This document outlines the information needed by a prospective applicant to submit a Community Partnership Program proposal. Please read the entire document and contact us with any questions or comments.

Published July 2022.

<table>
<thead>
<tr>
<th>Key dates</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project design Q&amp;A session</td>
<td>Thursday, August 4, 2022, at 10 a.m.</td>
</tr>
<tr>
<td>Intent to apply deadline</td>
<td>Thursday, August 18, 2022, at noon</td>
</tr>
<tr>
<td>Full proposal deadline</td>
<td>Thursday, Sept. 15, 2022, at noon</td>
</tr>
<tr>
<td>Notification of funding</td>
<td>Early December 2022</td>
</tr>
<tr>
<td>Project preparation period</td>
<td>Begins immediately following funding notification</td>
</tr>
<tr>
<td>Distribution of funds</td>
<td>Distribution depends on administrative requirements including those related to human subjects protection. Approval from an Institutional Review Board (IRB) will be necessary for projects that are determined to be human subjects research and may take several months.</td>
</tr>
</tbody>
</table>

This document contains information about a Community Partnership Program Special Call for a unique funding opportunity available only in this grant cycle.

Contact

For more information visit [www.ohsuknightcancer.com/community-grants](http://www.ohsuknightcancer.com/community-grants) or contact us at [KnightCancerCRO@ohsu.edu](mailto:KnightCancerCRO@ohsu.edu) or 503-418-8077.
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The OHSU Knight Cancer Institute created the Community Partnership Program (CPP) to support the development of sustainable collaborations with Oregon communities to address community-identified cancer needs. Grants will fund cancer screening communication plans only as described. Proposals that focus on addressing and/or are working directly with populations facing cancer-related health disparities are highly encouraged.

The purpose of this Special Call is to raise awareness and increase education related to availability of community-based cancer screenings. Cancer screenings are a key to early cancer detection and many populations throughout Oregon are not fully aware of the importance of and the availability of these screenings in their neighborhoods. The Knight Community Partnership Program (CPP) is highlighting the importance of cancer screening by issuing this special call funding opportunity to increase awareness and, if relevant, utilization of early cancer screening opportunities within local communities.

Mission and Guiding Principles
The mission of the Community Partnership Program is to work hand in hand with Oregon communities as allies in the Knight Cancer Institute’s efforts to end cancer as we know it. Through grantmaking, training/technical assistance and networking we aim to:

- Support Oregon communities in identifying and addressing their most pressing cancer-related needs.
- Enhance collaboration between Oregon communities and OHSU to address local cancer issues and cancer health disparities.
- Foster the skills and abilities of Oregon communities to ensure efforts to address local cancer issues are sustainable long-term.

Addressing cancer-related health disparities
The Community Partnership Program highly encourages proposals that address cancer screening disparities and increase equity for Oregon communities that have been historically disadvantaged and/or marginalized. Organizations that are led by and/or those that are committed to serving populations facing cancer screening disparities are highly encouraged to apply.

As defined by the National Cancer Institute, cancer-related health disparities are adverse differences among specific population groups in cancer incidence (new cases), cancer prevalence (all existing cases), cancer death (mortality), cancer survivorship, and burden of cancer or related health conditions.

By supporting communities who aim to eliminate cancer-related health disparities, the Community Partnership Program can help reduce the disproportionate impact of cancer. Proposals that use evidence-based approaches to address cancer-related health disparities, including disparities related to race, ethnicity, socioeconomic status, gender identity, sexual orientation, geographic location and disability are highly encouraged. Supporting resources are available on the how to apply page of our website.
Individuals affiliated with community groups/organizations, schools, government bodies, health/medical clinics, health systems or businesses may apply. OHSU employees, students, divisions or departments are not eligible to apply. While the Community Partnership Program encourages collaboration between community organizations and experts in the field, funds are not intended to solely support the work of an individual who is not affiliated with a community organization.

Individuals affiliated with an academic institution or university are required to partner with a local community-based organization to ensure funds are invested into the target community. This partnership should include collaboration on proposal development and, if funded, the community partner should contribute to or lead project implementation.

The Community Partnership Program may limit the number of grants made to an organization in a single cycle or cumulatively. In addition, our Steering Committee may prioritize applications that propose a unique or innovative project, thereby reserving the right to deny the funding of proposals that duplicate or are similar in scope to other previously funded and/or proposed CPP projects.

