



Health Information Outreach Award

Subaward Program 2021-2022

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Funded by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number UG4LM013729

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Subaward Description

Background

The mission of the Network of the National Library of Medicine (NNLM) is to advance the progress of medicine and improve the public's health by providing U.S. researchers, health professionals, public health workforce, educators, and the public with equal access to biomedical and health information resources and data. The NNLM's main goals are to work through libraries and other members to support a highly trained workforce for biomedical and health information resources and data, improve health literacy, and increase health equity through information.

Purpose

To accomplish the NNLM's mission and goals, Region 6 extends funding to its network partners to achieve the following subaward objectives:

1. Support a highly trained workforce for biomedical and health information resources and data to advance research in medicine; consumer health reference and instruction; and meaningful engagement with diverse populations for health information outreach
2. Increase awareness, access, evaluation, and use of National Library of Medicine and other trustworthy health resources to inform personal health and wellness decisions
3. Provide health information access and health literacy training with a focus on Medically Underserved Areas (MUAs) and Underrepresented in Biomedical Research (UBR) populations for advancing health equity

Funding

The **Health Information Outreach Award** supports building capacity with diverse communities and populations for accessing and using credible health information to improve personal health literacy and to advance health information equity.

Subaward Program Objectives: 2 and 3

Period of Performance: October 1, 2021 – April 30, 2022

Amount: Up to \$20,000

Number of Awards Available: 1

Application Deadline: August 2, 2021. Prior to Midnight ET/CT

Eligibility

[Network Member Organizations](#) in Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin are eligible to apply. NNLM membership is required to successfully apply. To become an NNLM member or inquire about your NNLM ID, [contact Region 6](#).

Project Ideas

Potential projects may include but are not limited to (this list is not meant to be all-inclusive):

- Developing an [NNLM Digital Health Literacy](#) train-the-trainer program for staff and volunteers of a community- or faith- based organization with the intent of helping community members access and meaningfully engage with credible consumer health information
- Hosting a program with a local health educator or expert speaker to engage a community with information and resources relevant to an identified Consumer Health Needs Assessment (CHNA) priority topic (e.g., maternal health, obesity, diabetes, COVID-19, substance misuse, mental health, advance directives, etc.)
- Engaging a community for a healthy lifestyle, a behavior change, or an environmental health project to improve access to and understanding of health and science literacy skills (e.g., sponsor a vaccination drive, a community health fair, nutrition and physical activity program. For a Citizen Science project, see [Test the Waters Family Exploration Kit](#))

Beneficiaries

Priority will be given to projects that benefit a Medically Underserved Area (MUA) or an Underrepresented in Biomedical Research (UBR) population including but not limited to:

- Racial and ethnic minority populations
- Sexual and gender minority populations
- Populations reported below the Federal Poverty Level
- Populations with limited access to medical care
- Populations with physical and/or mental disabilities
- Soldiers, Veterans and Military Families
- Rural Populations

Consider using the [Community Guide to Advance Health Information Equity](#) to identify a community or population with evidence-based data from the U.S. Census Bureau, the Federal Communications Commission, the Health Resources and Services Administration, and other secondary resources.

Grant and Proposal Writing Resources

- [NNLM Proposal Writing Toolkit](#)
- [Exemplary Request for Proposal \(RFP\) Application Sections](#)
- [NNLM National Evaluation Office \(NEO\) 5 Steps to an Evaluation](#)
- [Health Information Outreach Request for Proposal \(RFP\) Scorecard](#)

If you would like to discuss your project before submitting a proposal, please contact Darlene Kaskie, darlene-kaskie@uiowa.edu.

Requirements and Preferences

Human Subjects Research

Projects containing [Human Subjects Research](#) components will *not* be reviewed or considered for funding.

NLM Resources

All projects will incorporate one or more National Library of Medicine resources like [PubMed](#), [ClinicalTrials.gov](#), or [MedlinePlus](#). You can refer to the list of [NLM Products and Services](#) for a complete overview of resources by topic.

Cleaning Guidelines

For any kits or other project-related supplies, cleaning and sanitizing protocols should be included in your proposal that comply with the [Centers for Disease Control and Prevention \(CDC\) Cleaning Your Facility](#) recommendations.

