

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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LIVE

This webinar is now live.



It is being recorded.



Please remain muted.



Welcome

Central East PTTC Webinar

Getting Your Grant Application Started

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Acting Executive Director

Deborah Nixon Hughes
Project Director



Central East (HHS Region 3)

PTTC

Each TTC Network includes 13 centers.



Network Coordinating Office

National American Indian and Alaska Native Center

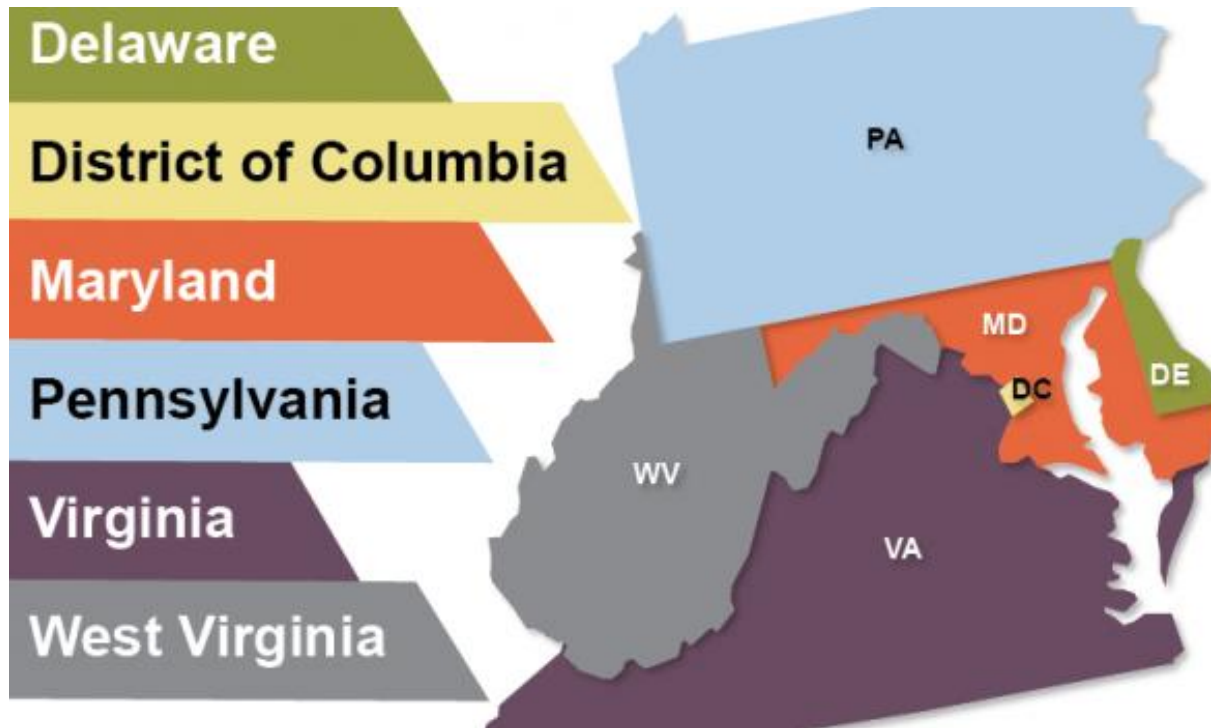
National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)



