Technical Information

SAMHSA
Substance Abuse and Mental Health
Services Administration

This training was developed under the Substance Abuse and Mental Health Services Administration's Prevention Technology Transfer Center task order. Reference # 1H79SP081018.

For training use only.

LIVE

This webinar is now live.

It is being recorded.

Please remain muted.

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Welcome

Central East PTTC Webinar

Introduction to Grant Writing for Prevention Organizations Session 3:
Common Grant Sections

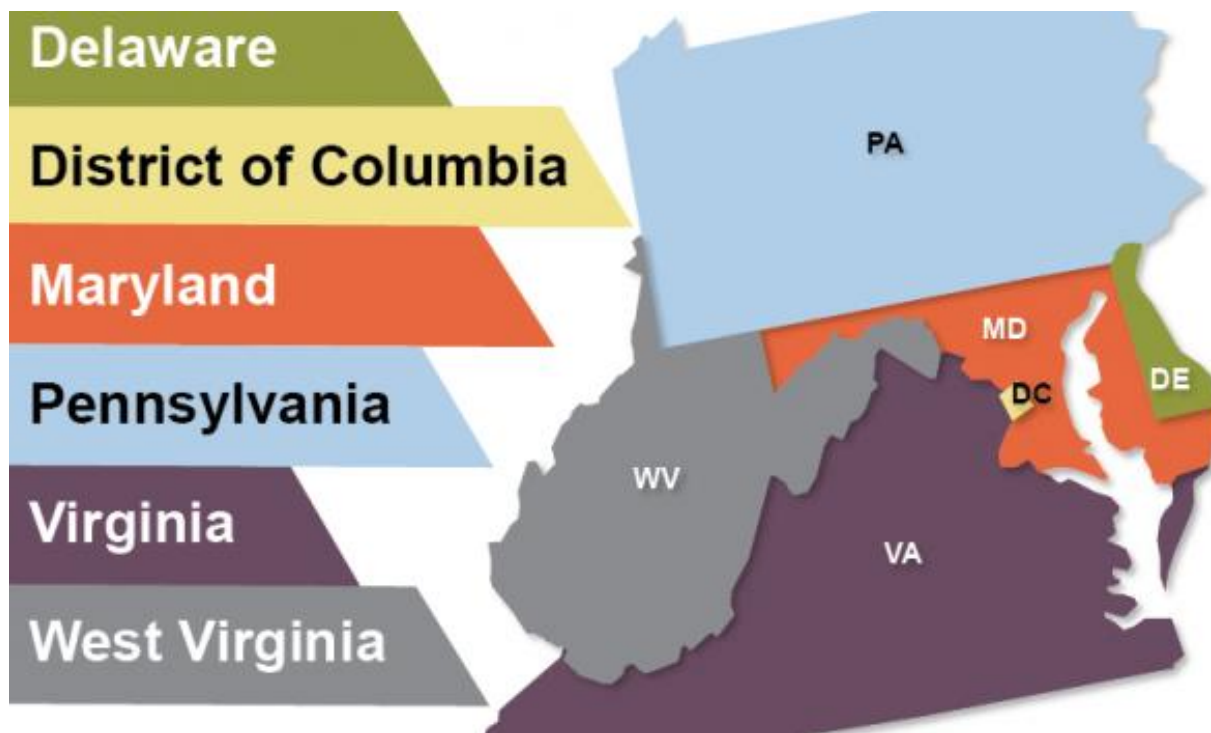*The Central East PTTC is housed at the Danya Institute in Silver Spring, MD*

Oscar Morgan
Executive Director

Deborah Nixon Hughes
Project Director

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Central East Region

SAMHSA REGION 3

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

PA
MD
DC
DE
WV
VA

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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.

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PTTC Mission

1 To Strengthen the Capacity of the Workforce

2 To Deliver Evidence-Based Prevention Strategies

3 Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances

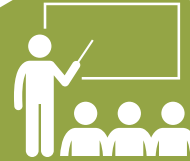Central East (HHS Region 3)
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Services Available

Online Courses

Technical Assistance

Skill Based Training

Webinar

Toolkits

Facilitate Prevention Partnership & Alliances

Research Learning Collaborative

Newsletter

Technology Driven Models

Literature Searches

Virtual Meeting

Research Publication

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Other Resources in SAMHSA Region 3

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

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

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Presenter(s)

Dan Webb, Ph.D.

