



National Library of Medicine
Network of the National Library of Medicine

NNLM *All of Us* National Program

2021-2022

Community Awards

Application Guide



NNLM *All of Us* Community Engagement Center

Network of the National Library of Medicine
University of Iowa
Hardin Library for the Health Sciences
600 Newton Road
Iowa City, IA 52242



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Background

About the NNLM

The mission of the [Network of the National Library of Medicine](#) (NNLM) is to advance the progress of medicine and improve public health by providing all U.S. health professionals with equal access to biomedical information and improve the public's access to information to enable them to make informed decisions about their health.

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.
- Increase health equity through information.



About the *All of Us* Research Program

The [National Institutes of Health All of Us Research Program](#) (*All of Us*) is part of an effort to advance individualized health care by enrolling one million or more participants to contribute their health data over many years. The program aims to reflect the diversity of the United States and to include participants from groups that have been underrepresented in health research in the past.

NNLM and *All of Us*

The [NNLM All of Us Community Engagement Center](#) (CEC) is a partnership between NNLM and *All of Us* to provide resources for NNLM members to raise awareness about *All of Us* and to partner with communities who are underrepresented in biomedical research in order to improve health, digital, and related literacy skills.

This award is supported by funds from the National Library of Medicine, National Institutes of Health under cooperative agreement number UG4LM013729 at the University of Iowa, Hardin Library for the Health Sciences.

Purpose

The CEC Community Awards will provide funding to public library and community-based organization programs to meet the following goals:

- Further individual and communities' health and health literacy, digital literacy, and/or public understanding of clinical research.
- Build and strengthen partnerships with communities who are underrepresented in biomedical research (UBR) ([Descriptions \(PDF, 143.97 KB\)](#)).
- Raise awareness of *All of Us*, the National Institutes of Health (NIH) precision medicine research program.
- Increase awareness and use of NNLM *All of Us* learning activities and National Library of Medicine (NLM) and other trustworthy health information resources to inform personal health and wellness decisions.

Funding Pathways

We are offering two pathways for the community awards:

Health Programming

This award will support NNLM members to design and implement virtual and/or hybrid (virtual and in-person) programming to increase community skills in [health literacy](#), [digital literacy](#), and/or public understanding of clinical research.

Amount: up to \$15,000 each

Number of Awards: 15

Digital Information Access

This award will support NNLM members to broaden online health information access in their community through technology and programs. Projects will increase community skills in [health literacy](#), [digital literacy](#), and/or public understanding of clinical research.

Amount: up to \$40,000 each

Number of Awards: 4

Important Dates

Accepting Applications Until: October 15, 2021

Application Review: October 18-22, 2021

Award Decision: October 25-29, 2021

Funded Projects Completed By: April 1, 2022

Eligibility

To be eligible to apply, your organization must be:

- An NNLM member. [Not yet a member? Sign up for free!](#)
- A community-serving organization (public libraries, community-based organization, etc.) or a partner with community-serving organization for the project.
- Based in the United States and/or U.S. Territories.

**We strongly encourage first-time
NNLM award applicants and new
NNLM members to apply!**

Serving & Partnering with UBR Communities

Proposed projects must involve and partner with medically underserved communities and/or communities who are Underrepresented in Biomedical research (UBR). Descriptions for UBR communities can be found [at this link \(PDF, 143.97 KB\)](#) or in the table below:

Diversity Category	Descriptions
Race & Ethnicity	Individuals who identify as other than White and non-Hispanic (i.e. Asian; Black, African or African American; Hispanic, Spanish, or Latino; Native Hawaiian or Pacific Islander; Middle Eastern or North African)
Access to Care	Individuals who have not had a needed medical visit in the past 12 months or cannot easily obtain or pay for medical care as needed
Age	Children 17 or younger and adults 65 or older
Annual Household Income	Individuals with household incomes equal to or below 200% of the Federal Poverty Level
Disability	Individuals with either a physical or cognitive disability
Educational Attainment	Individuals with less than a high school degree or equivalent
Gender Identity	Individuals who identify as gender variant, non-binary, transgender, or something else
Geography	Individuals who reside in rural and non-metropolitan areas
Sex Assigned at Birth	Individuals who are neither male nor female (i.e. intersex)
Sexual Orientation	Individuals who identify as asexual, bisexual, gay or lesbian or something else