**Submitting more than one proposal per cycle**

Applicants are welcome to submit more than one proposal per cycle. However, each proposal should have clearly distinct objectives with no overlap. For example, two proposals with the same objectives proposed in two different geographic regions would not be eligible to move forward in the review process. Please consider your organizational capacity and strategy if submitting more than one proposal and contact us with any questions.

**Current and past grantees**

Organizations and individuals that previously received funding through the program must be in good standing per the terms of the associated award letter to submit any proposal.

An individual with two active Community Partnership Program grants is not eligible to submit a proposal to this Special Call, unless one project (inclusive of any no-cost extension) ends prior to the 2022-2 grant cycle start date of February 1, 2023 (Table 1).

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### Table 1: Eligibility to Apply for Community Partnership Program

<table>
<thead>
<tr>
<th>SCENARIO</th>
<th>ELIGIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold one active grant (Tiered or Special Call) and want to develop a new project</td>
<td>Eligible to submit a new proposal for a new project with new objectives in any upcoming RFP</td>
</tr>
<tr>
<td>Hold two active grants and want to develop a new project or continue a currently funded project</td>
<td>One project must end before the next project start date in order to apply for another grant (see above for dates).</td>
</tr>
</tbody>
</table>

*A project end date is inclusive of any no-cost extension. A project that anticipates needing a no-cost extension that would extend the grant period beyond the next cycle start date will not be eligible to apply to that cycle's RFP.*
Applicants are required to use the budget and justification template provided on the How to Apply page of our website. If proposed work is part of a larger project, the submitted budget should only account for expenses required to complete the scope of work detailed in the proposal. Budgets should not exceed the maximum grant award available and must be appropriate for the proposed work.

No more than 10% of the proposed budget may be allocated to support an OHSU collaboration (e.g., clinical care costs, evaluation support, academic collaborator, etc.).

The Community Partnership Program will provide up to an additional $500 per funded grant toward project-related translation/interpretation needs. Please indicate your interest in utilizing these additional funds in the field provided on the proposal form. Requirements will apply.

**Allowable expenses**
Funds may be used for the following types of expenses provided they are directly attributable to the proposed project:
- Personnel: Costs include both salary and fringe benefits (see unallowable expenses, below).
- Consultant fees.
- Equipment: Defined as any item that has a useful life of over one year.
- Materials and supplies.
- Travel costs (excluding travel for CPP required trainings, which will be provided).
- Clinical care costs.
- Indirect costs: Include facilities and administration and/or overhead. Not to exceed 10% of the total budget (without an approved justification).

**Unallowable expenses**
Funds may not be used for:
- Applications from academic institutions - funds may not be used to support faculty salary (staff support is allowed).
- Debt reduction.
- Individual equipment items above $3,000 without a justification.
- Preparation, distribution, or use of materials to directly support or defeat proposed legislation.
- Project activities focused outside of Oregon.
- Materials used for screenings such as mammography costs, FIT kits and other related screening materials.
In addition to funding for projects, prospective applicants and grant recipients have access to a range of resources and support to enhance their success.

**Prospective applicant resources**
The optional resources described below aim to support applicants in preparing strong proposals.

**Information sessions**
The Community Partnership Program team is available to share information about the program’s mission, application process and resources available to all applicants and grantees. To learn more or request a meeting/presentation in your region or community, contact us.

**Proposal development**
We offer training resources to support applicants in developing their proposal. Participation in these web-based resources is highly encouraged for developing a competitive application. Visit the [how to apply page](#) of our website to view trainings. Applicant resources include but are not limited to:

**PROPOSAL DEVELOPMENT RESOURCES**

**OHSU Knight Cancer Institute Resources**
- **Request for Proposals (RFP) overview webinar**: Briefly updates participants on new aspects of the RFP. Visit the [How to Apply page](#) of our website to view.
- **Project question and answer session**: This session will address any additional questions applicants may have. Visit the [How to Apply page](#) of our website to register/view.