Central East Region

HHS REGION 3



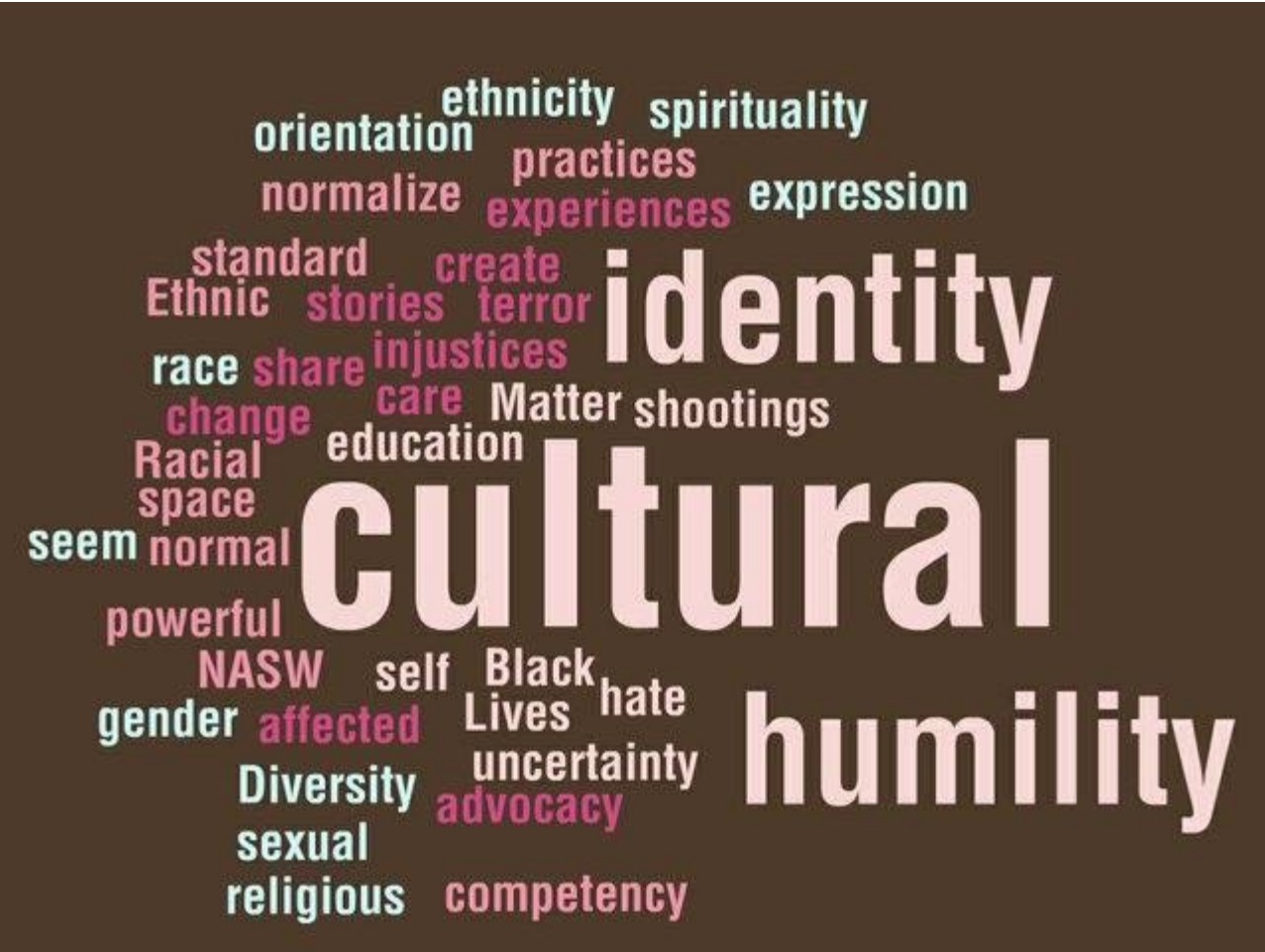
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



PTTC Mission



To Strengthen **the Capacity of the Workforce to Deliver Evidence-Based Prevention Strategies and Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances**



Central East PTTC Specialty Area

Engaging and Collaborating with Primary Care Providers for Substance Use Prevention



Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

Consistent with
Regional, State
and Local
Needs

No cost

Data Driven

EBPs provided
by Subject
Matter Experts



PTTC Focus Areas

- Opioid/harm reduction strategies
- Suicide prevention and substance use overdoses
- Youth vaping/tobacco
- Youth alcohol and suicide
- Health equity and the elimination of disparities
- Trauma
- Workforce leadership development series-
strategic planning/SPF; data-informed decision-
making; environmental strategies



Other Resources in Region 3



Central East (HHS Region 3)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

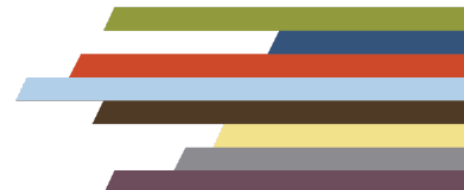
Getting Your Grant Application Started

Daniel Webb, Ph.D.

