



Hep B United / TB Elimination Alliance Mini-Grants Program Tips for Successful Grant Writing: SMART Goals and Evaluation

April 7, 2021

Today's Agenda

- Welcome!
- TB Elimination Alliance and Hep B United Mini-Grant Programs Overview
- Tips for Successful Grant Writing: SMART Goals and Evaluation
- Q&A and Closing

TB Elimination Alliance Mini-Grant Program

Evelyn Moua

Program Manager of Tuberculosis Elimination

AAPCHO

Overview

15 Awards

Award Amount: \$8,000 - \$12,000

Eligibility

- From or working directly with organizations in the U.S. and U.S. Territories that serve Asian American (AA), Native Hawaiian (NH), and Pacific Islander (PI) communities

Request for Funding Proposal

- Address one (1) or more of the four (4) TB Elimination Alliance priority areas
- Develop related activities to support one (1) or more category areas: community

Submission

- Deadline: Friday, May 7 by 5pm local time
- <https://bit.ly/21TEAMGRFP>



Hep B United Mini-Grant Program

Catherine Freeland, MPH

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Hepatitis B Foundation

Tips for Successful Grant Writing: SMART Goals and Evaluation

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[re]imagine collective



Tips for Successful Grant Writing

SMART GOALS & EVALUATION

Marianne Chung | reimagine collective | April 2021





Top 5 ways to Get Funded





Top 5 ways to Get Funded

1. Read the RFP

2. Read the RFP

3. READ THE RFP

4. READ THE RFP!

5. READ THE RRP!!!



Is this the right funding source?

1. What are they funding?
2. What have they funded in the past?
3. What are their funding priorities and are they in alignment with us?
4. Does your agency meet the eligibility requirements?
5. Do you have experience?

Tips for Writing Your Proposal

EASY TO READ

- Well organized, well designed
- Follow simple instructions
- Format and fonts (COMPLY!!)
- Check for spellings and grammar

LANGUAGE AND TONE

- Use active and agency/issue “language.”
- How is your organization different from the others that submitted an application?

TB Elimination Scoring Guide

Criterion (0 - 5 points)	Project Narrative
Capacity and Experience	Section 1 - Question 1-3
Innovation and Creativity	All sections
Project Goals & Activities	Section 2 - Question 1
Impact on Community and/or Organization	Section 2 - Question 2
Project Evaluation	Section 2 - Question 3
Budget	Section 3 - Budget
Feasibility	All sections

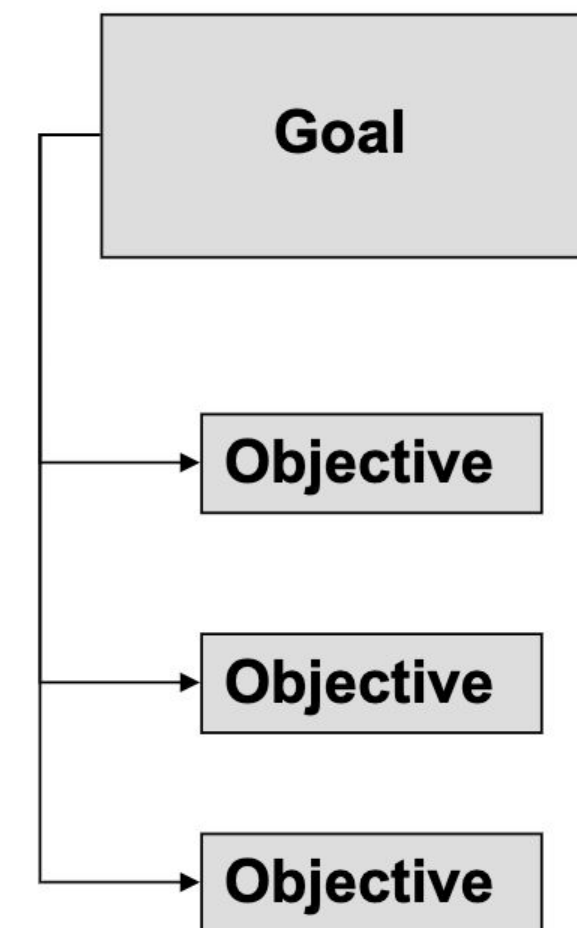
Goals and Objectives

Goals

- Ask what is the major outcome you wish to see as a result of project?

