

EXEMPLARY RFP APPLICATION SECTION EXAMPLE

Methods

In an era where pseudoscience and public opinion are pervasive, we need to provide as much access as possible to those engaging with research. Several barriers exist in locating and understanding peer-reviewed research on media effects. For one, most people are only exposed to research from studies that are sensationalized by media outlets. Secondly, media-related health effects research is published in a variety of different academic disciplines, including sociology, psychology, medicine, communication studies, and computer science, requiring knowledge of and access to many different databases.

Media Wellness will be a culmination of the larger research community's efforts and is essentially the creation of a brand new database for this topic. Media Wellness will be composed of two main features, the Database and the Research Guides. The Database section will function as a typical bibliographic database; users will be able to perform simple or advanced searches or browse through our custom taxonomy to locate citations of scientific articles related specifically to Media Wellness and youth. Users will also be able to export citations to the citation management software of their choice. Each citation will also include a link to its corresponding record in PubMed (where applicable), promoting the NLM's valuable resource. This functionality will be supported by a database containing a curated collection of thousands of citations for research examining the impact of media on health. Over the past 15 years, CMCH has collected citations for over 20,000 scholarly journal articles from which we are building this database. For the launch of the website, we will import 2,500 citations that represent the newest research in this area. We will continue to monitor, locate, and curate the best available evidence on media effects, and the database will house citations and summaries of this work and will be continually updated to reflect the current evidence base.

The Research Guides section of the website will house unique guides informing research on specific topics related to media and health through organized links to relevant information and resources. Following the traditional purpose and format of library research guides, we have already completed three, including "Texting and Driving" as adolescent drivers are at the highest risk of distracted driving; "Fake News" as school-aged children and older are engaging more with the world around them; and "Video Game Addiction," a growing adolescent health concern.

The logistics of the implementation of this project involves two simultaneous phases—the web development phase and the content phase. Tasks are assigned to the individual(s) listed in parentheses below for each phase.

Web Development Phase Development Objective 1: Design implementation. Thanks to many months of unfunded work, we have a comprehensive visual design for the website. Our first developmental step is to turn this design into functional templates in a Wordpress installation. To make the Media Wellness website usable on any platform, our design mockups account for screen sizes ranging from mobile devices to desktop monitors. From these, we will create responsive page templates and styles, and then we will code them to connect with the Wordpress database to dynamically populate them with content.

Tasks include:

- Create all page templates (John Doe)
- Review template designs with placeholder content (Jane Doe and John Doe)
- Revise page templates as needed (John Doe)

Development Objective 2: Finalize article import tools and website's admin interface.

To support our core database of research, we are building bespoke tools to easily import citations from the popular EndNote software onto the Media Wellness website. We are creating a streamlined interface to edit the citations as necessary and enhance them once they're in the Wordpress database. We will also be customizing the admin interface in general to simplify the task of adding and editing the website's content.

Tasks include:

- Build and customize EndNote import functions and workflow (John Doe)
- Connect page templates with database (John Doe)
- Test import process and admin interface (Jane Doe and John Doe)
- Revise page templates as needed (John Doe)

Development Objective 3: Populate the Media Wellness website with content and refine for launch. With the design, development, and content tasks approaching completion, we will migrate the website's content and making any final improvements before launch.

Tasks include:

- Migrate prepared general website content into Wordpress (John Doe)
- Migrate research guides into Wordpress (John Doe)
- Import database of research into Wordpress (Jane Doe and John Doe)
- Review and test all content (Jane Doe and John Doe)
- Make final content edits and changes as needed (John Doe)
- Launch website (John Doe)

Content Phase Content Objective 1: Research guides. First, we need to complete the Research Guides, which will be carefully curated guides covering a comprehensive array of topical subjects. Topics will be chosen based on the CMCH team's knowledge of crucial subtopics related to Media Wellness. We will use our combination of extensive librarianship skills and media studies knowledge, to create these. As mentioned previously, we have 3 research guides complete and would like to launch with 8-10 in total.

Tasks include:

- Gather and organize salient citations and information for 5-7 more research guides (Jane Doe)
- Edit and proofread guide content (Jane Doe and John Doe)

Content Objective 2: Database of research. Second, we need to complete the core of the Media Wellness website, which will be the curated database of research citations on all topics relating to media effects on child health. Relying on our private database of citations, which includes over 20,000 citations of articles about Media Wellness and youth, we will prepare a fully up-to-date ready to export onto the website.

