Pre-Conference Workshop

Secrets to Securing Funds for Your Food Safety Education Programs

Jeanne Gleason, New Mexico State University
Teresa McCoy, University of Maryland Extension
Welcome

We want to help you become more competitive, efficient, and successful in your search for new program resources.
Today’s Workshop Outline

- Who are you and what do you want from today?
- Developing a Fundable Idea
- Finding a Funding Source
- ‘Nuts and Bolts’ of Proposal Writing
- Winning Tricks
- How to Grab attention from Panel Review Members
- Comebacks after a rejected
- What should you do when you are funded?
Who are we?

Our backgrounds
Our experience with grants
Our current activities
What we hope to offer you
What we most want to learn

Jeanne Gleason
Teresa McCoy
Media Productions
Teresa McCoy
Maryland, by way of Ohio and Virginia
Live in Baltimore, MD
Work in College Park
Disclosures

- We have received a large number of grants in the past.

- We will apply for more food safety grants in the future.

- We are always looking for grant partnerships.

- We believe everyone benefits when the overall quality of submitted grants improves.

- We will freely share all our tips and skills learned over the past 30 years for getting more grants and will answer every question to the best of our ability.
Who are you?

- From many universities and agencies
- From across the USA
- We believe you all have one thing in common:

You have a desire to understand how to be more successful during difficult economic times.
Tell us about yourself

Your experience with grants

Novice?

Somewhat successful?

I should be teaching this workshop!

Your current interest or ideas

What you most want to learn today

*
So what comes first?

Your idea?
Your potential funders’ ideas?
A fundable idea

- Innovative
- Likely to advance an area of science.
- Fills critical knowledge gaps.
- Science- or data-driven.
- Working toward a long-term goal
- High impact that is measurable
Your Turn - Your Ideas

What are your ‘fundable ideas?’
Where do you find fundable ideas?

- Scientific journals, conferences, peers
- The news, current events, current problems
- Questions raised by past research
- Your funders’ current programs
- Current RFAs (Requests for Applications)

Think big and broad—*but be prudent!*
Stretch Your Thinking...
Word Cloud

Instructions:

In 2-3 groups, create a Word Cloud around the term “food safety.”

You have 10 minutes to

- Think,
- Brainstorm, and
- Create your Word Cloud on flip-chart paper.
It’s all about Partnerships
http://cris.nifa.usda.gov/search.html
### Title/Investigator Table of CRIS Projects

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<td>FOODBORNE NOROVIRUS IN ELDER CARE FACILITIES: AN INTEGRATED APPROACH TO PREVENTION AND CONTROL</td>
<td>Todd, E. C.; Jaykus, L. A.; Fraser, A.; Mokhtari, A.; and Gleason, J. (MICHIGAN STATE UNIV)</td>
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<td>0219568</td>
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<td>PEER NETWORKING AND SOCIAL NORMS DESIGN: IMPLICATIONS FOR FOOD SAFETY MEDIA AND BEHAVIORAL CHANGE</td>
<td>Byrd-Bredbenner, C.; Schaffner, D.; Gleason, J.; and Chamberlin, B. (RUTGERS UNIVERSITY)</td>
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<td>0219364</td>
<td>0219364</td>
<td>IDENTIFYING &amp; ADDRESSING POULTRY AND EGG MISHANDLING HABITS OF MINORITY POPULATIONS</td>
<td>Quintan, J. J.; Stein, S. E.; Gleason, J.; and Chamberlin, B. (DREXEL UNIVERSITY)</td>
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<td>0212979</td>
<td>0212979</td>
<td>PREVENTING OBESITY FOR AT-RISK AUDIENCES THROUGH EXERGAMES: RELATIONSHIPS BETWEEN FOOD, ACTIVITY, SELF ESTEEM AND FAMILY INVOLVEMENT</td>
<td>Chamberlin, B.; Gleason, J.; Maloney, A.; Murphy, E.; and Haddock, B. (NEW MEXICO STATE UNIV)</td>
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The Details

ACCESSION NO: 0186650 SUBFILE: CRIS
PROJ NO: ARZT-324510-G-12-507 AGENCY: NIFA ARZT
PROJ TYPE: OTHER GRANTS PROJ STATUS: TERMINATED
CONTRACT/GRANT/AGREEMENT NO: 00-52103-0653 PROPOSAL NO: 2000-04468
GRANT AMT: $621,455


PERFORMING INSTITUTION:
NATURAL RESOURCES
UNIVERSITY OF ARIZONA
TUCSON, ARIZONA 85721

SOUTHWEST RANGELAND INVASIVE PLANTS INITIATIVE

NON-TECHNICAL SUMMARY: This is a multi-disciplinary research and cooperative extension project that will promote and evaluate low-cost, community-based approaches to managing invasive plants in the Southwestern U.S. Research projects are designed to answer economic, psychological, and cultural questions pertinent to the development of collaborative stewardship for integrated weed management. Research results will guide the development and expansion of extension and outreach programs that are specifically tailored to local constituencies, policy contexts, and invasive plant threats affecting range and forestlands in the Southwestern U.S. However, our general conclusions and methodologies can be applied throughout the U.S., wherever incipient or imminent plant invasions have not yet reached epidemic proportions.