**NIH/NCI Resources**
- **USPSTF recommended screening interventions** (one of six are required, see pg 10) can be found here: [https://www.uspreventiveservicestaskforce.org/uspstf/topic_search_results?category%5B%5D=15&searchterm](https://www.uspreventiveservicestaskforce.org/uspstf/topic_search_results?category%5B%5D=15&searchterm)

**Notification of funding**
All applicants will receive a funding status notification email along with the written feedback provided by their proposal’s reviewers and administrative staff. Funded grantees will receive further information about the project preparation period requirements and their award letter. Grantees should NOT expect to receive funding at the time of notification. See the human subjects protection section below.
Project preparation period activities
The project preparation period duration is an estimated six to eight weeks. This period is designed to assist grantees in successfully completing all applicable administrative and training requirements before the funded project begins. A travel award is provided to all funded grantees to support travel to/from required activities.

Award letters: Award letters will be distributed during the project preparation period. Grantees are required to return award letters with an authorized signature and submit a current W-9.

Grantee orientation webinar: All grantees are required to participate in an introductory webinar to learn about grantee resources such as technical assistance activities, human subject protection processes, reporting requirements, etc.

Technical assistance
Evaluation planning: You will receive expert guidance to finalize your evaluation plan, select appropriate evaluation tools and develop a strategy for collecting and storing data, if applicable.

Human subjects protection: Distribution of funds may be dependent on receiving human subjects protection approval and/or oversight by an Institutional Review Board (IRB) as needed. Grantees will receive project-specific technical support to determine whether their project is considered human subjects research. If determined research, grantees will receive support to submit all required documents for full IRB approval and should be prepared to actively participate in and commit effort to this process.

Skills-building workshops (optional): In collaboration with the Cancer Prevention and Control Research Network at OHSU, virtual modules from the Putting Public Health Evidence in Action training, developed by the National Cancer Institute (NCI) and the Centers for Disease Control and Prevention (CDC), are available to funded grantees. These modules aim to build capacity to implement and evaluate evidence-based approaches to address cancer issues. Additional trainings/workshops will be offered to grantees throughout the project period. Specific topics will be determined based on grantee interest.

Networking and collaboration
The Community Partnership Program offers a range of opportunities to enhance community-building and collaboration throughout the funding period. Attendance at the Community Partnership Program Grantee Conference, planned for autumn 2023, is required. Conference registration and accommodation costs are covered by the Knight Cancer Institute.

Requirements to initiate grant payment
• Attend grantee orientation webinar.
• Return signed award letter and W-9.
• If needed, finalize evaluation plan and submit a Request for Determination to OHSU or other Institutional Review Board (IRB).
• If project is determined to be human subjects research, receive human subjects protection approvals from IRB. (Do not plan to start project activities prior to gaining IRB approval).

Grantee requirements for successful project completion
• Attend Community Partnership Program Grantee Conference (autumn 2023).
• Participate in mid-year check in with CPP staff.
• Submit final project report 30 days after project end date. Instructions will be provided.
Special Call

Funding amount: Up to $25,000  Project time period: Up to 12 months

The Community Partnership Program is issuing a Special Call for proposals to increase the awareness and utilization of early cancer screening opportunities in local communities. Please review the following details to determine if your project qualifies. Applicants are highly encouraged to view the resources available on the How to apply page of our website and contact us with questions.

In an effort to assist grantees with the development of a health communication plan this special call requires the use of the NIH/NCI Making Health Communications Programs Work (Aka the Pink Book) which uses an evidence-based approach to develop and implement a community-engaged cancer screening communication plan.

Download the NIH/NCI Pink Book here: https://www.cancer.gov/publications/health-communication. Find a communication plan template and sample communication plan in Appendix 1, pages 171-175.

Goal
The completion of a Special Call project should result in the creation and implementation of a Health Communication Plan as defined by the Pink Book that focuses on increasing awareness and utilization of early cancer screenings in the applicants community. The following components must be included in order to be considered for funding:

1. Unique community-based partnerships (such as community based organization and the Coordinated Care Organization, a community clinic and culturally specific organization, local news media and a grassroots community organization - these are listed as examples only) that result in the development of a communication plan to increase screening awareness in a target population. Priority will be given to communication plans that encourage screening among communities that may be disproportionally affected by such as certain racial/ethnic groups (e.g. Black/African American, Latinx, Native American, Pacific Islander, another disproportionately affected racial/ethnic group), refugees, immigrants, people with disabilities, and/or rural communities.