www.catalyst-insight.com

www.catalystresearch.net

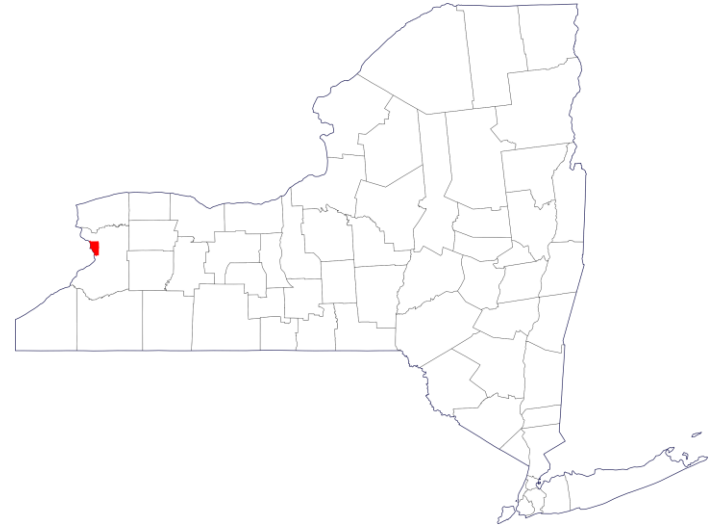
February 3, 2022



Presenter(s)

Dan Webb, Ph.D.

- Co-owner, Catalyst Insight and Catalyst Research
- Headquartered in Buffalo, NY
- 18 years in the prevention field
- Expertise in grant writing, program evaluation, survey development, and data analysis/reporting
- Excited to be presenting today and looking forward to a great session!



Learning Objectives/Agenda

Welcome! Today we will...

1. Very briefly review the first session to provide context
2. Explore techniques for making the grant writing process more manageable
3. Explore practical approaches to satisfying response requirements within the allotted space
4. Explain how to create a community assessment



I. Review

In our last session, we covered:

1. Commonly used grant terminology
2. How and where to find grant opportunities appropriate for your organization
3. How to determine your eligibility for grant opportunities

Assuming you are ready to move forward...



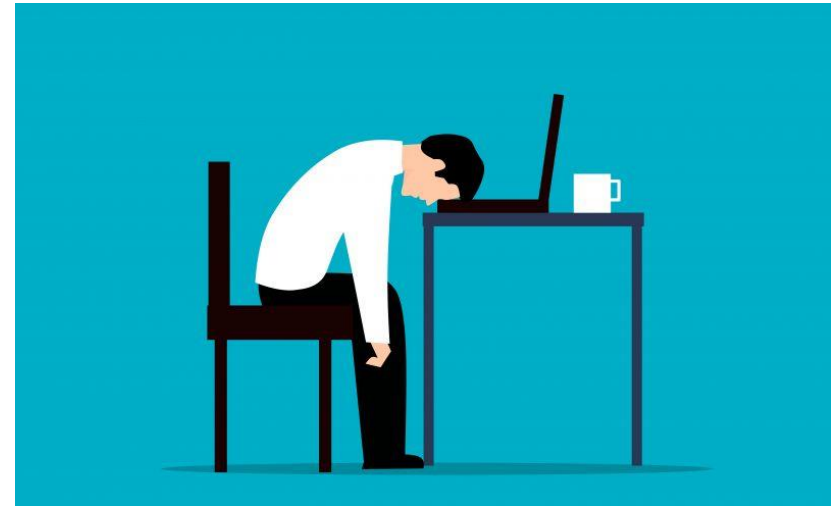
II. Making Things Manageable

Proper grant writing management can make the difference between

This

and

This



II. Making Things Manageable

When planning to write a grant, consider these well-established practices:

- Decide whether to apply for the grant as soon as possible
- Create a team and assign tasks for each grant section
- Assign one team member to be the “keeper of the grant”
- Meet regularly to share progress on the application
- Work with experts when necessary (e.g., finance, program implementation, evaluation, research design)
- Set an early deadline for submission – do not plan to work until the last minute on your application!



II. Making Things Manageable

Some common setups for grant application completion include:

- Ask one team member to lead grant narrative writing with others providing data and completing attachments/forms
- Divide the grant narrative into sections, with each team member completing the narrative and supporting documents for that section
- Hire a grant expert to lead the grant writing process
- Compose any team structure similar to the above that meets the needs of your organization.



II. Making Things Manageable

In almost all cases, time will be your major obstacle. Without at least one month of lead time, your grant application will likely suffer.

Don't put yourself up against the clock – the clock usually wins.



III. Using Space Wisely

This section deals specifically with the grant narrative of your grant application.

- For most grant applications, you will need to complete a narrative. In almost all cases, the grant narrative is scored and will be the main factor in determining your success.
- Grant narratives commonly consist of sections related to:
 - Community overview / demonstration of need
 - Background of the applicant
 - Workplan or action plan (including goals and objectives)
 - Evaluation (how will you measure your program's impact?)



III. Using Space Wisely

Grant applications, especially at the federal level, are becoming shorter (~15 pages in length). This is good and bad news for applicants.