OBJECTIVES: Three primary goals are defined for this project: 1) Raise public awareness of the economic and ecological threats of invasive plant species in the Southwest U.S., 2) Organize citizens to participate in invasive plant monitoring, control and prevention efforts, and 3) Strengthen the institutional infrastructure for invasive plant management in the Southwest. Research and extension programs will be designed to address economic, social, psychological, cultural, and institutional infrastructure questions and issues that are pertinent to the development of community-based, grassroots weed management efforts.
Types of Funding

- **Contract** - Funder derives benefit (goods or services)
- **Cooperative Agreement** – Agreement between two or more government agencies to benefit the public.
- **Gifts** – funds received for which no specific goods or services will directly benefit the sponsor.
- **Grants** – government support of state or local projects serving the good of the public where nothing benefits the federal government and no long-term involvement is expected from the federal government.
Where can you look for funding?

- http://grants.gov
- Go to the agency’s website
- Who funded projects you admire?
- Who funded your peers?
- Ask your office of grants and contracts
http://www.csrees.usda.gov/fo/funding.cfm
The Golden Rule of Grantsmanship

The People With The Gold
Make The Rules
First Steps to Success

■ Constantly be thinking about new ideas
■ Always be looking for partnerships
■ Think like an proposal panel reviewer
■ Start working long before the RFA is released
Is your idea worth your time/energy?

- What problem are you trying to address?
- Will your project help solve an applied food safety issue?
- What is your most compelling evidence that your project should be funded over others?
- How will you know when you have achieved your goals?
Examine your logic and resources

- Do you know your field’s literature?
- Is your project ‘theory driven’?
- Do you have adequate expertise? If not, partner.
- Is there preliminary data to support your project?
- Are you using the most effective methodology?
- Have you involved an evaluation expert from the very beginning?
Situation Statement
(a.k.a. Grant Introduction)

- Where does it come from?
- What should be included?
- When is enough enough?
- What is the “outcome” of a situation statement?
- Don’t make mistakes in data!
Situation Statement: Where does it come from?

- Real or “felt” (perceived) needs in a community
- Environmental scanning
- Data: Primary and secondary
- Stakeholders
- Funders
- Community of Practice
- Others?
You have to convince me quickly that you are going to address an important problem or issue that is significant to the well-being of the people you serve.*

This is your time to make a first good impression.
Situation Statement
(What should be included)

- Clear statement of concern: **Foodborne illness**, a preventable and underreported disease, is a public health and economic challenge in the United States. While it regularly strikes people in the general population, some ¾-including pregnant women, young children, older adults, and those with weakened immune systems-are at even greater risk. Each year in Maryland, XX people suffer from food-borne illnesses, representing XX percentage of the population. Of that number, XX will die due to complications.

- Leading to some type of needed action: **It is only through the efforts of all of these groups that we can create positive behavior modification during food preparation and consumption, which is so necessary to reducing exposure to pathogens known to cause foodborne illness.**
Situation Statement

What is the most compelling evidence you can offer to convince a group of peers that your project should be funded over others—even your best friend?

“Each year, 1 in 6 Americans (or 48 million people) gets sick from and 3,000 die of foodborne diseases. Reducing foodborne illness by just 10% would keep 5 million Americans from getting sick each year. Preventing a single fatal case of *E. coli* O157 infection would save an estimated $7 million.”

“The ultimate goal for public health and food safety officials is not just stopping foodborne disease outbreaks once they occur, but preventing them from happening in the first place. Long-term prevention of foodborne outbreaks takes the actions of many partners in the food production chain, stretching from farm to table.”

“Challenges to food safety will continue to arise in unpredictable ways, largely due to:
- Changes in our food production and supply
- Changes in the environment leading to food contamination
- Rising number of multistate outbreaks
- New and emerging germs, toxins, and antibiotic resistance
- New and different contaminated foods, such as prepackaged raw cookie dough, bagged spinach, and peanut butter, causing illness.”