2. Creation and implementation of a communication plan that is clearly guided by the NIH/NCI Pink Book, to raise awareness of the importance of cancer-screenings. Within your proposal indicate how each of the four stages of the health communication cycle will be carried out. If groundwork has already been set for certain stages, please describe:
   Stage 1: Planning and Strategy Development (Refer to Pink Book, pages 15 to 52)
   • Assess the cancer issue or problem and identify all components of a possible solution
   • Define communications objectives
   • Define and learn about the intended audiences
   • Explore settings, channels and activities best suited to reach the intended audiences
   • Identify potential partners and develop partnering plans
   • Develop a communication strategy for each intended audience; draft a communication plan
• Plan outcome evaluation activities of the communications plan
• Finalize a timeline

Stage 2: Developing and Pretesting Concepts, Messages and Materials (Pink Book, pages 53 to 90)
• Review existing materials
• Develop and test messaging concepts
• Decide what materials to develop
• Develop messages and materials
• Pretest messages and materials

Stage 3: Implementing the Program (Pink Book, pages 91 to 106)
• Preparing to launch and implement your program
• Maintaining media relations after the launch
• Managing implementation: monitoring and problem solving
• Maintain partnerships

Stage 4: Assessing Effectiveness and Making Refinements (Pink Book, pages 107 to 124)
• Revising the outcome evaluation plan created during Stage 1
• Conducting the assessment
• Refining the health communication program

3. A communication plan that is focused on one or more of the six USPSTF-backed screening areas listed below:
   • Breast Cancer – biennial mammography for women aged 50 to 74 **
   • Cervical Cancer – screening for cervical cancer every 3 years with cervical cytology alone in women aged 21 to 29 years. For women aged 30 to 65 years, the USPSTF recommends screening every 3 years with cervical cytology alone, every 5 years with high-risk human papillomavirus (hrHPV) testing alone, or every 5 years with hrHPV testing in combination with cytology (cotesting) **
   • Colorectal Cancer – screening for colorectal cancer in all adults aged 50 to 75 years using stool based (gFOBT, FIT or stool DNA) or direct visualization tests (colonoscopy, CT colonography, and flexible sigmoidoscopy) **
   • Lung Cancer – annual screening for lung cancer with low-dose computed tomography (LDCT) in adults aged 50 to 80 years who have a 20 pack-year smoking history and currently smoke or have quit within the past 15 years **
   • Skin Cancers – counseling young adults, adolescents, children, and parents of young children about minimizing exposure to ultraviolet (UV) radiation for persons aged 6 months to 24 years with fair skin types to reduce their risk of skin cancer **
   • Prostate Cancer – men aged 55 to 69 years, the decision to undergo periodic prostate-specific antigen (PSA)-based screening for prostate cancer **

**Find descriptions of these USPSTF recommended screening interventions here: https://www.uspreventiveservicestaskforce.org/uspstf/topic_search_results?category%5B%5D=15&searchterm
Who should apply?
Organizations that:
  • Are committed to increasing awareness of cancer screenings in an Oregon community or population.
  • Have a strong interest in improving the health outcomes of a specific Oregon community or population (e.g., rural, urban, communities of color, etc.).
  • Have a unique community partnership such as a community based organization and a Coordinated Care Organization, a community clinic and a culturally specific organization, local news media and a grass roots community organization (as examples).

No previous experience in cancer or public health is necessary. Funding may be used to support the expansion of existing screening-related efforts that address at least one of the identified priority areas.
Submitting a proposal to the Community Partnership Program is a three-step process. Use the following checklist to help you submit a competitive proposal:

1. **Develop your project idea**
   - View the RFP and the Frequently Asked Questions page of our website.
   - Visit the How to Apply page of our website to:
     - View the RFP overview webinar.
     - Register for the project design Q&A session on Thursday, August 4, 2022, at 10 a.m.
     - Download required templates: budget and project timeline.
   - Develop your project concept including selecting one or more of the required six USPSTF-backed screening areas.

2. **Submit an online intent to apply form by noon on Thursday, August 18, 2022.**
   - Review the example intent to apply form (Appendix 2) and prepare your responses.
   - Visit the How to Apply page of our website for instructions on submitting an intent to apply form.
   - Submit the online intent to apply form.

   *Note: Intent to apply forms are for administrative purposes only. Every submitted intent to apply form is invited to submit a full proposal. Program staff will contact you if there are any concerns.*

3. **Submit a proposal online by noon on Thursday, Sept. 15, 2022.**
   - Prepare your proposal
     - Review the example proposal submission form and questions (Appendix 3).
     - Prepare your responses to all questions in a Word document, adhering to word counts.
     - Format references using APA style.
     - Indicate reference numbers within proposal question text using brackets, e.g.: [1].
     - Reference numbers should correspond to full citations on a bibliography page.
   - Prepare and compile your supplemental documents
     - Project timeline (use template, two-page maximum).
     - Budget and justification (use template, two-page maximum).
     - Letters of support from partners or collaborators, merged into a single PDF (no maximum).
     - Bibliography (APA format).

