



HBCU and EEHA Colleges Health Education and Outreach Initiative Request for Proposals

About UKCPR

The University of Kentucky Center for Poverty Research (UKCPR) was established in October 2002 as one of three federally designated Area Poverty Research Centers, with core funding from the Office of the Assistant Secretary for Planning and Evaluation (ASPE) in the U.S. Department of Health and Human Services. The UKCPR is a nonprofit and nonpartisan academic research center housed in the Gatton College of Business, Department of Economics at the University of Kentucky.

The Center's research mission is a multidisciplinary approach to the causes, consequences, and correlates of poverty and inequality, with a special emphasis on the southern United States. To learn more about the funded research programs of the UKCPR please visit our Web site. For general inquiries, further information about RFPs, etc., contact Jeff Spradling, Research Administrative Coordinator, University of Kentucky Center for Poverty Research, 302D Mathews Building, Lexington, KY 40506-0047. Phone: (859) 257-7641, e-mail jspra2@uky.edu.

Visit us online at
www.ukcpr.org

APPLICATION DEADLINE: 5:00 P.M. (EST), Friday, Feb. 1, 2008

Background and Purpose

The University of Kentucky Center for Poverty Research (UKCPR), in cooperation with the Office of the Assistant Secretary for Planning and Evaluation (ASPE) in the U.S. Department of Health and Human Services, seeks research proposals from Historically Black Colleges and Universities (HBCUs) and Institutions of Educational Excellence for Hispanic Americans (EEHAs, also known as Hispanic Service Institutions or HSIs) to provide critical insights on potential innovative health outreach and education techniques for minority populations and on the effectiveness of HBCUs and EEHAs in performing community outreach and education. Funding from this program will develop institutional capacity at HBCUs and EEHAs to perform community outreach and education relating to HHS programs and initiatives, educate racial and ethnic minority populations in the areas in which the schools are located about the benefits these programs provide, encourage appropriate enrollment and participation, test innovative health outreach and education techniques, and perform related evaluative activities.

Eligibility

This small grants program is open to faculty located at HBCU and EEHA universities. Applicants for these UKCPR grants must hold a Ph.D. or equivalent academic degree by Sept. 1, 2007. Preference will be given to researchers with full-time academic appointments.

Award

The UKCPR anticipates awarding two grants of \$50,000 each in total expenditures. The grant award period will be March 1, 2008, through March 31, 2009. The Center will support expenses such as the PI(s) salary (either summer or academic year course release time) and fringe benefits, research assistant's salary, data, computer services, supplies, and travel. Work will be subcontracted through the faculty member's home institution. Indirect costs will be limited to 10 percent of the grant amount, with a total award cap of \$50,000. Final reports (i.e. completed papers or synthesis of research activities) are due to UKCPR by the final day of the award period (March 31, 2009). *No-cost extensions are not allowed on these grants. All funds must be expended by the end of the award period.* Subject to the director's discretion, articles will be posted on the UKCPR Web site as part of the *Discussion Paper Series* and summaries included in the periodic newsletter *Insights on Southern Poverty*. The PI will also brief ASPE staff on the findings from the research project.

Application Packet

To receive consideration for a UKCPR Grant, all applicants must provide two (2) paper copies via U.S. Mail or private courier AND one electronic copy in Microsoft Word, PDF, or RTF format via E-mail of the following items on or before 5:00 P.M. (EST), Friday, Feb. 1, 2008:

- A cover page containing the title of the proposed research; applicant's name and institutional affiliation (if multiple authors, a PI must be identified); and contact information including full mailing address, E-mail address, phone and fax numbers.
- An abstract summarizing the goals, methods, data, and policy implications of the proposed project.
- A 12-page proposal describing background information, the research methods employed (theoretical and statistical models as appropriate), the data (as appropriate), the expected results, and the implications for health policy for minorities. All proposals must contain a timely plan for obtaining IRB approval or exemption approval for human subjects research. Typically, secondary data analysis is eligible for exemption approval. The University of Kentucky will not process subcontract awards without IRB approval/exemption from the PI's home institution.
- An itemized budget detailing the allocation of funds requested such as salary, fringe benefits, tuition, travel, data, services, and supplies. Must include a travel budget for briefing at the ASPE offices in Washington D.C. in Dec. 2008.
- Current curriculum vitae of all applicants
- A cover letter containing contact information for the appropriate administrative grants person at the institution is required.
- Indirect cost recovery is limited to 10% of the award, with an award cap of \$50,000.

