

EXEMPLARY RFP APPLICATION SECTION EXAMPLE

Significance

Media and technology, such as video gaming, social media, and general internet use can affect the physical, mental, and social health of youth. Negative health outcomes include obesity, depression, risky sexual behavior, anxiety, disordered eating, substance use, and even suicidal ideation. Conversely, it can improve various aspects of youth's health and well-being, including social skills, identity development, mood regulation, prosocial behavior, problem solving skills, and community engagement.

At the Center of Excellence in Media for Youth which is a grant-funded, research-based group within the Pharady's Children's Hospital, we exist to provide evidence-based information about both the positive and negative media-related health effects on ages 0 to 24; however, the majority of our resources are aimed at two main audiences: parents, and clinicians. For parents, we provide an extensive website with health-literate appropriate information on everything from media types, health outcomes, and youth developmental stages. We also provide a question and answer column, where parents can ask about their media and technology concerns as they relate to the health of their children and teens. For pediatric clinicians, we provide our Clinician Toolkit, which includes screening tools, anticipatory guidance, and patient education material. The gap in our resources is clear: we are not reaching the broader health sciences research community. Furthermore, this gap is not unique just to us, as partnerships across disciplines are also lacking, further fueling the need for our proposed Media Wellness website.

On a weekly basis, we receive reference requests from graduate students, postdoctoral students, research assistants, academics, public health researchers, investigative journalists, and others involved in research, asking for information and literature searches on specific topics related to media, health, and youth. These requests come from not only the United States, but from around the world. Unfortunately, we cannot respond to these requests because of our limited capacity—nor can we direct the queries to an established and specialized research database as one does not yet exist. It is clear that there is a strong need for a freely available online website that provides researchers access to the evidence on this topic in one convenient website; we plan to meet that need with Media Wellness. The proposed work continues our ongoing efforts to increase access to the research on media effects. While we have designed a prototype of a web site, advancement of the work has stalled as a result of limited resources dedicated to this project. Additional funding is needed, therefore, to help allow us to finalize our web site development, create new content, and conduct outreach and dissemination efforts for the final website.