduction, and health equity.**”



TCC addresses health disparities in HHS Region 4 (Southeast U.S.A)



CDC REHDAI States

- Maryland
- Minnesota
- Missouri
- Oregon
- Texas

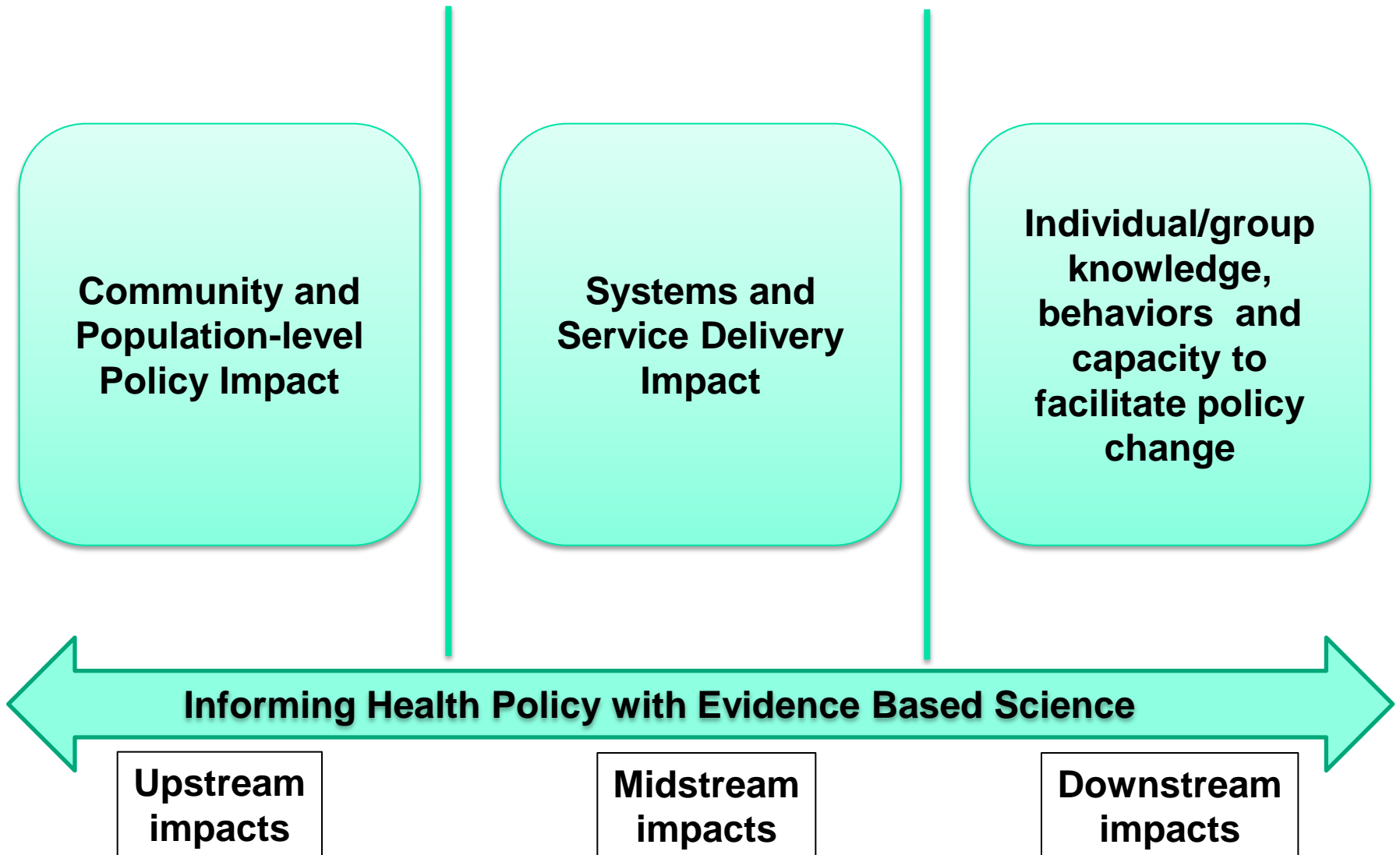
The TCC Strategic Approach

Employ a
**“health equity
lens”**

Thoughtful
collaborations
and collective
impact

Inform policy
at multiple
levels using
evidence-based
science

Anticipated Policy Impacts (McKinlay Model)