Good News:

- There's not as much writing to do
- You may be more likely to get volunteers to help
- You may be able to submit an application with short turnaround time

Bad News:

- You will almost certainly have more to say than space to say it in
- Determining what to include in your application may be difficult
- Every word is important to consider (may cause paralysis by analysis)



III. Using Space Wisely

Luckily, with some planning, shorter applications can be powerful and concise. Some tips:

- In all cases, follow the instructions in the grant notification. If you do not, your grant may not be reviewed at all. Formatting rules (e.g., fonts, line spacing, etc.) are commonly prescribed in the grant notification.
- Assume the person reviewing your grant knows nothing about your geographical area and community.
- Divide each grant section's points by the total points in the application to determine section lengths. Example:
 - If community assessment is worth 30 points of 100 in the grant...
 - ...then you can assign 30% of the total pages to the community assessment
 - In a 15-page application, this would mean 4.5 pages for the section
- Avoid repetition and extraneous information
 - This is most common in community and organizational overviews



IV. Community Assessment

What is a community assessment?

“A comprehensive description of your target community.”*



Location



History



Current Events



People



Current Issues



Root Causes/
Local Conditions



Priorities



Supporting Data

* https://www.cadca.org/sites/default/files/resource/files/community_assessment.pdf



IV. Community Assessment

Location, History, Current Events, and People

- As mentioned previously, you must assume that your grant reviewer will not be familiar with your location and history
 - Giving background and context specific to the grant announcement will make your application much stronger
- Include the following in your community assessment to orient the reviewers:
 - A definition of the physical geography of the community you plan to serve
 - Formational history of your community
 - Background on the residents of your community
 - Notable aspects of your community
 - Current events that affect the issue you are addressing in your application



IV. Community Assessment

Location, History, Current Events, and People

- For example:
 - A definition of the physical geography of the community you plan to serve
 - Location, size, proximity to population and travel centers, etc.
 - How do your location and geography factor into the issues addressed in the grant?
 - Formational history of your community
 - Background on how your community was formed and how it has changed over time.
 - How does the formational history of your community factor into the issues addressed in the grant?
 - Background on the residents of your community
 - Culture, ethnicity, age, socioeconomic status, educational attainment, etc.
 - Notable aspects of your community
 - What aspects of your community factor directly into the issues addressed in the grant?
 - Current events that affect the issue you are addressing in your application
 - What is currently happening in your community with regard to the issues in the grant?



IV. Community Assessment

Current Issues, Local Conditions, Priorities, and Supporting Data

- Build on the background you provided to directly address how you will use your grant award:
 - Discuss current issues/problems you will address with your grant award
 - Discuss root causes and local conditions associated with your stated issues
 - Set priorities for your community with regard to your stated issues
 - Use data that directly support your root causes and local conditions throughout the community assessment
- Creating a logic model for your community's target issues is an important way to “connect the dots” from the problem to the solution.
 - <https://www.cadca.org/resources/planning-primer-developing-theory-change-logic-models-and-strategic-and-action-plans>



IV. Community Assessment

Current Issues, Local Conditions, Priorities, and Supporting Data

- Root causes:
 - Every community has unique conditions that may encourage or discourage substance use
 - Root causes are the conditions in your community that make it more likely people will use substances
 - Some example root causes are access to substances, community norms favorable to substance use, insufficient enforcement of laws
 - Your root causes should be somewhat general in nature. For example, a root cause may be “youth access to alcohol in the community”
 - The specific ways youth access alcohol in the community are *local conditions*



IV. Community Assessment

Current Issues, Local Conditions, Priorities, and Supporting Data

- Local conditions:
 - Digging deeper into your root causes will reveal local conditions that drive substance use
 - These local conditions can be very specifically defined and, therefore, are actionable
 - For the example of “youth access to alcohol in the community,” some local conditions might include:
 - Parents allow their children to drink at home
 - Retailers sell alcohol without checking ID
 - Local festivals and events have inadequate monitoring
 - Choose root causes and local conditions that are supported by multiple data points (e.g., surveys, focus groups, archival data, etc.)



IV. Community Assessment

Current Issues, Local Conditions, Priorities, and Supporting Data

- Performing a root cause and local condition analysis will give shape to your overall grant application
- With well-defined root causes and local conditions, you will be able to create a concise and targeted community assessment section of your grant
- This shows the grant reviewer(s) that your community has given thought to the problem at hand and used data-driven planning to address the problem
- For more, see CADCA's environmental strategy primer:
 - <https://bit.ly/3ImnoBB>



Contact Us



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

a program managed by



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