Source: Mapes, Brandy M et al. "Diversity and inclusion for the *All of Us* research program: A scoping review." PloS one vol. 15,7 e0234962. 1 Jul. 2020. doi:10.1371/journal.pone.0234962 ([PMC link](#))

Funding Requirements

You will be required to review and acknowledge the following funding requirements during application submission. More detail on each of the requirements is outlined in the following pages.

- Work with your assigned award liaison to meet project and award goals.
- Work with the NNLM Evaluation Team to modify, create, and carryout the project evaluation.
- Incorporate NNLM, NLM, and *All of Us* learning activities and resources to increase awareness of *All of Us* and National Library of Medicine (NLM) resources.
- Adhere to NIH guidelines for in-person engagement during COVID-19, which includes any in-person or hybrid programs funded through this award.
- Complete reports as needed during the award period as part of their project evaluation.
- Submit all invoices to the University of Iowa no later than 60 days after the project end date.
- Include an acknowledgment of NIH grant support and a disclaimer on any resources developed with project funds.
- Ensure all web-based resources developed for the project are accessible to the greatest possible number of people by adhering to standards described in [Section 508 of the Rehabilitation Act](#).
- Deposit any peer-reviewed manuscript upon acceptance for publication in [PubMed Central](#).
- Share any data or training material resulting from funding with the University of Iowa.
- Use or adapt existing training materials as appropriate before developing new materials.
- Adhere to the NIH publication and copyrighting policy as outlined in the [NIH Grants Policy Statement](#).

Technical Assistance

If your project is awarded, a CEC staff member will be assigned as your award liaison for your project's duration. Your award liaison will provide you with a workbook that will include the main components of your application (project summary, work and staff plans, etc.) to help you complete your project activities and meet your goals within the award period. Your award liaison will provide direct assistance and connect you to appropriate support resources throughout the project, including help with reporting, invoicing, and any other issues.

NNLM is committed to funding first time awardees, new NNLM members, and those institutions with less resources in program development. To ensure funding reaches UBR communities, NNLM commits to technical assistance and support to all awardees. For the first 30-60-90 day period, the awardee will work with NNLM to ensure the program plan is in place and progressing. The Progress Plan is not intended to be burdensome; the whole process of completing the reports and working with NLM should add no more than 10 hours during the 90-day period. The following page provides a breakdown and description of reporting to be completed.

Progress Plan

The Progress Plan serves as part of the technical assistance CEC staff will provide to support your project.

30 Days

- Monthly Progress Report (see **Award Reporting** for details).
- Evaluation Plan: The awardee and the NNLM *All of Us* Evaluation Team will develop a logic model and evaluation plan based on project goals that will be used for program decision making and reporting. *Based on Application.*
- Staff and Partner Plan: The awardee will identify current staff/partners, and develop a recruitment plan for needed staff/partners. *From Application.*
- Work Plan: The Work Plan is a vehicle that guides the implementation of your awarded project, focusing mostly on the Project and Budget Narratives, and Timeline. The Work Plan covers the entire project period of performance and should be reviewed frequently to ensure that you are accomplishing the intent of the project. Your Work Plan will outline goals, objectives, activities and task, responsible staff, and intended outcomes. *From Application.*

60 Days

- Monthly Progress Report.
- Finalized Letters of Commitment: Fully executed (signed) Letters of Commitment for all partners. Letters must detail specific roles, responsibilities, resources/contributions or activities that will be undertaken by the partner.