Objectives

- Ask what steps do we need to take to achieve our goal?



Sample Goals Statements

- To raise awareness about the link between LTBI and TB disease among Vietnamese Americans in Houston, TX
- To encourage providers to test and treat LTBI among Tongan Americans in Salt Lake City, UT.
- To create culturally and linguistically appropriate LTBI and TB education, training and community engagement resources for Pacific Islanders in the Bay area.

What are SMART objectives?

SMART

Specific

There is zero confusion about what is being achieved. Each statement has clearly identified who, what, when, where and how many are involved.

Measurable

Numerical quantities exist in each statement.

Achievable

Each activity can be monitored and demonstrates either process or impact.

Realistic

Demonstrates an understanding of what is needed to achieve your goal, factored by resources, time and ability

Time Based

All goals/objectives should be clearly achieved within the timeframe of the award.

The formula

Keep objectives simple and clear.

This is a general formula for writing objectives:

By **(when)**, **(who)** will do **(what)**, **(where)**
by **(how many)**.

By 7/29/22, reimagine clinic will train 125 clinical staff on testing and treating of LTBI and the shorter courses of LTBI treatment in Atlanta, GA.

- **Specific:** Train reimagine clinic staff on testing and treating of LTBI and the shorter courses of LTBI treatment.
- **Measurable:** 125 clinical staff
- **Attainable:** Is 125 a reasonable number given available resources and time allotted?
- **Relevant:** Is training clinical staff relevant to the overall program goal of increasing awareness of recommended shorter treatment regimen for LTBI Asian Americans in Atlanta, GA?
- **Time-phased:** Completion of proposed activity within a specified time frame (7/29/22)

By 7/29/22, reimagine nonprofit will create a local PI TB Elimination Alliance to increase visibility and disseminate messages regarding stigma related to LTBI/TB in the Bay area.

- **Specific:** Create a local TB Elimination Alliance to increase visibility and disseminate messages regarding stigma
- **Measurable:** 1 TB Elimination Alliance
- **Attainable:** Is the creation of a TB Elimination Alliance reasonable?
- **Relevant:** Is creating a TB Elimination Alliance relevant to decreasing stigma in the Pacific Islander community?
- **Time-phased:** Completion of proposed activity within a specified time frame (7/29/22)

Program Evaluation

Program evaluation is “the systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development.”