TCC Primary Research Focus Areas



Quality Parenting and Child Development



Integration of Mental and Behavioral Health into Primary Care

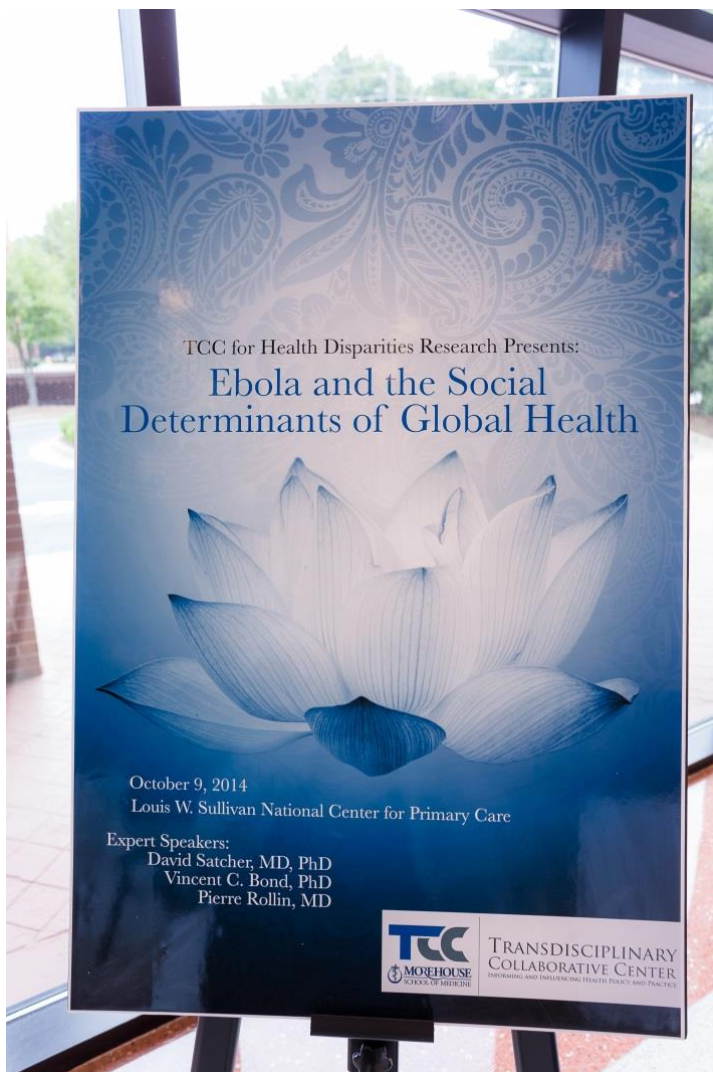


Health Information Technology (HIT) to Reduce Disparities



Health Policy Leadership Needs and Impact

TCC Forums and Outreach Events



Policy Discourse in Diverse Settings





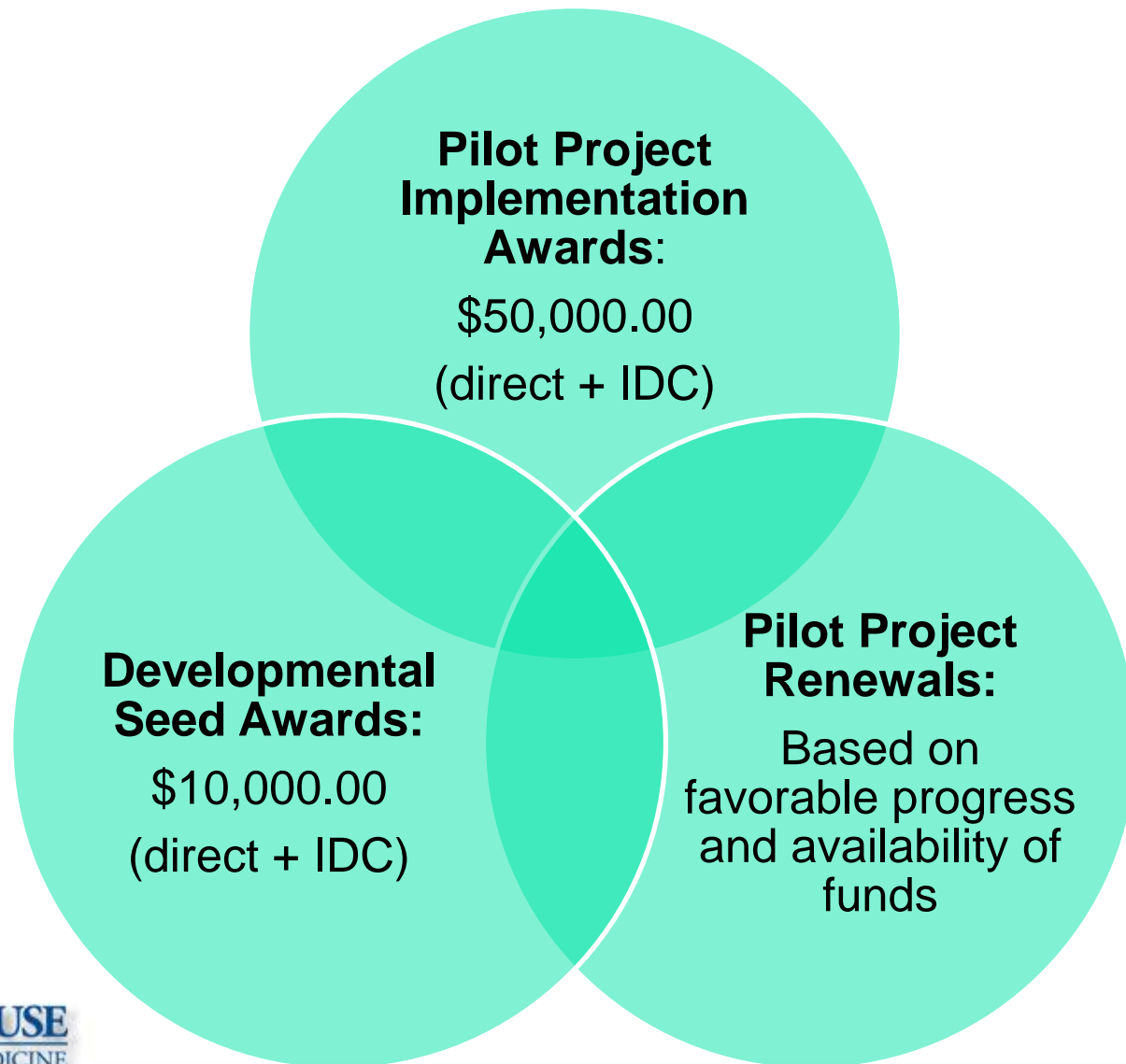
PILOT PROJECT PROGRAM

TCC Pilot Project Program (PPP)

- Goal: To support pilot research projects that are aligned with the TCC overarching goal: to critically examine and address health policy issues relevant to the advancement of health equity and elimination of health disparities.
- Who is eligible?:
 - **Academic faculty** investigators (full-time appointment required)
 - **Non-Academic Organizations** eligible to obtain federal funds
 - **HHS Region IV States:** KY, TN, NC, SC, GA, FL, AL, MS
 - **CDC REHDAI States:** MD, MN, MO, OR, TX