“Hawaii is located approximately 2,506 miles from the continental United States. About 85-90% of Hawaii’s food is imported which makes it particularly vulnerable to natural disasters and global events that might disrupt shipping and the food supply.

The economic impact of food import replacement is significant. Replacing just 10% of the food we currently import would amount to approximately $313 million. Assuming a 30% farm share, $94 million would be realized at the farm-gate which would generate an economy-wide impact of an additional $188 million in sales, $47 million in earnings, $6 million in state tax revenues, and more than 2,300 jobs” (Department of Business Economic Development & Tourism, 2012).
Since the arrival of non-Native peoples to Alaska, the state has relied heavily on importing most food. Food security concerns have been raised related to supply disruptions, cost, and health.

According to data compiled by the U.S. Department of Agriculture (USDA), National Agricultural Statistics Services (NASS), Alaska currently imports 98% of its food, which raises the question of “how food secure Alaska is or can be” (n.d.). The World Health Organization defines being food secure as being “when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life” (World Health Organization 2010). An increased reliance on imported food sources weakens Alaska’s food security.
Visuals Can Be Powerful

5 x Alaska = Lower 48
Remember …

- *Fits the scope of the call for applications
- *Will have credible data that supports what you tell me.
- *Demonstrates that your idea is worth the time, energy, and money.
Nuts and Bolts of proposal writing

- Remember the Golden Rule
- The RFA if your ‘Bible’ – read it often in detail
- Assemble your team, including evaluator
- Create a Logic Model, even if not required
- Write one page project summary
- Build a budget everyone agrees to follow
- Select a title and start your forms
- Create a proposal template from the RFA
RFAs

Agriculture and Food Research Initiative
Competitive Grants Program

Food Safety

FY 2010 Request for Applications

***************
PLEASE READ
***************

Important Information about the Agriculture and Food Research Initiative

***************
PLEASE READ
***************

AFRI RFAs: In FY 2010, NIFA will issue seven RFAs for the AFRI Program:

(1) Foundational Program addressing the six AFRI priority areas
(2) Challenge Areas:
   a. Childhood Obesity Prevention
   b. Climate Change
   c. Food Safety
   d. Global Food Security
   e. Sustainable Bioenergy
RFA – the first look

- Are you eligible?
- Do the agency’s goals match your goals?
- $$ total funding and project limits?
- Is IDC (indirect costs) capped? What will be left over for your work?
- Are matching funds required? Be Careful!!
- What is the deadline and project duration?
- Does it require a Letter of Intent?
Building your team

- The best teams are already working together
- Select your evaluator and gain true involvement
- Should you call the agency’s project manager?
- Create a Logic Model, even if not required
- Inform your university/organization’s grants office.

- Start early asking the hard questions:
  - Who is lead
  - Budget division
  - Ownership of findings/materials/patents

- Start forms, cooperative agreements, letters of support
The Evaluation Lens
We Need an Evaluator ...

Evaluation is neither of these.
Why start with evaluation?

- Establishes clarity about purpose. Have to know your destination to determine best route!
- Helps determine if project outcomes are measurable.
- Keeps the project grounded.
- Can help construct the roadmap.
- Can facilitate agreement on the team.
Evaluators’ Lenses Are Shaped by Logic Models & Causal Chains
What does a logic model look like?

- Graphic display of boxes and arrows; vertical or horizontal
  - Relationships, linkages
- Any shape possible
  - Circular, dynamic
  - Cultural adaptations; storyboards
- Level of detail
  - simple
  - complex
- Multiple models

Danger, Danger, Danger: Be sure to use the style the RFP says to use!
The Way a Logic Model Looks …

Wayne Food Initiative – WFI 2008/09
What Does this Mean to Your Grant Application? A Reviewer’s Perspective …

Do I look for the logic model first?

NO!

I start at the introduction.

Your first three pages are critical.
## Chain of outcomes

<table>
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<tr>
<th>SHORT (knowledge)</th>
<th>MEDIUM (skills)</th>
<th>LONG-TERM (conditions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors increase knowledge of food contamination risks</td>
<td>Practice safe cooling of food; food preparation guidelines</td>
<td>Lowered incidence of food borne illness that leads to better health outcomes</td>
</tr>
<tr>
<td>Participants increase knowledge and skills in financial management</td>
<td>Establish financial goals, use spending plan</td>
<td>Reduced debt and increased savings that leads to Financial stability</td>
</tr>
<tr>
<td>Community increases understanding of childcare needs</td>
<td>Residents and employers discuss options and implement a plan</td>
<td>Child care needs are met, allowing for family stability</td>
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</table>
Program Goal

- A broad statement indicating a desired result to be achieved by an educational program toward the resolution of an issue or problem

- *To reduce the incidence of food borne illness in the State of Maryland.*
Program Objective

- States a result to be achieved by an educational program with a target audience

- Provides direction for program design, implementation, and evaluation
Example Objective

- By April 2015, 100 managers, supervisory, and food handling personnel from public school cafeterias, nursing homes, and restaurants will increase their knowledge and skill in safe food handling practices by demonstrating increased knowledge of food microbiology.