   *Note: Additional supplemental documents are not accepted. If included, they will be deleted.*

   - Once final, submit the proposal responses and supplemental documents via the online submission form.

At any time during the process, contact us to discuss your project with an OHSU Knight Cancer Institute staff member.
The following is provided to help you prepare answers for the online intent to apply form. Visit the How to Apply page of our website for instructions to submit an application. Applicants must complete an online intent to apply form by noon Thursday, Aug. 18, 2022. The intent to apply information is not binding. You will have the option of updating all information while submitting the full proposal. The information provided will allow staff to estimate the potential workload and prepare for the review process.

Note: Program staff will contact you if any issues are identified with your intent to apply form. Otherwise, all are invited to submit a full proposal using the proposal submission form (see example in Appendix 3).

APPLICANT AND ORGANIZATION PROFILE
Primary contact name, job title, email address, phone number ________________________________

Organization name, department, full address, website, phone number, DBA/applying on behalf of ______________________________________________________________________________________________________

Type of organization
- Academic institution/University
- Business
- Governmental
- Hospital/clinic/health system
- Non-profit
- Other

Note: Applicants affiliated with an academic institution or university are required to partner with a community-based organization to ensure funds are invested into the target community.

PROPOSED PROJECT INFORMATION
Project title (title must reflect project’s connection to cancer, 15 words max): __________________
_____________________________________________________________________________________

Grant type: Select ‘Special Call’ below (No other applications are being accepted at this time).
- Special Call: Screening Promotion
- Tier 1 (not available)
- Tier 2 (not available)
- Tier 3 (not available)
- Community Action Model (not available)

Briefly describe the project, including aims and how the project will address a cancer-related need or topic. Include if the project will be Oregon-wide or if limited, list the specific counties. If applicable, please also describe the specific cancer-related health disparity the project will address. (70 words max)

PRIORITY TOPICS
Which priority topics/communities does your organization intend to focus on through this proposal? Select only those that will be specifically targeted. Otherwise, select Not applicable.

A. Cancer continuum (select all that apply)
- Prevention
- Screening/early detection*
- Survivorship (including treatment)
B. Specific cancer type(s): If a specific cancer is the sole or primary focus of the proposed project, indicate the cancer type(s) below. If proposed project is focused on cancer in general, select All cancers/Not applicable.

- All cancers/Not applicable
- Breast
- Colorectal
- Gynecological (cervical, ovarian, endometrial)
- Head & neck
- Hematologic
- Lung (not tobacco prevention/cessation)
- Male reproductive system (prostate, testicular)
- Pancreatic
- Sarcoma
- Skin/Melanoma
- Other

C. Other cancer-related topic(s): If a cancer-related topic is the sole or primary focus of the proposed project, indicate the topic(s) below. Otherwise, select Not applicable.

- Diet/nutrition
- HPV prevention/vaccination
- Integrative/complementary/alternative medicine
- Patient navigation
- Physical activity
- Psychosocial support
- Tobacco prevention and/or cessation
- Not applicable
- Other: ________________________________

How did you hear about this request for proposals?

- Community Partnership Program presentation or information session
- Community Partnership Program website
- Email from Community Partnership Program
- Referred by external organization (non-OHSU): ________________________________
- Referred by OHSU employee: ________________________________
- Social media (Facebook, Twitter, etc.)
- Other: ________________________________

*Projects that provide cancer screenings should address options for supporting all individuals who screen positive with resources for appropriate follow-up care.*
All applicants must review and update their intent to apply questions and submit the full online proposal by noon Thursday, Sept. 15, 2022. (If you have submitted an intent to apply form and have not received an email with instructions for submitting your proposal by Wednesday, August 24, 2022, please contact us.)

The required information includes demographic information, answers to proposal questions and supplemental documents saved as PDFs. Please have the following information available when completing the online proposal submission form.

**APPLICANT AND ORGANIZATION PROFILE**
In the applicant profile section of the online portal, check that all contact information is still correct. This includes: primary contact name, job title, email address, phone number, organization name, department, full address, website, phone number, DBA/applying on behalf of (if applicable) and type of organization.