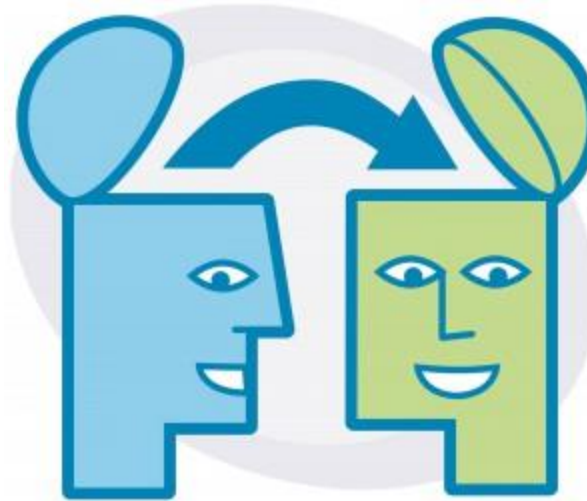
Pilot Project Funding Mechanisms



Informing Policy and Practice with Evidence-Based Science



GENERATE
knowledge through
research



TRANSLATE
knowledge into
meaningful
information



DISSEMINATE
Information to
diverse audiences

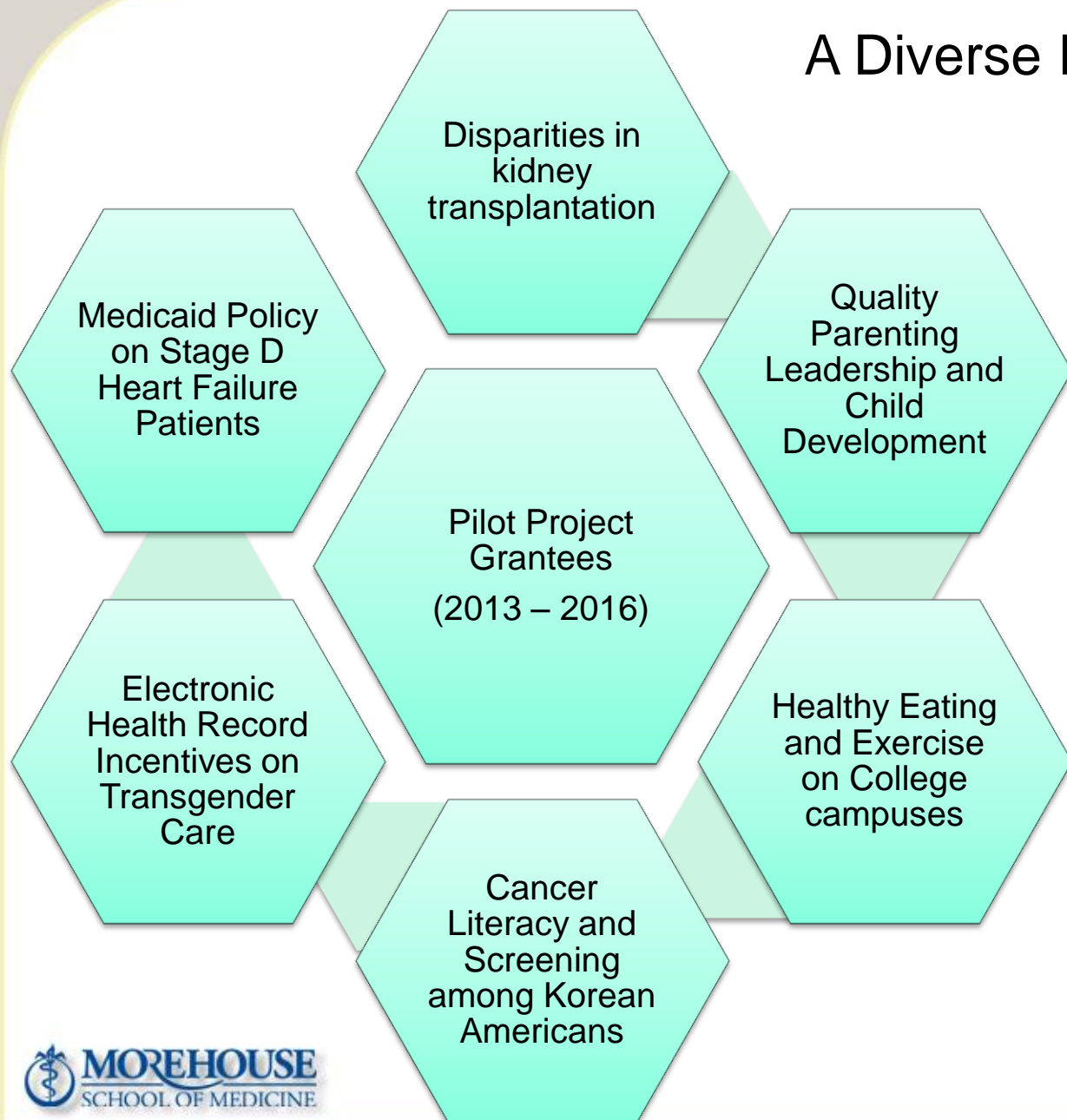
Funding Exclusions and Prohibitions

- TCC is strictly prohibited from participating in or providing support for **lobbying and/or political advocacy activities**
- Grassroots lobbying
- Direct lobbying by grantees
- Influencing certain federal contracting and financial transactions
- Using Federal funds to pay any person for influencing or attempting to influence any officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress with respect to the award