- Co-owner, Catalyst Insight and Catalyst Research

- Headquartered in Buffalo, NY

- 20 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!

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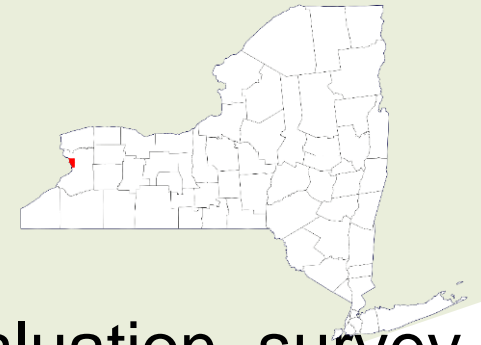
Learning Objectives/Agenda

Welcome! Today we will…

1. Explore aspects of a comprehensive community assessment

2. Discuss ways to describe your organization and its accomplishments

3. Develop skills for action planning

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I. Review

In our last session, we covered:

1. Review of eligibility requirements

2. Ways to assemble an effective grant writing team

3. Practical approaches to satisfying grant requirements in allotted space

Assuming you are ready to move forward…

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II. Community Assessment

What is a community assessment?
"A comprehensive description of your target community."*

Location

Current Issues

History

Root Causes/ Local Conditions

Current Events

Priorities

People

Supporting Data

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II. 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

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II. 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?

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III. Organizational Overview

- As with your community assessment, you must assume that your grant reviewer does not know about your organization or its programs
  - This section may also be referred to as "applicant background"
  - For example, you may work for a well-known organization (e.g. YMCA), but the reviewer will not know about your branch's history and current operations
  - The organizational overview section gives you a chance to talk about why your organization formed, what it has done in the community, and how it is well situated to effectively use grant funding.

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III. Organizational Overview

- Some items to include in your organizational overview:
    - How and why your organization came into existence
    - The history of your organization in the community
    - A description of your service area
    - A summary of your operations (# staff, fiscal overview, etc.)
    - A summary of the programs you offer
    - A summary of the individuals and groups you serve
    - Your organization's role and reputation in the community

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III. Organizational Overview

- Things to consider when writing your organizational overview:

  - What does your organization "bring to the table" that others do not?

  - What does your organization offer in terms of diversity, equity, and inclusion?

  - How has your organization contributed to community change, especially in areas addressed by the grant?

  - How is your organization prepared to hit the ground running if your application is successful?

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IV. Action Planning

- Most grant applications require a one-year action plan that describes the goals, objectives, and activities that will be undertaken if your grant application is successful.

    - Some applications require an action plan for all years of the grant (e.g., a yearly action plan for each year of a five-year grant)

    - Action planning should be done with purpose, as your action plan forms the basis on which the funder will evaluate your program's progress

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IV. Action Planning

- Almost all grant applications will have a required format for your action plan

  - Always use a template if one is provided!

  - Be sure to follow all instructions for font, margins, etc.

  - Ensure that you leave enough space for your action plan, as it is often the lengthiest section of an application

  - But do not let your action plan become your entire grant application…

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IV. Action Planning

- Items to include in your action plan

  - A goal or series of goals

  - A series of SMART objectives

  - Activities that support both the SMART objectives and the associated goal

  - Parties responsible for carrying out the activities
    - Do not have project staff as the lead for every activity

  - Timelines for implementation

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IV. Action Planning

Example

Goal: To have a safe and healthy community free from youth cannabis use
Objective 1: By December 1, 2025, reduce the percent of students indicating past 30-day cannabis use by two percentage points, as measured by the Community-Level Youth Development Evaluation.
Strategy: Provide education to parents and youth on the damage of cannabis youth on the developing brain

Activity	Who is Responsible	By When?
Implement Too Good For Drugs in Anytown ES and MS	Prevention provider	December 1, 2024
Create a media campaign to highlight the dangers of cannabis on youth brain development	Media committee Coalition members External evaluator Paid staff	March 1, 2024

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Q & A

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Contact Us

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

a program managed by

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