



Health Information Outreach Award Subaward Program 2023-2024

Network of the National Library of Medicine: Region 7
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Health Information Outreach Award: Region 7

Funding

Period of Performance: May 1, 2023 – April 30, 2024

Amount: up to \$20,000

Number of Awards Available: 8

Application Deadline: December 15, 2022

Additional Information: All sub-awards are cost reimbursement. Line-item invoices must be submitted for reimbursement of expenditures.

Online Application: <https://www.nlm.gov/funding/rfa/health-information-outreach-award-region-7>

Description of Award

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. 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. The NNLM Regional Medical Libraries (RMLs) and Offices rely upon partnerships with Network members to achieve these goals by providing training and funding for local outreach programs. The award's primary aims are to broaden access to and awareness of health information resources, with an emphasis on those resources provided by the NLM, and increase communication channels between librarians, health care professionals, government, and community- and faith- based organizations. The programs are intended to help a variety of users, with a focus on minority and other underrepresented populations and the health professionals who serve them, make the most effective use of information and decision-support resources that hold the promise of promoting healthy behaviors, preventing costly and debilitating illness, and improving health outcomes when disease occurs.

Background/Purpose

The purpose of the Health Information Outreach Award is to provide support for projects that improve health information literacy and increase the ability of patients, family members, students and members of the public to find and use health information; or improve health professionals' access to, awareness of, and skills for locating high-quality biomedical and health information. Awards should

focus on building partnerships, collaborating with local community groups, and other key groups to reach underserved populations in the region with health information outreach projects.

Proposal Requirements and Preferences

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

Preference will be given to projects that reach underserved, minority and underrepresented communities 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

Potential Project Ideas

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

- Training unaffiliated, minority, urban or rural health professionals in effective use of electronic health information resources for evidence-based practice with an emphasis on NLM databases and NNLM resources.
- Exhibiting or presenting at local meetings or organizational events to share completed outreach projects and promote NLM products and services.
- Evaluating health information and training needs of a target audience and implementing a training plan for that audience.
- Programs on locating and evaluating consumer health information found on the Internet.
- Incorporating NLM health and science information resources into new or existing health programs. See [National Health Observances](#) slide show for some ideas.
- Development of supplemental educational materials using NLM resources for educators/teachers.
- Train-the-Trainer projects that enhance the skills of library/organization staff and other consumer health information intermediaries to train a target population on locating and evaluating health information.

RML/Office staff are available for consultation and training on applicable NLM resources.

Eligibility

- Must be a Network Member of the NNLM. Not a member yet? [Join now for free!](#)
- If you have questions, please reach out to nnlm-region7@umassmed.edu.
- Organizations, in most cases, are only eligible to apply for awards from the Regional Medical Library that serves the state in which they operate in. Please contact the RML/Office for further clarification.

Application Submissions

Overview

You will need to submit your application online. It is recommended that you use the following outline to draft your proposal, then submit online since you can't save and return to the form later.

Required Attachments

- Project Proposal
- Budget Sheet ([template provided](#)-Download)
- Budget Justification ([template provided](#))

You also will attach and submit:

- Personnel CVs and resumes
- Letters of Institutional Commitment or Support, if applicable
- Request for Not Human Subjects Research Determination or Assessment, if applicable

Project Proposal

- **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. Please 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.
- **Project goals and objectives:** State the goal(s) and specific objectives(s) of the proposed project. Goals should align to the [NNLM Goals and Objectives](#). Please review the [National Evaluation Center \(NEC\)](#) resources for information on how to create evaluation plans and objectives.
- **Implementation:** Describe what will be done to meet project objectives and its rationale. Include tasks to be performed and who will perform them.
- **Schedule/Timeline:** Include a timeline for implementing the plan to meet objectives.
- **Evaluation Plan:** Describe how the project will measure success. Include data collection frequency, type of data to be collected, tools, and how data will be used or disseminated. Please review the [National Evaluation Center \(NEC\)](#) resources for information on how to create evaluation plans and objectives.

- **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 communication to the targeted community beyond the cooperative agreement period.

Budget

Awards are cost-reimbursable and are issued to the institution, not the individual. The budget sheet and justification can be uploaded in the attachments section of the online application. Budget fields will accept numbers only. Enter each amount to the nearest whole dollar. If a budget line is not applicable for 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. Check with your RML/Office for specifics on personnel.
- **Specialized Equipment >\$5,000:** 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. For smaller equipment such as laptops, tablets, printers, etc. use the supply line.
- **Travel:** Estimates for travel. Include description and any quotes in the budget justification or as other attachment.
- **Other Direct Costs (examples)**
 - **Materials & Supplies:** Publication costs and other materials. Include description and any quotes in the attached budget or as other attachment. Examples include, laptop, projector, printer, books for book kits, etc.
 - **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.
 - **Consultant Costs:** Estimated expenses from consultants, such as marketing firms or other agencies; submit the following information in your budget justification: name of consultant, description of work, hourly rate, total amount/not to exceed amount, and period of performance.
 - **Contractual Costs:** Estimated expenses for any outside services, such as graphic design, web development, etc. Submit the following information in your budget justification: name of service provider, description of work, hourly rate, total amount/not to exceed amount, and period of performance.
- **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.
- **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](#).