Source: http://grants.nih.gov/policy/lobbying_guidance.htm#allowed



A Diverse Pilot Project Portfolio



- 10 current grantees
- 7 grantees under final review
- 5-7 grantees to be selected for Year 5 cohort (2016-2017)

Pilot Project Portal: <http://www.msmtcc.org/pilotproject>



TRANSDISCIPLINARY
COLLABORATIVE CENTER
INFORMING HEALTH POLICY AND PRACTICE

The objective of the TCC Pilot Project Program is to sustain active participation of TCC partners in the full range of health policy research, implementation and dissemination efforts by providing sub-awards to partner organizations. The awards will enable multidisciplinary teams of community-academic partners to explore new domains of collaborative research for development, advancement, and implementation of health policy that will bolster innovation, cost reduction, and health equity.

☀ About Pilot Project

Prospective Applicants

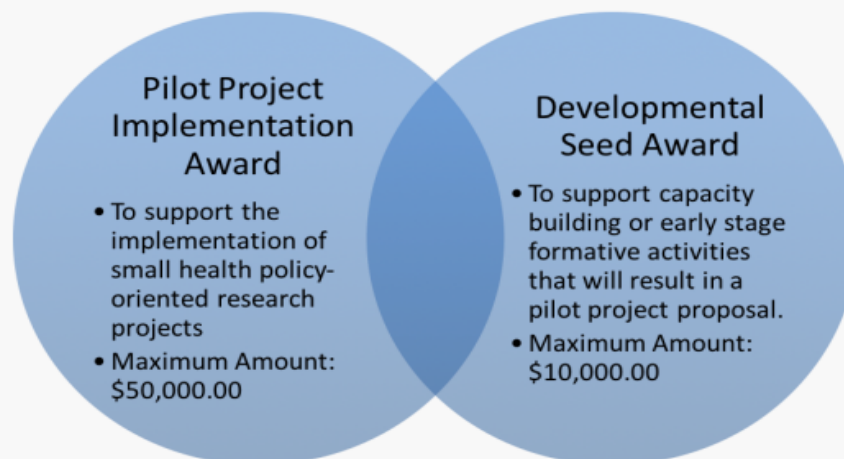
Webinar

Contact TCC

Who is eligible for the Pilot Project Program:

- Academic faculty (junior faculty strongly recommended)
- Non-academic organizations (e.g. CBO, faith-based orgs, health services org, etc.)
- Must be able to accept federal funding
- Must be interested in informing health policy and practice

Funding Available: TCC seeks to fund a diverse group of grantees through two mechanisms:





TCC SHARK TANK COMPETITION

Purpose of Shark Tank

- An innovative approach to identify qualified, highly motivated transdisciplinary partners for collaborative research opportunities in the TCC Pilot Project Program
- Exploring alternative approaches to partnership development and funding allocation

Shark Tank: Who is Eligible?

- Open to academic and non-academic investigators
- Must operate with states in HHS Region 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee) and CDC REHDAI member states (Maryland, Minnesota, Missouri, Oregon, Texas).
- All applicants must report a **DUNS number** and be eligible to accept federal funds.
- Academic Investigators:
 - Full-time faculty appointment at Instructor or higher
 - Must identify one non-academic collaborative partner
- Non-Academic Investigators:
 - Community based organizations, faith-based orgs, health services orgs, businesses, schools, and other non-academic entities are eligible
 - Must identify at lease one academic/research collaborative partner.
- All applicants must register to attend the TCC Health Policy Research Summit (April 28, 2016)

Shark Tank: Who is NOT Eligible?

- Current Pilot Project Grantees
- Prospective Pilot Project grantees with applications under final review
- Pilot Project applicants with applications under TCC scientific review
- TCC research project investigators may not serve as PIs for a pilot project
- Entities unable to accept federal funds
- Students, fellows, and other academic personnel in non-faculty capacities.



SHARK TANK CONCEPT PAPER

What is a Concept Paper?