90 Days

- Monthly Progress Report.
- Progress Review: Your project team and your CEC award liaison will review all reports and discuss the progression of the project.

Award Reporting

You may complete the following reports during the award period as part of tracking and evaluating your project. Some reporting structures are subject to change based on what you and your CEC award liaison determine is most appropriate to track project success.

Templates will be provided for all report types.

Report Type	Descriptions
Monthly Progress Report	Awardee will submit a 1 page monthly report providing information on activities completed over past month.
Technology Report	If awardee is purchasing technology for the project, you must complete a technology report before you submit the Final Report.
Health Programming Survey	Awardee will ask attendees to complete a survey at the end of each virtual, hybrid, or in-person program offered.
Final Report	Awardee will submit a final report upon completion of the project, or by April 15, 2022, whichever comes first.

NNLM, NLM, and *All of Us* Resources

Projects will incorporate NNLM, NLM, and *All of Us* learning activities and resources to increase awareness of *All of Us* and National Library of Medicine (NLM) resources. Your award liaison will provide you with the appropriate materials and training as needed.

Please note, the goal of this award is to raise awareness, not to recruit for or represent *All of Us*.

To learn more about these resources and how to best implement them, refer to the Integrating NNLM, NLM, and *All of Us* Resources section under **Proposal Resources** for ideas.

COVID-19 Health & Safety Guidelines

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

The CEC and NNLM adhere to NIH guidelines for in-person engagement during COVID-19, which includes any in-person or hybrid programs funded through this award. If awarded, applicants must agree to work with CEC staff to determine allowable programs and develop alternative project strategies as needed. Based on COVID-19 conditions in your community, this may include cancelling in-person components of a hybrid event.

Funds Invoicing & Reimbursement

All sub-awards are cost reimbursement and are issued to the organization, not the individual. Line-item invoices must be submitted for reimbursement of expenditures.

The final day to use funds is **April 1, 2022**. Detailed invoices can be submitted as frequently as monthly and final invoices will be submitted to the Institution no later than 60 days after the project end date.

NIH Funding Requirements

All projects funded through the National Institutes of Health (NIH), of which the NLM is an institute, must also comply with the following federal requirements. They are also outlined in the [NNLM Guidelines for Award Requirements: Federal Requirements](#).

NIH Acknowledgement

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

Developed resources reported in this [publication, press release, internet site] 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.

508 Compliance

Materials and programming developed for this project will be designed to be inclusive to the greatest possible number of people by adhering to standards described in [Section 508 of the Rehabilitation Act](#). Virtual and in-person health programming are required to be accessible through closed captioning, language interpretation, including American Sign Language and other Sign Languages, and other forms of interpretation. This includes other accessibility and inclusion methods determined to serve the community based on their needs. These will be allowable expenses and should be detailed within your Budget.

NIH Public Access Policy

The [NIH Public Access Policy](#) ensures that the public has access to the published results of NIH-funded research. Recipients of NNLM funding are required to deposit any peer-reviewed manuscript upon acceptance for publication in [PubMed Central](#).

Data Sharing & Development of Training Materials

To facilitate the dissemination of knowledge and information associated with the NNLM Cooperative Agreement Award, all awardees are required to share any data or training material resulting from funding. In addition, recipients of funding are expected to use or adapt existing training materials before developing new materials. Consult with your CEC award liaison prior to developing materials.

Publication & Copyright

Per [Section 8.2.1. - Rights 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 as a result 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 award participants and consultants are also subject to this policy.

How to Apply

Step 1

Download Application Materials

Downloadable and editable versions of all application materials can be found on the next page under **Application Checklist**. This Checklist will help you keep track of all materials you need to submit.

Step 2

Read Instructions and Prepare Your Application

Step by step instructions on how to prepare your application materials can be found in the [Application Template \(DOCX, 222.28 KB\)](#). You will also submit much of your project plan directly in this Template, so it is an important document to keep on hand. See page 16, **Application Template Overview** to see what to expect.