Tasks include:

- Organize 2,500 salient citations (Jane Doe)
- Confirm and proofread database content (Jane Doe and John Doe)

Content Objective 3: Final adjustments. Third, during our soft launch, we will share the website with a selection of individuals to test the site and provide feedback about any major issues.

Tasks include:

- Create a list of 8-10 individuals from various disciplines who are willing to review Media Wellness (Jane Doe)
- Solicit feedback via semi-structured conversations (Jane Doe)
- Make final changes to Media Wellness as needed (Jane Doe and John Doe)
- Document lessons learned from the launch process and create a best practices document for future use (Jane Doe and John Doe)

Schedule/Timeline

We have planned for 6 months to allow us to complete the website and be ready for the launch on November 4, 2020. Jane Doe works 40 hours per week, and will dedicate 4.4 hours per week for 6 months to this project. John Doe works 20 hours per week and will dedicate 2.4 hours for 6 months to this project. Below is a more detailed breakdown of the milestones and the hours of personnel effort allocated to each one.

Milestone	Approximate Hours: Jane Doe	Approximate Hours: John Doe	Start Date	End Date
Implementation of the website's design	6	12	5/1/20	6/15/20
Complete 5 to 7 research guides	20	2	5/1/20	6/15/20
Finalize the website's import tools and administrator interface	18	10	6/15/20	7/15/20
Finish curating and organizing 2,500 citations for the database	40	22	6/15/20	9/1/20
Finish populating the website with all content and polish for launch	18	9	9/15/20	10/14/20
Prepare for soft launch website	8	5	10/15/20	10/31/20
Gather insights from selected users	8	5	11/1/20	11/15/20

Project Promotion

To promote the Media Wellness website to health sciences researchers, which includes academics, healthcare professionals, medical librarians, university students, and investigative journalists, we will draw upon the collective knowledge and resources available via my colleagues at the Center on Media and Child Health. The varied backgrounds of CMCH personnel (e.g. pediatrician, child psychiatrist, social scientist, child development specialist, research professional, and more) give us insight and access to a broad set of disciplines to target as audiences for this tool. Furthermore, our position within the adolescent medicine division of a world-class children's hospital affords us numerous opportunities to reach students, personnel, and library professionals at Boston Children's Hospital, Harvard Medical School, Harvard University, and the Harvard T. H. Chan School of Public Health. We will promote the website in a variety of ways, including, but not limited to:

- **Mainstream press:** Team members Jane and John Doe will regularly do interview requests with popular media outlets like the New York Times, the Wall Street Journal, and the Washington Post, as well as with niche technology news websites like Mashable and The Verge. If a relevant press request arises, they commit to discussing the Media Wellness website. Additionally, these news publishers often agree to link to our resources, which provides us with another outlet for linking to the Media Wellness website. You can see a full list of our press from the past 20 years here: www.cmch.tv/press
- **Internal announcements:** Via the Division of Adolescent and Young Adult Medicine, the Boston Pharady Hospital intranet, the Pharady Children's Hospital Medical Library, and the Pharady Medical School.
- **Annual meetings/conferences:** Society for Adolescent Health and Medicine Annual Meeting, International Communications Association Annual Conference, American Public Health Association Annual Meeting, Society for Research in Child Development Biennial Meeting, Medical Library Association Annual Meeting
- **LISTSERVS:** MEDLIB-L; CANMEDLIB; MAHSLIN; Commlist/ECEA; COGDEVSOC; AAP listserv

- **Scholarly literature:** Articles and/or abstracts about the database in journals from the library science and social sciences fields
- **Social Media:** Child-Computer Interaction Research Facebook group, Children and Media Professionals Facebook group, LinkedIn, Center on Media and Child Health's various social media accounts (Facebook, Twitter, Instagram page).

Continuation Plan

As a grant-funded research center, the Center of Excellence in Media for Youth is well-versed in the importance of diversified funding, and our work is supported through a combination of foundation grants, federal grants, corporate pledges, and individual donations. Once complete, the Media Health Effects website will be included in our annual strategic plan, allowing funding to be funneled from these sources to support our role in the maintenance of the website. Additionally, we will continue to seek funding during this grant period building from the success of a fully-functional website to build interest among potential funders and stakeholders. Lastly, the project outlined in this proposal requires significant upfront personnel time; however, once the website has launched, the costs associated with its long-term continuation and maintenance will drop dramatically. While websites are not static and we will regularly add new citations and research guides, the processes developed in this grant will help ensure that the effort and cost to maintain and update the website will be manageable.