- Also referred to as a prospectus, preliminary proposal, or pre-proposal
- A brief summary of a research/programmatic project
- Helps to clarify and organize ideas in a written form and provides the basis for a full proposal or funding solicitation.
- Concept papers can save time and effort for both the agency personnel and the grant writer in the event that an idea is not considered timely or fundable.
- Typically no more than 2-4 pages in length
- Generally describes the idea, need for a project, how it is to be implemented, and a budget.
- ***Intended to be clear and concise to best communicate the project idea.***
- Typically non-binding.

Shark Tank Concept Paper Components

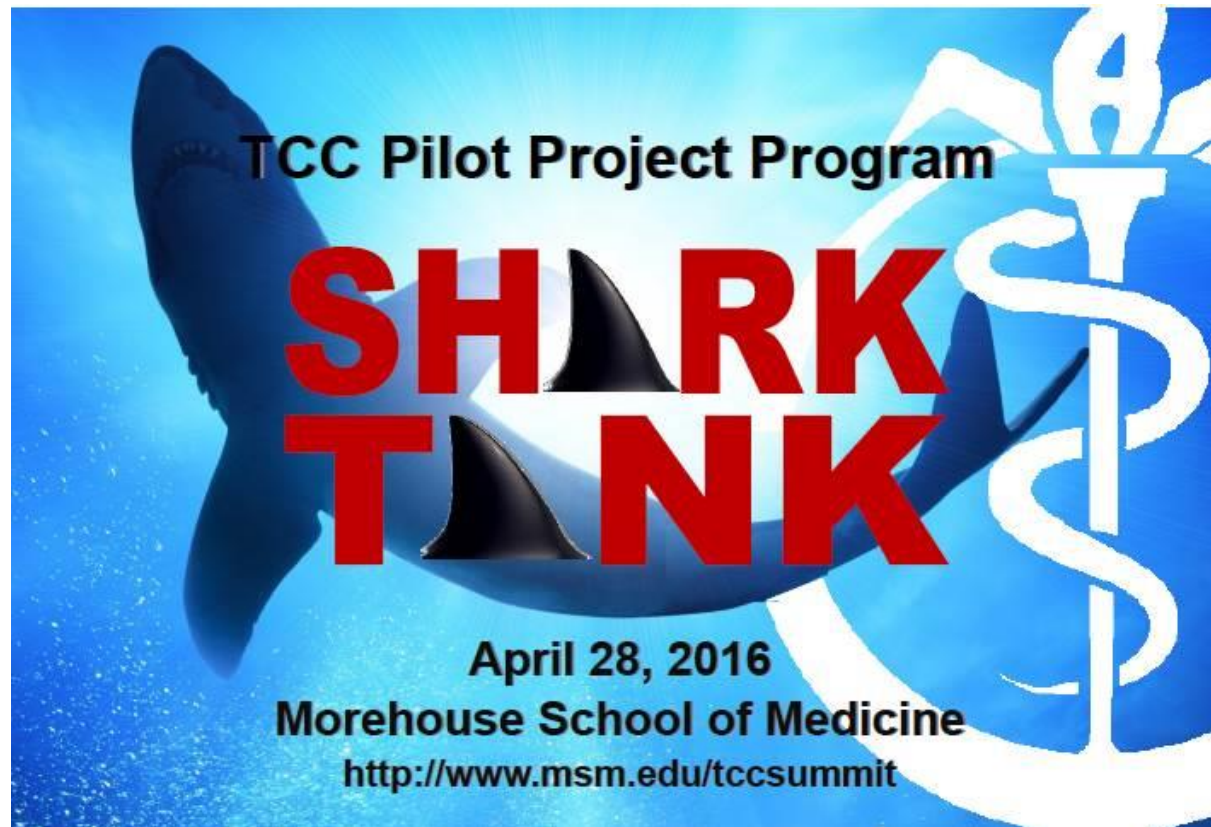
- Project title, names and titles of PI and all investigators
- Project abstract (250 words)
- Brief Organizational Description
- Concept Paper Sections (**2 pages maximum**):
 - Health concern or disparity the proposed project will address
 - Central Research Question
 - List specific aims
 - **Research Plan:** recruitment, data collection methods, primary outcome measures; data analyses
 - Anticipated deliverables or products
 - Why your organization is uniquely qualified
 - Anticipated policy impact
- Budget (abbreviated)