- It is measurable!
A program objective should include:

- *Who* should receive the program (the target audience)
- *Level of change* anticipated (including outcome indicators)
- *Timeframe* (typically one year)
Outcome Indicators

- What will be measured to provide evidence that the objective has been achieved
Two Types of Evaluations

- **Process Evaluation** (*Formative*)
  - Focuses on how the program is conducted.

- **Results Evaluation** (*Outcome evaluation*)
  - Focuses on the program’s *effect*
**Process Evaluation** when you want to:

- **Determine:**
  - Strengths and weaknesses of instructional strategies.
  - How program implementation is perceived by program participants.

- **Compare:**
  - How the program was actually conducted and how the program was planned.
Results Evaluation when you want to:

- **Determine:**
  - If educational objectives of the program were achieved
  - The impact/benefits of the program

- **Decide:**
  - Whether to continue, modify, expand, or end the program
Logic Model
Your Turn - Your Ideas

Break into teams

Discuss/create a Logic Model
Budgets are your friends

- Budgets are a reality check
- Build an Excel template for everyone
- Combine all budgets into one Excel workbook
- A detailed Excel budget can be your budget justification
- Get the budget checked and approved early
- Budget red flags – equipment, supplies, tuition, travel, food
- Budget for evaluation, 10% minimum?
- Involve your grants office early in the process
- Indirect costs may surprise you
Proposal Template

- Insert RFA guidelines –
- Keep until the end

Importance of Safe Food Handling

Foodborne illness is a serious public health threat. The Fight BAC! campaign stresses clean, separate, cook and chill. These are the main areas of impact to reduce acquiring and spreading bacterial pathogens in the food environment both in the home and for commercial food preparation facilities.

Clean -- the importance of reducing contact with infected persons or contaminated food of animal origin. Food preparers obtain pathogens from two main sources: human and animal. Human infections arise from the fecal-oral route. Infectious diarrheal disease is relatively common in all developed countries (Wheeler et al., 1999; Herzer et al., 2002; Enders et al., 2004; Szollosi et al., 2005) with about 170,000 deaths per year for each person in the U.S.
Winning Tricks – Silver Bullets

- Consider the review team
  - Make the proposal easy to read
  - Use large fonts, white space, highly readable
  - Add headings, illustrations, bulleted lists
  - Not everyone will read your proposal. Make your proposal easy to summarize and present..

- A high quality evaluation plan is vital

- Have clear goal, objectives, research question
Winning Project Summaries

- Summaries are used to select review team
- Most review team members read only the summary!!
- Must be clear, concise and self contained
- Must include hypotheses/objective; methods, expected outcomes, evaluation plans.
- Follow word count rules and use good font size
- Proof multiple time to ensure clear writing and all required parts included
Sabotaging yourself? Common mistakes

- Waited too late for grants.gov submission
- Poor quality evaluation
- Implementation in last year; no time to evaluate
- No or poor literature review
- Proposals are not integrated
- Teams are not ‘real’ teams
- Unclear objectives, expected outcomes unclear
- Required proposal elements left out, such as the management plans, pitfalls, timelines
What if you are rejected?

- Don’t insult the program leaders. They can not overturn the review panel.

- Read critique with an open mind. If the reviewers overlooked key facts, make it more clear next year.

- Prepare for next year

- Plan your one page “resubmit” summary; it’s a great sales opportunity for your proposal

- Reexamine your evaluation & management plans

- Gather better preliminary data

- Strengthen your team

- Get a technical writer to edit your proposal
How to survive ‘winning’

- Paperwork becomes even more important
- Get more training on cost accounting rules
- Ask about the most common audit red flags
- Get your team together, including evaluator
- Start on your timeline, you will never finish early!
- File all reports early, they track your progress
- Always look for your next grant idea. Is this project generating preliminary data for the next proposal?
- Get published.
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Another Presentation
Friday, 11:15: Media that Work

http://mediaproductions.nmsu.edu