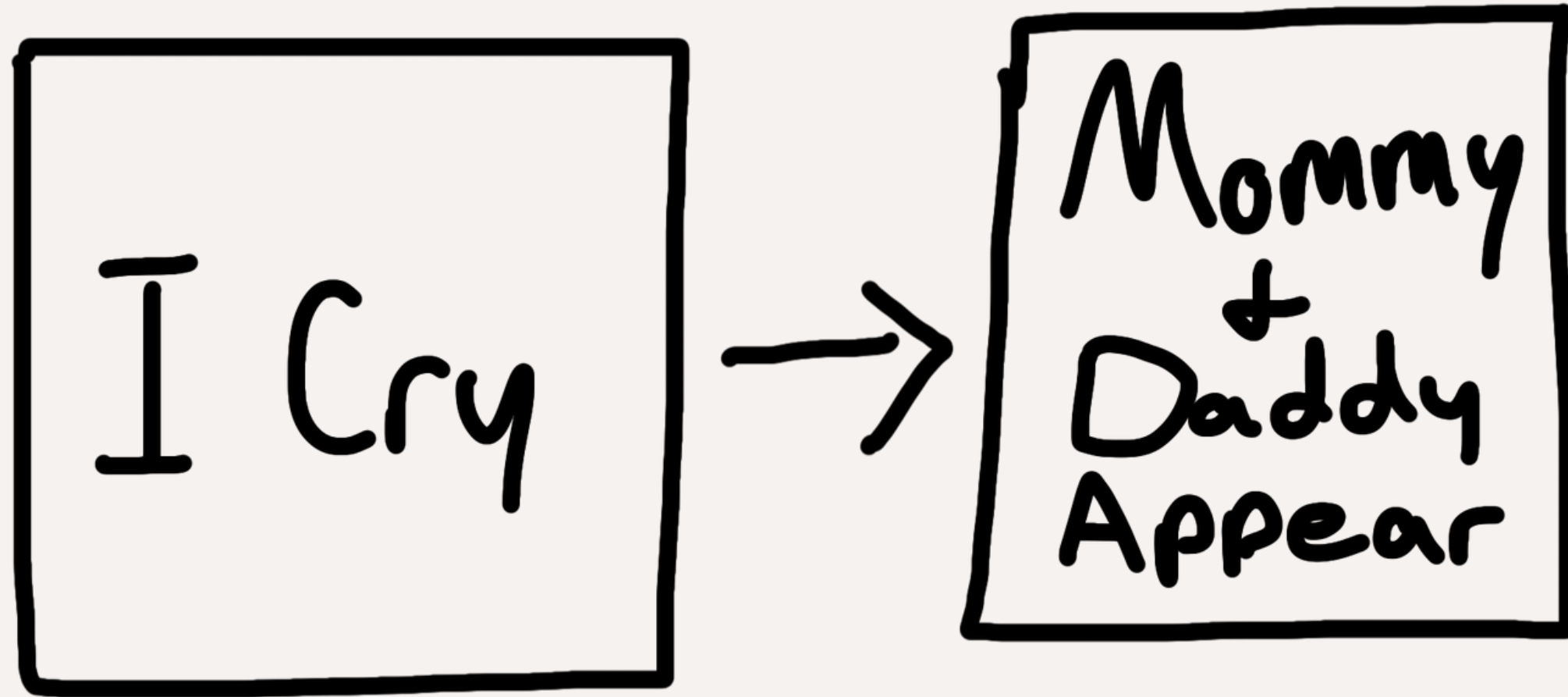
Patton, M.Q. (1997). Utilization-focused evaluation: The new century text. (3rd ed.). Thousand Oaks, CA: Sage.