**PROJECT INFORMATION**
The responses in this section are used for planning and reporting only. They are not considered during the review process.

In the online proposal form, review and/or update the information you provided for the following questions during the ‘intent to apply’ phase. (See full list of questions in Appendix 2.)
- Project title (title should reflect project’s connection to cancer, 15 words max.)
- Grant type (Select Special call)
- Proposal submission status

Funding amount requested: $ ________________________ (Amount requested cannot exceed $25,000.)

Are you interested in utilizing the additional available funds ($500 max.) for project-related translation/interpretation needs? (Restrictions will apply.)
- Yes (If yes, provide amount and a description of how funds will be used (language, types of materials/events, audience, etc.))
- No

**PRIORITY TOPICS/COMMUNITIES**
Which priority topics/communities do you intend to focus on through this proposal? Select only those that will be specifically targeted. Otherwise, select Not applicable.

Review intent to apply answers to ensure they apply to final submission:

A. Cancer continuum

B. Specific cancer type(s)

C. Other cancer-related topics

D. Geography: In which geographic areas will your project take place? (Funds restricted to efforts within Oregon.)
- Urban
- Rural
- Both
E. Target counties
If your project targets participants in specific counties, select the counties below. If open to anyone in Oregon and/or is a statewide effort, select Oregon wide/Not applicable.

- Baker
- Benton
- Clackamas
- Clatsop
- Columbia
- Coos
- Crook
- Curry
- Deschutes
- Douglas
- Gilliam
- Grant
- Harney
- Hood River
- Jackson
- Jefferson
- Josephine
- Klamath
- Lake
- Lane
- Lincoln
- Linn
- Malheur
- Marion
- Morrow
- Multnomah
- Polk
- Sherman
- Tillamook
- Umatilla
- Union
- Wallowa
- Wasco
- Washington
- Wheeler
- Yamhill
- Oregon wide/Not applicable

F. Tribes
If the proposal specifically targets members of Oregon tribes, select those tribes. Otherwise select Not applicable.

- Burns Paiute Tribe
- Coos, Siuslaw and Lower Umpqua Tribes
- Coquille Tribe
- Cow Creek Band of Umpqua
- Grande Ronde Tribes
- Klamath Tribes
- Siletz Tribes
- Umatilla Tribes
- Warm Springs Tribes
- Not applicable

If the proposed project targets individuals or groups of a specific race and/or ethnicity, specify below. If not, select Any race/Not applicable.

G. Race focus
- American Indian/Alaskan Native
- Asian
- Black/African American
- Native Hawaiian/other Pacific Islander
- White/Caucasian
- Any race/Not applicable

H. Ethnicity focus
- Hispanic or Latino
- Non-Hispanic or non-Latino
- Any ethnicity/Not applicable
I. Target population(s)
If the proposed project targets individuals or groups from a specific population/community, specify below. If not, select Not applicable.
- Age, seniors/elders (ages 65+)
- Age, youth (ages 0-17)
- Cancer patients/survivors
- Caregivers
- Immigrants and refugees
- LGBTQ (lesbian, gay, bisexual, transgender, queer)
- Persons with disabilities (impairment, activity limitation, participation restrictions)
- Veterans
- Not applicable
- Other: ______________
Appendix 4

Narrative questions

The following questions will be evaluated during the review process.

- Limit answers to a maximum of 250 words per numbered question/answer field unless otherwise specified.
- Both questions and answers will be provided to reviewers.

**Project description**

1. Summarize your proposed project to create and implement a Health Communication Plan based on the Pink Book. While some projects may address multiple health issues in a population, funds are intended to specifically address cancer related issues. This summary should serve as a high-level overview of your proposal (450 words max.) Include:
   - Which of the six cancer-related screening area(s) are you aiming to address (see pages 9-10)?
   - In which geographic region will the project be focused?
   - If applicable, specify any cancer-related screening disparities, including disparities related to race, ethnicity, socioeconomic status, gender identity, sexual orientation, geographic location and disability. How will this effort aim to address these disparities?
   - Describe the strategy or approach you will use to address the specific cancer-screening issue.
   - What data collection methods will you use to determine success of this effort?
   - What are the short and long-term goals of the project?