Areas of Research Interest

Applications that pass an initial screen for relevance to the RFP objectives will be evaluated by senior scholars affiliated with the UKCPR and by staff from ASPE. UKCPR seeks proposals that investigate one or more of the following issues of interest:

- Medicare Part D Outreach to Low-Income Minority Populations. We seek proposals that will develop and test innovative approaches for reaching out to low-income minority Medicare beneficiaries in their surrounding communities who have not yet enrolled in the low income subsidy (LIS) program and the Part D drug benefit, and educating them about the benefits of these programs. HCBU and EEHA faculty members who choose to propose work in this area may also choose to analyze the effectiveness of Part D outreach efforts in the schools' surrounding communities, including reasons for success or failure in enrolling LIS-eligible individuals in the schools' surrounding communities, barriers or other factors influencing enrollment for certain populations in their communities, and proposed strategies for increasing such enrollment in the future.
- Education and Outreach Relating to Medicare Preventive Benefits. We seek proposals that will develop and test innovative approaches for educating minority Medicare beneficiaries in their surrounding communities about the preventive benefits that are covered under Medicare. Faculty members who choose to propose work in this area should discuss any specific community-based education and outreach activities they intend to sponsor (such as health fairs or health days); innovative approaches for reaching the target population (such as how they would propose to work with local hospitals, public health departments and draw on other resources in their communities to develop a successful program); and how they might measure any increases in awareness of and utilization of Medicare preventive benefits in their communities as a result of these activities.

- **Drug Education Activities.** We seek proposals that will develop and test innovative approaches for educating minority Medicare beneficiaries in their surrounding communities about the proper use of prescription drugs; their role in medical treatment; the possibility of drug-drug and drug-food interactions, and of drug adverse reactions; and the role of generic drugs in reducing drug costs to the individual consumer. Faculty members who choose to propose activities in this area should discuss the role that local pharmacists, physicians, nurses, and other members of the health care team; and any additional local resources (e.g., university-based schools of pharmacy, local hospital pharmacies, etc.) would play in such a drug education campaign.
- **Public Health Promotion and Disease Prevention Education.** We seek proposals that will develop and test innovative approaches for increasing awareness and education relating to traditional public health promotion and disease prevention activities in minority populations. Relevant topics include nutrition, physical activity, health screening, diabetes education, immunizations, and HIV/AIDS prevention, as well as others (see www.healthier.us.gov for additional information on the Department's activities). Faculty members who choose to make proposals in this area should discuss any innovative education and outreach techniques they propose to use in their communities, including how they propose to coordinate with local public health departments, the local medical community, and other local resources (e.g., university-based schools of public health, etc.) as part of this effort. Specific activities such as health fairs, immunization clinics or others actual community events should be described.

- **Specific Risk Factor Reduction.** We seek proposals that will develop and test innovative approaches for increasing awareness and education relating to reducing specific risk factors relating to cardiovascular disease and other health issues.

Obesity

Proposals should address methods to enhance community-based educational efforts to reduce both childhood obesity and adult obesity, and to make low-income and minority populations aware of the health risks that obesity poses. Faculty members that choose to make proposals in this area should discuss any innovative approaches they plan to use in their communities, specific community-based education and outreach events they would conduct, and how their efforts will be coordinated with health providers in the community, public health educators, nutritionists, and other local resources.

Hypertension

Proposals should address community-based education and outreach relating to the dangers of hypertension, a silent disease that is often undetected. Specific topics of interest include the importance of regular blood pressure screening, risk reduction, and compliance with medical regimens designed to control hypertension. Specific events, links to community resources, and specific proposed events should be described.

Award Selection

We will consider funding both research grant proposals relating to start-up health education and outreach projects, and proposals seeking to enhance existing health education and outreach activities without supplanting existing funds. Criteria that will be considered in evaluating proposals include:

- Faculty expertise.
- School infrastructure (including academic programs in medicine, public health, etc.).
- Capacity-building (relationship with the school's programmatic strengths and goals).
- Innovation.
- Effectiveness.
- Student involvement.
- Community partnerships.

Application Deadline and Award Announcement

All application materials (including 2 paper copies and 1 electronic copy) must be received by 5:00 P.M. (EST), Friday, Feb. 1, 2008. Award announcements will be made on or about March 15, 2008

Final Report Due

March 31, 2009

Submission of Materials

Please submit all paper copy components of the application (2 paper copies by mail) to:

Jeff Spradling
University of Kentucky
Center for Poverty Research
302D Mathews Building
Lexington, KY 40506-0047

- One electronic copy of the proposal must be submitted via e-mail to jspra2@uky.edu. Document files should be in Word, PDF, or RTF format.
- Applications may be sent via U.S. Mail or other private carrier. No fax submissions.

Please direct questions to Jeff Spradling at (859) 257-7641 or at jspra2@uky.edu

The Director's Discretion

Nothing in this announcement should be construed as to obligate the UKCPR to make any awards whatsoever. Awards are contingent upon funding availability, the research needs of the Center, and the quality of applications received.