Theory of Change



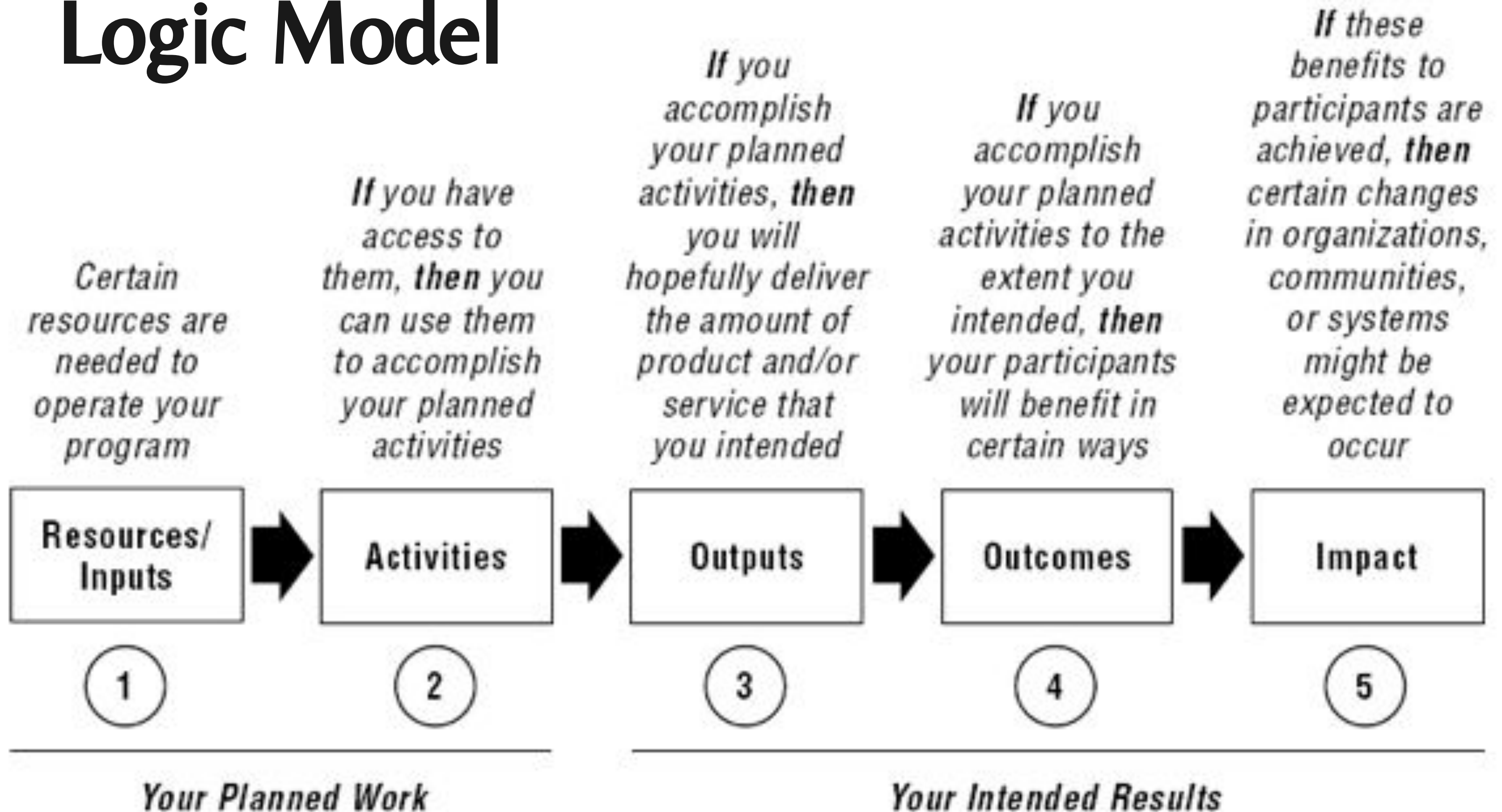
The Pell Institute. (2010). Using a logic model. <http://toolkit.pellinstitute.org/evaluation-guide/plan-budget/using-a-logic-model/>

Baby's first logic model



fresh spectrum

Logic Model



W.K. Kellogg Foundation. (2004). *Logic model development guide*. Michigan: W.K. Kellogg Foundation..

Outputs

How do you know if the activities actually happened?

e.g., # of events, # of participants, # of social media posts, # of person's reached/educated, etc.