Step 3

Submit Your Application to the Online Submission Form

Applications are complete and ready for review only when all materials are submitted through our [Online Submission Form](#). Instructions on how to use the Form are also in the Application Template. For any issues with the submission process, contact us using the [Award Interest Form](#) or at lib-nnlmallofus@uiowa.edu.

TIP: Refer to the [Evaluation Rubric \(PDF, 64 KB\)](#) to see how your project application will be assessed.

Application Checklist

Keep track of your application materials using this checklist:

Document	Link
<input type="checkbox"/> Application Template	Template (DOCX, 222.28 KB)
<input type="checkbox"/> Letter(s) of Commitment from Your Community	Template (DOCX, 17.35 KB)
<input type="checkbox"/> Primary Project Staff Resumes/ CVs	Accepted formats: DOC, DOCX, TXT, PDF.
<input type="checkbox"/> Budget	Template (XLSX, 20.13 KB)
<input type="checkbox"/> Online Submission Form	Link

All documents must be completed and submitted through the Online Submission Form to start the review.

The **Application Template** provides in-depth instructions on how to complete application documents. See the following pages for an overview of its contents.

TIP:

The **Proposal Resources** section provides resources and ideas to design your project, write your proposal, and identify relevant data.

Application Template Overview



The Application Template is designed to guide you through the project planning process. Your first step in submitting an application is to review the Application Template in its entirety. The following page provides a brief overview of the Application Template contents.

[Download the Application Template \(DOCX, 222.28 KB\)](#)

Application Template Sections

Section Name	Description
Project Overview	A brief overview of your project used as the basis to complete your application.
Your Community of Focus	Describe the community/ies of focus for your project and provide evidence describing what community needs the project will address.
Work Plan	Your project's blueprint. Detail the overall project design. The Work Plan provides specific actions and outcomes that align with your projects goal, community of focus, staffing, and budget.
Staff Plan	The Staff Plan addresses the staff and partners that will be involved in the project. Describe major roles and responsibilities for the project.
Budget	Create the budget and provide a justification narrative.

Proposal Resources



This section provides some helpful resources to guide you as you plan your project.

The CEC will host an informational webinar with live chat Q&A, which will include best practices on writing an application for this award, on September 17, 2021 at 9am PT/ 12pm ET. Register now at cecawardwebinar.eventbrite.com.

Project Ideas

To get inspired, browse NNLM's [Past Funded Projects](#). These are projects that were funded by the NNLM and/or *All of Us* from 2016-present and are now complete. Check out the following for additional project ideas:

For Health Programming

- Community health fairs
- Speaker/Author events
- Panel discussions
- Book clubs
- Film screenings
 - Example: [Life Interrupted Film Screening](#) (June 2021)
- Grab and go kits
- Virtual/Hybrid events – live stream, recorded
- Check out [Programming Librarian](#), an ALA resource hub for different library program ideas on health and wellness
- Past funded programs
 - [All of Us BGHF Minds Matter Houston](#)
 - [Promotional video](#)
 - [Event recording](#)
 - [BlackLivesMatter: Community Health All-Night](#)
 - [Blog post](#)
 - [Event website](#)
 - [Health Information Partnerships for Brooklyn](#)

For Digital Information Access

- Purchase loanable technology (hotspots, laptops, etc.)
- Digital Literacy programs
- Grab and go technology kits
- Mobile/pop-up programs in the community
- Past funded programs
 - [Connecting and Improving Digital Literacy & Health Literacy Outcomes in Public Housing](#)
 - [Wash & Learn: Health Libraries in Laundromats - Minnesota](#)

Integrating NLM, NNLM, and *All of Us* Resources Into Your Project

Your project plan must include how you plan to integrate NLM/NNLM/*All of Us* resources to achieve the award's purpose. The following are examples of resources we provide and suggestions for ways to share them with your community. If awarded, your award liaison will work with you to successfully integrate these resources into your project implementation.

