

The Satcher Health Leadership Institute



Healthy Communities Initiative Shark Tank Frequently Asked Questions (FAQ)

Q: How many awards given?

A: 10 Health Equity awards up to 10,000 each will be awarded to the winners of the competition.

Q: What is the period of performance for the grant award?

A: All awards will run from a period of July 1, 2018 – December 1, 2018. All activities should be completed during this period.

Q: How will awardees be selected?!

A: The selection process consists of two phases

- Phase One: Oral Presentation on Friday May 11, 2018. Each presentation will be judged by a team of health professionals and researchers.
- Phase Two: Completed Proposal Submitted Monday June 11, 2018 by 5:00pm. Each proposal will be evaluated by the staff of Community Voices and leadership of Morehouse School of Medicine.

Q: When will the awards be announced?

A: Awards will be announced to all winners Monday June 18, 2018.

Q: We only have 4 pages of space for the concept paper.... how am I going to cover all of this information? Where should I focus my attention?

A: Please address all items delineated in the Call for Concept Papers Announcement. We recommend that you focus attention on: 1) *what you plan to do*; 2) *how you plan to do it*; and 3) *how/why is what you are doing important to impacting the public health and practice*. We expect you to be concise yet thorough in preparing your concept paper.

Q: Do I need to attend the HCI Training to be considered for the grant program?

A: Yes, training attendance is required to participate. Each proposal must come from a community organization or municipality in attendance and receive support from an HCI graduate elected official.

Q: We have only a few weeks to submit our concept papers! How is this enough time to develop a quality concept paper?

A: The community grants program is intended to be a “rapid response” opportunity. As such, we expect prospective applicants to be strategic in their plans to submit a concept paper. Given the relatively short time frame for this opportunity, it may be wise to present a dissemination strategy you have already brainstormed to some extent. You may not have time to develop a research project from scratch.

Q: A judged 7-minute pitch...this is very intimidating! What is the best way to prepare for the pitch and Q&A with the Panel?

A: Brief pitches or “elevator speeches” are an effective method of conveying an idea or making a persuasive argument. The most effective presentations will explain your project in a way that is immediately understood by the audience. By the end of the presentation, the audience should understand why the project is needed, how the project will be implemented, and how the impact will occur. In general, it is best to avoid using jargon or abstract ideas. We strongly recommend watching episodes of Shark Tank to become familiar with the Shark tank pitch approach. We also strongly encourage you to practice your pitch often! Additional resources which may be helpful:

- ASSETS: Great Social Enterprise Pitches 2016 (YouTube video playlist) (https://www.youtube.com/playlist?list=PLIk6T6wntO_LbtmOuhvTeiAld0QI2kjaj)
- PitchMyResearch.com
- The Elevator Pitch: Presenting Your Research in Conversation (Gretchen Busl, PhD) (https://graduateschool.nd.edu/assets/76988/elevator_pitch_8_28_2012.pdf)
- Australia Catholic University: 5-minute research pitch presentations (<https://research.acu.edu.au/2015/11/5-minute-research-pitch-presentations/>)
- Elevator Speeches Made Easy (American Psychological Association) (<http://www.apa.org/gradpsych/2010/03/cover-elevator-speeches.aspx>)
- 3 Minute Thesis Competition: Purdue University (<http://www.purdue.edu/gradschool/student/3mt.html>)

The Q&A with the Judging Panel is designed to clarify any elements of your concept paper or pitch and provide feedback to strengthen your proposed dissemination strategy. This will be limited to 3 minutes per group.

Q: What are the ideal attributes of a strong pilot project application?

A: Pilot project proposals must demonstrate collaboration; community impact; solid health disparity relevance; sustainability; and potential to impact policy.

Q: What expenses are allowable in the project budget?

A: Our organization is fully compliant with all NIH Grants Policy Statement guidelines (<http://grants.nih.gov/grants/policy/nihgps/index.htm>). The following expenses are allowable under the Pilot Project mechanism:

- *Personnel:* Salary support and fringe benefits for investigators and key personnel should generally not exceed 25% of total budget, unless approved in advance. Please include full name, role on project, base salary, FTE on the project (based on calendar-months), salary requested, fringe benefits, and total cost for all investigators. Indicate names, role on project, qualifications, and specific role on proposed project for each personnel in the budget justification page(s).
- *Consultant Costs:* Please include expenses associated with all consultants, collaborators, and other parties who will serve a role in the execution of the project (e.g. evaluators, statisticians, etc.). Please note that stipends are not allowable expenses; all consultants must

be paid by invoicing fees for services provided. Provide full justifications for all consultants in the budget justification page.

- *Supplies:* Disposable office supplies, printing and copying, research related supplies, educational supplies, etc. Items costing below \$5,000 or less shall be listed as “supplies”.
- *Travel:* Mileage, transportation costs, and domestic travel when necessary to carry out the proposed research.
- *Inpatient/Outpatient Care Costs:* Care-related expenses directly related to carrying out the project scope of work.
- *Other Expenses:* Other allowable expenses necessary to carry out the project scope of work such as publication costs including reprints, development of policy briefs and other disenable deliverables, etc.

Q: What budget items or expenses are NOT allowable?

A: The following expenses are generally NOT allowable:

- Indirect or facilities and administration costs are not allowed as a part of this award
- Secretarial/administrative personnel not directly tied to project scope of work (should be included in indirect costs).
- Student tuition and stipends
- Foreign travel, and travel not directly associated with the proposed project scope of work
- Rental or office/laboratory space
- Professional organization membership fees and dues, unless deemed necessary to complete project specific aims.
- Honoraria
- Fundraising Events
- The purchase of alcohol or tobacco products
- Lobbying
- Office and laboratory furniture

Q: Do we receive the full balance of our award upon final approval and contract execution?

A: No. Our institution does not allow “up front” payments. To receive initial payment, you will be asked to participate in webinars, complete a time-phased work plan, and submit your first invoice. Invoice processing generally occurs within 45 days. Subsequent payment(s) will be based on completion of key milestones and deliverables delineated in the time-phased work plan.