Concept Paper Budget Items

- Total budget may not exceed \$50,000.00
- Allowable expenses:
 - Personnel costs and fringe benefits
 - Consultant Costs
 - Durable equipment (> \$5,000) – requires approval.
 - Supplies
 - Travel – necessary to complete project scope of work
 - Other expenses – telephone services, survey costs, participant incentives, publication costs, printing, etc.
 - Indirect Costs/F&A: must have a negotiated rate, or use standard rate of 10%.
- Unallowable Expenses:
 - See Shark Tank FAQ
 - Review NIH Grants Policy Statement – Allowability of Costs/Activities:
http://grants.nih.gov/grants/policy/nihgps/HTML5/section_7/7.9_allowability_of_costs_activities.htm

Concept Paper Submission Details

- **Page Limits and Formatting: Concept paper is 2 pages maximum, single spaced, minimum 11 pt font, 0.5” margins**
- Submit all items using the Shark Tank Submission Form:
<http://www.msm.edu/tccsummit>
- Deadline to submit concept papers: **Monday, April 11, 2016**. No extensions will be honored.
- Anticipated release of decision letters and shark tank invitations: Friday, April 15, 2016.
- Deadline to respond to invitation: Tuesday, April 19, 2016.



SHARK TANK COMPETITION: TCC HEALTH POLICY RESEARCH SUMMIT 2016

Competition Overview

- **Up to 5 candidates will be selected to participate in the Shark Tank**
- Competition will occur during the opening session of the Summit on Thursday, April 28, 2016 (8:30 – 10:45 am)
- Each candidate will deliver a 5-minute pitch describing their project
- Approved audiovisuals may be used
- Shark Tank judges will have up to 10 minutes to discuss proposed projects with candidates.
- Shark Tank winner(s) will be announced during the closing session (4:30 – 5:00 pm EST).

After the Shark Tank

- Prospective grantee(s) must submit a full pilot project proposal in order to receive funding.
- Prospective grantee(s) will receive support and guidance from TCC Pilot Project Team on all application components.
- Anticipated deadline for full application submission to NIMHD for final review: May 25 – June 1, 2016.
- ***Funding is contingent on favorable review and approval by TCC funding agency (NIMHD).***
- Anticipated date for Notice of Award and start of Project: August 4, 2016. Project duration is 12 months.

Shark Tank Timeline



Shark Tank Call for Concept Papers released – March 29, 2016

Shark Tank Informational Webinar – March 30, 2016

Shark Tank Concept Paper Submission – Monday, April 11, 2016

Shark Tank Decision Letters – Friday, April 15, 2016

Shark Tank Competition, Winner Announced – Thursday, April 28, 2016

Full Pilot Project Proposal due to NIMHD – May 25-31, 2016

Anticipated Final Approval – August 4, 2016



TIPS TO WRITING A COMPETITIVE CONCEPT PAPER

Tips for a Competitive Concept Paper

- Avoid starting “from scratch.” The outline for your project idea should be already developed to an extent.
- Assume that we are NOT the experts.
- Cite peer-reviewed literature and respected data sources whenever possible.
- Ensure that your research project is positioned to inform health policy and practice in a meaningful way. Merely suggesting “policy implications” is not enough!
- Ensure your project is **feasible** in terms of time and budget. Be realistic in your study design and anticipated deliverables.
- Calculate indirect costs or F&A into your total budget (max \$50,000 total for pilot project award).
- Focus your attention on **describing your proposed project**. Keep organizational descriptions and current activities brief.

Concept Paper Pitfalls to Avoid

- Research plan is vague and/or lacks scientific rigor. Make sure to describe participants, outcomes of interest, research activities, data collection, and data analyses.
- Proposing lobbying and direct advocacy activities that are prohibited with TCC funding
- Timeline is too ambitious
- Budget is unclear and unjustified
- Writing is vague, too broad, and/or underdeveloped



Q & A SESSION

For More Information:

TCC Pilot Project Portal:

<http://www.msmtcc.org/pilotproject>

Key Contact:

Divine Offoegbu, DrPH, MS

Program Manager

TCC for Health Disparities Research

Morehouse School of Medicine

404-752-1933

doffoegbu@msm.edu

Follow TCC on Social Media



@msmtccpolicy



msmtccpolicy



msmtcc



MorehouseTCC

**Thank you for supporting the mission of the
TCC for Health Disparities Research at
Morehouse School of Medicine!**

Best of Luck!