All of Us Resources and Tools

A few ways to share *All of Us* resources with your community

- NNLM *All of Us* learning activities
 - [Learn Internet Skills in English and Spanish](#)
 - [How to Judge a Health Claim in English and Spanish](#)
 - [Digital Health Literacy resources](#)
- [NNLM Reading Club – booklists and guides on health topics](#)
- [MedlinePlus](#) – NLM consumer health database, also in Spanish
 - [Bookmarks, handouts, and graphics \(NNLM can provide\)](#)
 - [Drugs, Herbs, and Supplements database](#)
 - [Medical Encyclopedia](#)
 - [MedlinePlus Magazine](#)
- [NIH *All of Us* Research Program](#)
 - Handouts and graphics (can provide)
 - [What is Precision Medicine? \(YouTube Video\)](#)
 - [What is *All of Us*? \(YouTube Video\)](#)
 - [All of Us Research Program Playlist](#)
- Presentation slides about MedlinePlus, *All of Us*, health literacy, and other topics (NNLM can provide)
- Displays and handouts
- Social media campaigns
- Host an *All of Us* booth at an event
- Add MedlinePlus to your website as a public resource
- Bookmark MedlinePlus and/or *All of Us* on all technology
- Collaborate with a local *All of Us* partner for a program (NNLM will help make that connection)
- Invite an *All of Us* Ambassadors to present at an event (NNLM will introduce you)
- Add slides on *All of Us* and NLM resources (ex. MedlinePlus) to your presentations (Templates are available)
- And more!

Grant Writing Resources

- [NNLM Proposal Writing Toolkit](#)

Data Resources

- [Community Health Rankings](#)
- [U.S. Census Data Dashboard](#)
- [Medically Underserved Areas/Populations Find Tool \(HRSA\)](#)
- [Rural Health Grants Eligibility Analyzer \(HRSA\)](#)
- [Minority Health Social Vulnerability Index Explorer \(CDC\)](#)

If you would like to discuss your project plans or have questions about the grant writing process, please contact the CEC Office using our [Award Interest Form](#) or email us at lib-nnlmallofus@uiowa.edu.

Application Review & Decisions

Applications are due October 15, 2021. The following week, reviewers will score applications using our [Evaluation Rubric \(PDF, 64 KB\)](#). High quality proposals will clearly:

- Align with NNLM, *All of Us*, and CEC Community Award goals.
- Demonstrate evidence of need for the project in your community.
- Facilitate meaningful engagement and partnerships with UBR communities in your area.
- Outline a feasible work plan to ensure project's success.

Award decisions will be sent to applicants by email the week of October 25th. Formal email communication from the CEC will come from: lib-nnlmallofus@uiowa.edu.

Need Help?

CEC staff are available for consultation and training on relevant NLM and *All of Us* resources and potential projects. Complete the NNLM CEC [Award Interest Form](#) or email us at lib-nnlmallofus@uiowa.edu and someone will respond within three business days.

The CEC will host an informational webinar about the award, the application process, and best practices for writing a successful application. Please register to join our livestream and chat Q&A on September 17, 2021 at 9am PT/ 12pm ET: cecawardwebinar.eventbrite.com

The recorded webinar will also be made available on our [YouTube page](#).

Glossary

Term	Description
<i>All of Us</i>	<i>All of Us</i> Research Program
Applicant	An organization who is applying a Community Award
Awardee	An organization who has received a Community Award
CEC	NNLM <i>All of Us</i> Community Engagement Center
HHS	U.S. Department of Health and Human Services
NEC	NNLM National Evaluation Center
NIH	National Institutes of Health
NLM	National Library of Medicine
NNLM	Network of the National Library of Medicine
NTO	NNLM National Training Office
RFP	Request for Proposals
UBR	Underrepresented in Biomedical Research - Descriptions (PDF, 143.97 KB)