2. If this proposal aims to build upon a current or previously funded Community Partnership Program project, address the following (450 words max.):
   - Succinctly provide the aims and objectives of the relevant grant and describe if/how these objectives were met.
   - Include results from your project, such as process and/or outcomes data, and describe how this has built your capacity for progressing to the next phase of this project. If complete results are not yet available, provide preliminary or interim data.
   - Describe how this proposed project is separate from and builds upon your previous work.

**Significance and impact**

**Local issue**

3. Describe the cancer-screening need this project addresses, explain the need for this project in your community, and why you selected a specific cancer focus area (see pages 9-10). Describe any evidence that informed your decision to focus on this issue.

   Evidence might include:
   - Published studies and reports of similar projects or programs demonstrating positive impact.
   - Collection of initial data (e.g. a community needs assessment).
   - Data describing a local gap or need justifying this project.

**Target audience**

Target population vs. target audience — example for a colorectal cancer screening project:

- **Target population (who will be impacted by project activities):** adults aged 50–75 in Blanks County.
- **Target audiences (who will be engaged by project activities):** Medicaid patients aged 50–75 who have not received colorectal cancer screening, plus providers and community health workers.
4. Describe the target population that will be the focus of this communication plan, providing evidence to explain why this community was chosen for this project. Include how you plan to involve members from the target population in the design of your communication plan.

5. Describe any distinct target audiences (eight maximum) who will be engaged by the work of this project.

**Approach**

**Methodology**

6. Using the project timeline template found on the How to Apply page on our website, address how each of the four stages of the health communication cycle will be carried out (upload two pages maximum).

   **Stage 1: Planning and Strategy Development** (See the Pink Book, pages 15 to 52)
   - Assess the cancer issue or problem and identify all components of a possible solution
   - Define communications objectives
   - Define the intended audiences
   - Explore settings, channels and activities best suited to reach the intended audiences
   - Identify potential partners and develop partnering plans
   - Develop a communication strategy for each intended audience; draft a communication plan
   - Plan outcome evaluation activities of the communications plan
   - Finalize a timeline

   **Stage 2: Developing and Pretesting Concepts, Messages and Materials** (Pink Book, pages 53 to 90)
   - Review existing materials
   - Develop and test messaging concepts
   - Decide what materials to develop
   - Develop messages and materials
   - Pretest messages and materials

   **Stage 3: Implementing the Program** (Pink Book, pages 91 to 106)
   - Preparing to launch and implement your program
   - Maintaining media relations after the launch
   - Managing implementation: monitoring and problem solving
   - Maintain partnerships

   **Stage 4: Assessing Effectiveness and Making Refinements** (Pink Book, pages 107 to 124)
   - Why outcome evaluation is important
   - Revising the outcome evaluation activities created during Stage 1
   - Conducting the assessment
   - Refining the health communication program

7. Describe the proposed activities per audience that will be used to achieve the stated stage deliverables and timeline (350 words max.) Include information on:
   - Setting in which the plan activities will occur.
   - Frequency of the proposed communication activities and/or how much of the intervention each target audience will receive in order to achieve stated outcomes (e.g. one weekly education session for six months for providers, two trainings over 12 months for community health workers, etc.).
   - Describe why this approach is appropriate for your population and, if applicable, how it will be adapted to meet your community’s needs.
Evaluation
8. How will you determine the success of this effort (450 words max.)?

Outreach and engagement approach
9. What outreach strategies or tactics will be utilized to reach and engage the target audience(s)? How will you ensure the approach is socially and culturally appropriate for the community?

10. What barriers do you anticipate in reaching the target audience(s) or implementing the project and how will they be addressed?

Sustainability or next steps
11. What strategies do you intend to use to support future expansion or sustainability of this effort after launch of communication plan if successful? (E.g. Plans for assessing screening rate changes or follow through as a result of the communication plan, securing additional funding, leadership/local buy-in, etc.)

Organization and team
Organization
12. Describe your organization’s current goals and recent achievements. How will this screening communication plan help you meet the existing mission and goals of your organization? How is your organization uniquely qualified to reach the target population and implement the proposed project?

Partners/project team
13. Describe project team members (the personnel, volunteers or other community members), their roles on this project, and their qualifications to successfully carry out this project. Additionally, detail the depth of your clinical and communities partnership(s). Examples include expertise, previous experience or related achievements, or existing resources that can be leveraged.