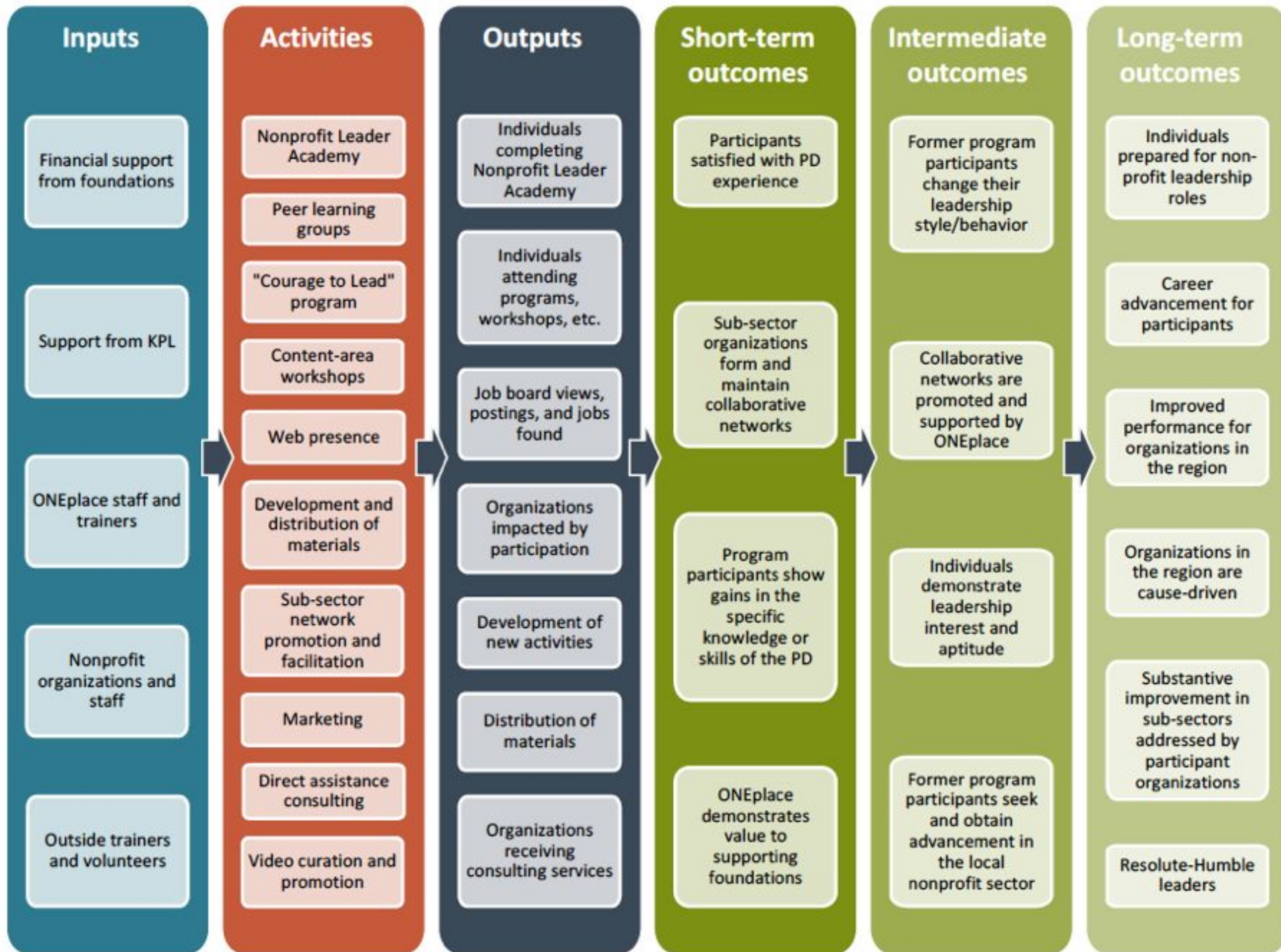
Outcomes

What are more immediate changes that happened as a result of the activities?