Online Application

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.
- **Dollar Amount Requested:** The amount specified should not exceed the limit established by the RML/Office. Contact your RML/Office if you have questions about the funding amount. This field will accept numbers only. Enter the amount to the nearest whole dollar.
- **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 September 1, 2021 – April 30, 2022.
- **Beneficiaries and Roles:** Select all primary populations benefiting from your project. If not explicitly identified in the proposal, please do not select it here.
- **Participants**
 - 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
- **Participants' 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 o Educational and Research Institutions
 - Educator, College & Post-grad o Educator, K-12
 - Emergency Preparedness and Response
 - Federal Agencies, Departments, etc.
 - General Public o Health Care Provider
 - Historian o 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 7 for more information.

Gather all documents that will be attached to your application, including personnel CVs and resumes, letters of institutional commitment or support, budget, and budget justification (if applicable).

Additional Information

Grant Writing Resources:

For support in grant writing, please see the [NNLM Grants and Proposal Writing Course](#) for tips on award applications.

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. 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 Section 508. [Information on 508 Compliance.](#)

Reporting Requirements:

Reporting Requirement	Access	Timeline
Activities and Participants – Submitted through the NNLM Data Reporting System (DRS)	Subawardees must add reports on their individual project page which is accessible via the institutional record. An assigned coordinator will provide training and assistance on using the DRS.	Within the first five days of the month following the activity/exhibit completion
Final Report –Submitted through the NNLM DRS	Same as above.	Within 30 days of project completion
Required if Applicable		

If technology is purchased or provided: NNLM Technology Report	NNLM Technology Report	Submit before the final report
If funds are included for librarian professional development: NNLM Professional Development Report	NNLM Professional Development Award Report	Within 30 days after the last day completed
If programming is provided to patrons or community members: Project Outcome	PLA Project Outcome	Immediately following program completion- be sure to check the box to ensure NNLM has access to the data.

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 must be submitted to the following collection sites as applicable:

- [Network of the National Library of Medicine](#) (NNLM) website;
- Other websites specifically designated by the NLM as part of the Network of the National Library of Medicine (considering changes in the project and data repositories required to maintain sharing within the Network).

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

Publication and Copyrighting:

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 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 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. Please consult with your RML/Office for the specific acknowledgment statement to be used for your project award.

Application Review and Scoring Criteria

Review and selection of proposals - reviewers selected by the RML/Office. The Review Committee is made up of Network members who represent the Region, public libraries, a variety of health science libraries, and community organizations. The Review Committee will make final recommendations for funding to the Associate/Executive Director of the RML/Office. Applicants will receive a copy of reviewer comments along with a final decision regarding funding.

Scored Review Criteria: Scale: 1-100

The application will be scored in the following areas:

- **Significance (15 points max):** Does the proposed program make a significant contribution to the mission of NNLM. Is there information on the target population provided? Are there estimates of the potential population and the portion expected to be reached? Is the target group or population described and the actual or perceived need for the proposed program is discussed?
- **Methodology/Approach (40 points max):** Does the statement show the logic and feasibility of the technical approach to reaching the target group or community? Are the types of outreach services provided for the target population appropriate, creative and cost-effective? Does the project plan demonstrate sustainability or the ability to provide lessons learned for future programs? Does the proposed project add value to other initiatives? Does the project use local partners? Does the proposal include a timeline or implementation schedule for major events and activities? Does the program specify what NLM resources or NNLM national initiatives will be promoted and how they will be utilized throughout the project?
- **Evaluation (15 points max):** Is there an evaluation plan? Does the plan make sense given the goals and objectives? Is there a timeline and are individuals assigned responsibility for milestones or tasks? Are there other forms of evaluation that the project should consider or add? Is the plan thorough enough or feasible for the project?
- **Project Staff (15 points max):** Does the proposed personnel have experience in developing and conducting outreach and/or training programs in health information for patients, the public or health professionals. Do the proposed personnel have prior experience working with the target group? Is there evidence of institutional facilities and

resources adequate to support the proposed programs. If applicable, do project partners bring experience to the project team?

- **Budget (10 points max):** Is the proposed budget within funding limits? Is the budget justification sound? Could budget items be eliminated or reduced without jeopardizing the project? Does it include money within allowable line items? Do they have line items that account for all the requested money?
- **Diversity, Equity, and Inclusion (5 points max):** Does the application identify inequities and disparities or target underserved populations? Is the organization using an inclusive, community-engaged process for planning and implementation if they are proposing community-based programming?
 - NIH-designated U.S. health disparity populations include Blacks/African Americans, Hispanics/Latinos, American Indians/Alaska Natives, Asian Americans, Native Hawaiians and other Pacific Islanders, socioeconomically disadvantaged populations, underserved rural populations, individuals with a physical or mental disability, sexual and gender minorities, individuals under 18 or over 65, and individuals with less than a high school degree.
- RML/Office staff and Network members will review and score applications using a standardized RFP scorecard.
- Reviewer score sheets and comments will be shared with the applicant. If further clarification is needed, the applicant will be given 1 week to submit more information.
- The RML/Office will provide a subaward agreement for all approved projects. All sub-awards are cost reimbursement. Line-item invoices must be submitted for reimbursement of expenditures. Invoices may be sent monthly.