508 Compliance

The National Library of Medicine is a part of the National Institutes of Health, U.S. Department of Health and Human Services. Recipients of National Library of Medicine funding through the NNLM must meet all requirements under [Information on 508 Compliance](#). Section 508 requires that all website content be accessible to people with disabilities. This applies to web applications, web pages and all attached files on the intranet as well as internet.

Reports

The subaward recipient is responsible for the following mandatory reporting requirements:

Subaward Reporting Requirement	Instrument	Deadline for Submission
Activity Report for each event, activity or training and include participant data	NNLM Data Reporting System (DRS)	Submit within the first five days of the month following the activity
Project Final Report	NNLM Data Reporting System (DRS)	Submit within 30 days of project completion
IF programming is provided to library patrons	PLA Project Outcome	Survey participants immediately following the programming event
IF technology is purchased with funding from an NNLM subaward	NNLM Technology Award Report Cleaning and Sanitation Guidelines	Submit before the Final Report
IF recipient of Professional Development funding (e.g., Expert Speaker Award) from the NNLM	NNLM Professional Development Award Report	Submit within 30 days of the event

NIH Public Access Policy

Recipients of NNLM funding are required to deposit any peer-reviewed manuscript upon acceptance for publication in PubMed Central in accordance with the [NIH Public Access Policy](#).

Data Sharing and Development of Training Materials

To facilitate the dissemination of knowledge and information associated with the NNLM Cooperative Agreement Award, all subawardees are required to share any data or training material resulting from funding. This information will be submitted to Region 6 for following collection sites as applicable:

- [Network of the National Library of Medicine](#) (NNLM) website
- Other websites or repositories specifically designated by the NLM as part of the Network of the National Library of Medicine

In addition, recipients of funding are expected to use or adapt existing training materials before developing new materials. Consult with Region 6 and the NNLM Training Office (NTO) prior to developing materials.

Publication and Copyright

Per Section 8.2.1 [Right in Data \(Publication and Copyrighting\) of the NIH Grants Policy Statement](#), the NIH must be given a royalty-free, nonexclusive, and irrevocable license for the Federal government to reproduce, publish, or otherwise use any materials developed because of funding and to authorize others to do so for Federal purposes (i.e., the ongoing development of the Network of the National Library of Medicine). Data developed by a subawardees/consortium participants and consultants are also subject to this policy.

NIH Acknowledgement

Any resources developed with project funds must include an acknowledgment of NIH grant support and a disclaimer:

Developed resources reported in this [publications, press releases, internet sites] are supported by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number **UG4LM013729**. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.

Application Submission

Overview

You will use the [online application](#) to submit your completed subaward proposal. Your application is comprised of online information and attached documents. It is recommended that you become familiar with all sections of the application process and prepare all documents in advance.

Attachments

You will download and use the following templates to submit as attachments in your online application:

- [Region 6 Project Proposal Plan and Evaluation Template](#)
- [Region 6 Subaward Budget Template](#)
- [Region 6 Sample Budget Justification](#)

You also will attach and submit:

- Personnel CVs and resumes
- Letters of Institutional Commitment or Support, if applicable

Region 6 Project Proposal Plan and Evaluation Template

To ensure readability and fairness, please adhere to these guidelines when using this template to complete all sections of your Project Proposal Plan and Evaluation:

- Do not exceed 10 pages
- Text size: 12 Point
- Text color: Black
- Margins: 1 inch
- Line spacing: 1.15 inches
- Recommended fonts: Arial, Georgia, Calibri, Helvetica, Times New Roman
- Use the Section Headings in the Template

Section Headings

Project Goals and Objectives: State the goal(s) and specific objectives(s) of the proposed project. Project goals should align with the goals found under the [Background on 2021-2026 Changes to the NNLM](#) and the Region 6 subaward program objectives. Please review the [National Evaluation Center \(NEC\)](#) resources for information on how to create evaluation plans and objectives.

Evidence of Need: Provide a statement of how the project proposed will support the mission of NNLM, explain the need for the project, and describe the audience or population that will be reached through this project. Clearly document if this project will engage traditionally underrepresented populations and/or involve medically underserved areas. When possible, support the stated need using data such as known needs assessments or statistics.