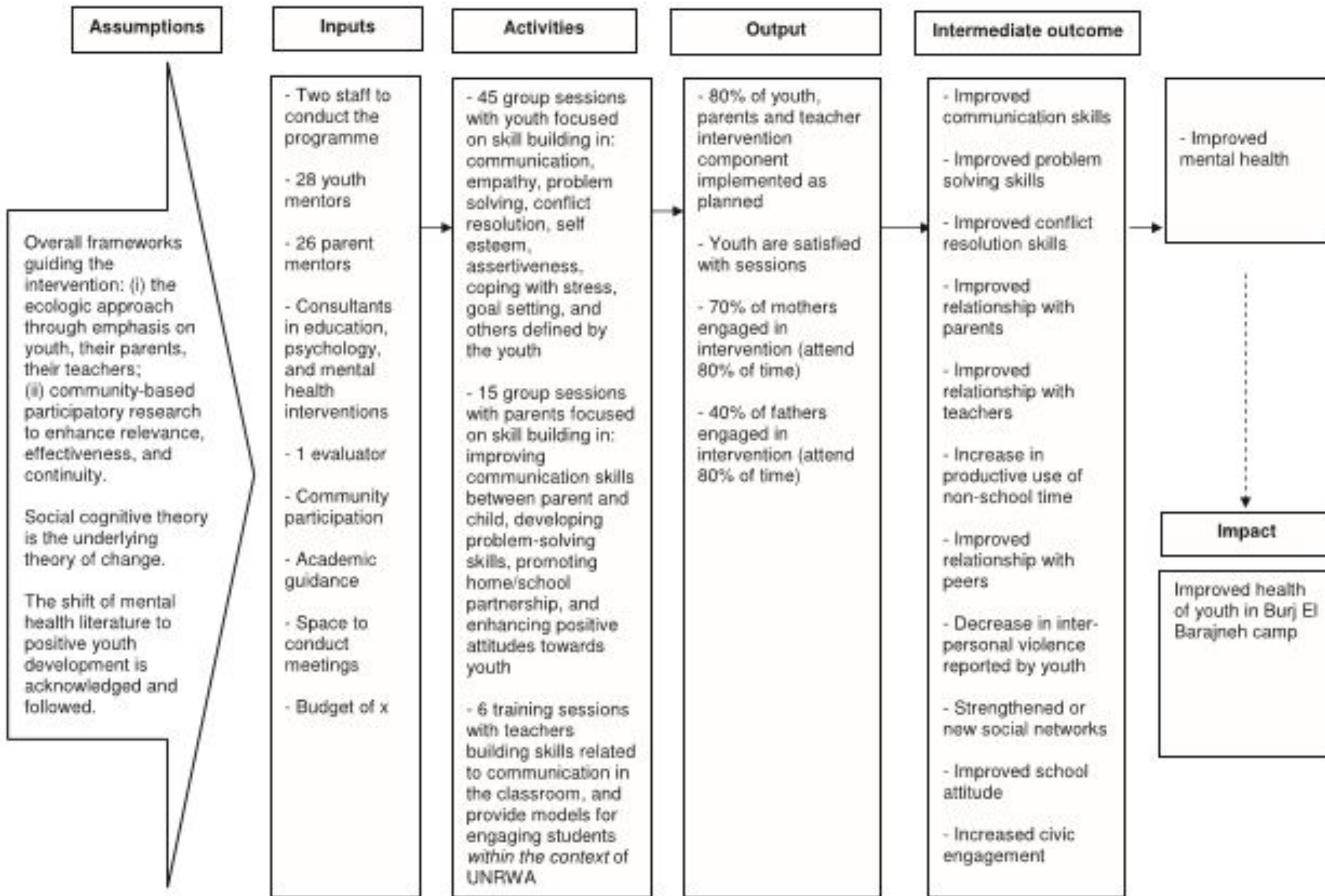
e.g., changes in attitudes, skills, knowledge; changes in behaviors;
changes in organizational practices, etc.

- Issue: Child does not know how to prepare a meal for self
- Goal: Teach the child to make a PB&J sandwich and to help the child be more independent

Resources/Input	Activity	Output	Outcome	Impact
<i>What resources do you need?</i>	<i>What does the child need to learn?</i>	<i>What evidence is there to show that the activities actually occurred?</i>	<i>What are some immediate changes?</i>	<i>What are some longer term changes?</i>
Peanut butter Jelly Bread Spoon	Teach what ingredients are needed and where they are Teach how to spread PB and jelly on a bread	# of PB&J sandwich made by child	Child knows how to make PB&J sandwiches	Child knows how to apply the skills learned and is more independent



Logic Model Example



Logic Model Example

Resources

- *reimagine collective resources*
 - *logic model primer (17 min)*
 - <https://vimeo.com/533623841> PW: reimagine_logicmodel_2021
 - *Measurement Framework (8 min)*
 - <https://vimeo.com/533610413> PW: reimagine_framework_2021
- *CDC Approach to Evaluation:*
<https://www.cdc.gov/eval/logicmodels/index.htm>

See you next week ~

*Tips for Successful Grant Writing: Tell your story,
Budgets and Timeline*



Q&A

Grant Writing Workshops and Technical Assistance

Activity	Date	Time	Registration Link
Tips for Successful Grant Writing: Tell Story and Budget	Wednesday, April 14, 2021	1-2pm PT / 4-5pm ET	http://bit.ly/21TEAMGTips2
*One-on-one Technical Assistance Support Session	Wednesday, April 21, 2021	1-2pm PT / 4-5pm ET	https://www.surveymonkey.com/r/21TEAMGTASS
*One-on-one Technical Assistance Support Session	Wednesday, April 28, 2021	1-2pm PT / 4-5pm ET	

*One-on-one technical assistance is on a first come basis.

Interested applicants should submit their interest by **Friday, April 16**, and will receive more information.

Thank you!



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