14. Define which community organization(s) and/or key stakeholder(s) you will partner with, and describe each organization’s role or contribution to the project. If the proposed project is dependent on partner involvement, please demonstrate their commitment with letters of support.

Note: Applicants affiliated with an academic institution or university are required to partner with a community-based organization to ensure funds are invested into the target community. If you are affiliated with an academic institution or university, please also address the following:

• Which community organization will you partner with?
• What will the community organization's primary role be?
• Collaborative research
• Financial
• Formal relationship
• In-kind (networking/information exchange)
• In-kind (personnel)
• In-kind (service/equipment)
• Joint program sponsorship
• Describe this partner’s proposed contribution to the project.

Supplemental documents
• Upload budget and justification (required, using template provided on the How to Apply page of our website)
• Upload letters of support (optional but highly recommended)
• Upload bibliography/references (optional)
Special Call review process

Applications are assigned to a Special Emphasis Panel (SEP). The SEP is comprised of multiple reviewers who are cancer-related content experts, representatives of community organizations and OHSU. Reviewers for this Special Call may include representatives from Coordinated Care Organizations (CCOs), the Oregon office of Rural Health, and OHSU/Knight Communications team amongst others. Applications are reviewed based on the criteria below and additional considerations such as addressing a unique need or targeting an underserved community.

As an academic research institution, OHSU follows the National Institutes of Health (NIH) review model. Reviewers must recuse themselves from reviewing proposals submitted by organizations with which they collaborate and/ or have existing relationships that present a real or perceived conflict of interest. Each proposal is evaluated by two to three reviewers. Each reviewer submits an overall score and comments based on defined criteria. These scores are given equal weight and averaged to give each proposal a preliminary score. In general, the top half of proposals are discussed during a review meeting at which final scores are submitted by the full panel of reviewers. Proposals are then ranked based on their average final score.

The Community Partnership Program Steering Committee may prioritize unique or innovative projects, thereby reserving the right to deny funding to proposals that duplicate or are similar to proposed/already funded efforts.

REVIEW CRITERIA
Criteria are provided to reviewers in categories, which are considered together to help reviewers assign an overall score for the proposal. These criteria categories are:

- Significance and impact
- Approach
- Organization and team

Overall impact
Based on all elements of the proposal, what is the potential that the proposed project will have an impact on cancer screening in the target community? Do the applicants describe cancer-screening health disparities that their effort will address? How well does the proposed project meet the criteria and objectives for the special call, particularly the Pink Book’s four stages of communication?

Significance and impact
Local issue: Does the project address one or more of the six identified cancer focus areas (see pages 9-10 for full list)?

Target audience: Is the target population/target audience(s) chosen for this project appropriate for the proposed screening communication plan? If the goals of the communication plan are achieved, how will the community benefit or potentially benefit in the future?

Approach
Methodology: Are the activities appropriate for the proposed target audiences and adequate to accomplish the goals and objectives of the project? How relevant are the project objectives, activities, outcomes and measures for the proposed project? Are the objectives reasonable given the grant period?
  - If applicable, following a cancer screening, are there adequate plans for connecting individuals who screen positive to resources for appropriate follow-up care?

Evaluation: Is the evaluation strategy well reasoned and appropriate to determine whether the communication plan would be successful?

Outreach and engagement approach: Are the outreach strategies and tactics appropriate to reach and engage the target audience(s)? Are the barriers and mitigation plans well-reasoned?
Sustainability or next steps: Are the barriers to sustainability identified? Is there a plan for sustaining all or some portion of the project beyond OHSU Knight Cancer Institute funding?

Organization and team
**Organization:** Does the proposed project fit well with the lead organization’s mission and goals? Is the organization in which the applicant is from uniquely qualified to reach the target population and implement the proposed project? Will the project benefit from support, resources and unique features of the organization, community and/or collaborative arrangements?

**Partners/project team:** Are the lead applicant, organization, collaborators and other key personnel well-suited to the project? For projects with multiple team members and/or community building, do the team members have complementary and integrated expertise and/or is the leadership approach, governance and organizational structure appropriate for the project? Are there adequate letters of support from any partners other than the applying organization?

- Applicants from academic institutions or universities: Have applicants demonstrated partnership with a community-based organization in the planning and implementation of the proposed project?

Budget
Is the budget request adequate and in alignment with the proposed project activities?

**Budget administrative checks**
Are all included budget items allowable? See page 6 for allowable/unallowable expenses.