Implementation Plan/Project Timeline: Describe how the project will be implemented to meet the objectives and outcomes. Consider creating a Logic Model for specific indicators and developing a detailed timeline outlining when tasks will be completed, how long it is anticipated to take, and who will perform the work. Specify NLM resources or NNLM national initiatives that will be used throughout the project.

Evaluation Plan: Incorporating an evaluation into project design and implementation is essential for understanding how well the project achieves its goals. Refer to the NNLM National Evaluation Center (NEC) [Evaluation Planning and Pathway](#). The evaluation design is broken down into 5 steps. While you are developing your evaluation plan, including, data collection frequency, type of data to be collected, survey instruments, and how data will be used or disseminated, it is important to consider the context of your program. The context can change your evaluation is designed and implemented, because different settings and populations have different needs and abilities to participate in evaluations. Considering this, the 5 steps are applied across 4 common populations: K-12 Health; Rural Health; Race & Ethnicity; and LGBTQIA+ Health.

Publicity/Promotion: Briefly describe how you intend to promote your project to the target population. Please specify which NLM resources or NNLM national initiatives will be utilized, how they will be promoted, and how they will be utilized throughout the project.

Continuity/Sustainability Plan: Describe the activities that will sustain project services and/or communications to the targeted community beyond the performance period.

Region 6 Subaward Budget Template

Awards are cost-reimbursable and are issued to the institution, not the individual. Prepare your budget by downloading and using the [Region 6 Subaward Budget Template](#). Budget fields will accept numbers only. Enter each amount to the nearest whole dollar. If a budget line is not applicable to your project, you may leave it blank. The budget estimate should be categorized by the following, as they apply:

Personnel: Include (hourly rate X estimated hours) or (% time X annual salary) in the budget justification attachments or descriptions.

Consultant Costs: Estimated expenses from consultants, such as marketing firms or other agencies. Prior to hiring Consultants, submit the following information to Region 6: name of consultant, description of work, hourly rate, total amount/not to exceed amount, and period of performance.

Equipment: Quotes for items required such as computers and other equipment. Include quotes received or other pricing information in the budget attachment or as another attachment.

Supplies: Quotes for printing, publication costs and other materials. Include description and any quotes in the attached budget or as other attachment.

Communications: Media, publicity, or other communication costs. Include description and any quotes in the attached budget or as other attachment.

Reproduction: Printing materials or other reproduction costs.

Travel: Estimates for travel. Include description and any quotes in the attached budget or as other attachment.

Other: Include description and any quotes in the attached budget or as other attachment.

Indirect Costs (IDC) or Facilities and Administrative (F&A) Costs: Apply at your institution's non-research rate (or, if your institution has no negotiated rate, a 10% Modified Total Direct Cost (MTDC) can be applied if you wish to claim it). Indirect Costs need to be factored into your overall budget. The total budget cannot exceed the limit defined by the RML/Office you are applying to, including Indirect Costs.

Other Funding if Applicable: Other funds that will be used to support the project should be specified. This includes matching funds, other grants, etc. Accessible virtual programs and projects are encouraged. Allowable related costs may include social

media campaigns, digital library collections (e-books/audio), speaker fees, closed captioning, American Sign Language (ASL) interpretation, and digital platform subscriptions.

Funding Restrictions: Food, promotional items, and furniture are not allowable expenses. Promotional items include but are not limited to: Clothing and commemorative items such as pens, mugs/cups, folders/folios, lanyards, and conference bags that are sometimes provided to visitors, employees, grantees, or conference attendees. Refer to the [NIH Grants Policy](#).

Region 6 Sample Budget Justification

You will need to submit a narrative to support your budget. Download and use the [Region 6 Sample Budget Justification](#) as an example.

Online Form

You will complete the following application information online:

Project Category: Select the award that best fits your project proposal.

Project Lead Name: Name the person who is the Project Lead.

Lead Organization: Identify the NNLM Member Organization that will lead and receive funding to conduct the proposed project.

Institution DUNS Number: Enter your organization's [DUNS number](#). If you do not have a DUNS number, [apply for one](#) as soon as possible.

Institution Tax ID: Enter the 9-digit tax identification number for your institution.

Have you/your institution previously received NNLM funding in the current grant cycle (2021-2026)? Select Yes, No, or I don't know.

Project Title: Describe the project with an external audience in mind. Funded projects are displayed on the [NNLM website](#) and are provided by NLM in response to data calls from NIH, HHS, OMB, Congress, and the White House.

Project Summary: Provide a one-paragraph description that summarizes the proposed project. Funded projects are displayed on the NNLM website and are provided by NLM in response to requests from NIH, HHS, OMB, Congress, and the White House.

Proposed Budget: Enter the amount listed from the **Total Costs** field of your [Region 6 Subawardee Budget Template](#). The amount specified should not exceed the limit established by the Region 6. Enter the amount to the nearest whole dollar. *Attach and submit your Budget and your Budget Justification documents* with your online application.

Personnel Qualifications: List the personnel who will be involved in the project and include a statement about their role(s) and applicable experience. *Attach and submit any personnel resumes or CVs with your online application.*

Partner Organizations: Identify up to three (3) organizations that will partner with the Lead Organization to conduct/complete the project. *Attach and submit their Letters of Institutional Commitment or Support with your online application.*

Will Training Be Provided as Part of this Award?: Select yes or no.

Proposed Start and End Dates for the Project: The performance period is October 1, 2021 – April 30, 2022.

Beneficiaries: Select all primary populations benefiting from your project. If not explicitly identified in the proposal, please do not select it here.

- Age Group
 - Children (0-12 yrs.)
 - Teens (13-18 yrs.)
 - Adults (19-64 yrs.)
 - Seniors (65+ yrs.)
- Sexual & Gender Minorities
 - LGBTQIA+
 - Women
- Geographic Type
 - Medically Underserved Areas/Populations
 - Rural
 - Suburban
 - Urban
- Issues & Interests
 - Behavioral/Social Determinants of Health
 - HIV/AIDS
 - Maternal Health
 - NIH Helping to End Addiction Long-term (HEAL) Initiative
 - Opioids
 - Socioeconomically Disadvantaged Populations
 - Vaping
- Race & Ethnicity
 - Alaska Natives
 - American Indians
 - Asians/Asian Americans
 - Blacks/African Americans
 - Hispanics/Latin Americans
 - Native Hawaiians
 - Other Pacific Islanders

Roles: These are the primary roles of the participants receiving benefit from your project. These should be explicitly identified in the proposal section. Select all that apply.

- Community Based Organization Staff
- Data Resource or Tool Developer
- Data Scientist
- Educational and Research Institutions
- Educator, College & Post-grad
- Educator, K-12
- Emergency Preparedness and Response
- Federal Agencies, Departments, etc.
- General Public
- Health Care Provider
- Historian
- Journalist
- Library or Informational Professional
- Public Health Professional
- Publisher
- Researcher
- Student, College & Post-grad
- Student, K-12

Acknowledgements: You are required to acknowledge the following statements before submitting your application:

- You will share the information gained with colleagues in your region, as required by the Call for Application.
- You will submit regular, interim & final reports, as requested by the funding agency & stipulated in the Call for Application.
- Any web-based resources developed for this project will ensure accessibility to the greatest possible number of people.
- Additional documentations will need to be completed should your project be awarded. Please consult with Region 6 for more information.

Application Review

Region 6 staff and Network members who represent the region (i.e., public libraries, health science libraries, or community organizations) may be asked to review and score applications.

- Reviewers will use the standardized [Health Information Outreach Request for Proposal \(RFP\) Scorecard](#) developed by the NNLM National Evaluation Center.
- The Review Committee will submit the RFP scorecard and comments to Region 6. If further clarification is needed, the applicant will be given one week to submit additional or revised information.
- Applicants will be notified of the funding decision and will receive a copy of reviewer score sheets and comments.
- Region 6 will initiate a subaward agreement for all approved projects. All subawards are cost reimbursement. Line-item invoices must be submitted for reimbursement of expenditures. Invoices may be submitted as frequently as monthly.