

Center for Global & Public Health

Innovative Evidence-Based Covid-19 Educational Outreach Grant

1. Purpose:

The Center for Global & Public Health Innovative Evidence-Based Covid-19 Educational Outreach (IEBCEO) Grant supports three projects, one each submitted by an individual Villanova University student or team, an individual faculty member or team, and an individual staff member or team to developing an innovative and engaging evidence-based educational message related to Covid-19 risk reduction, targeting the Villanova University community.

This grant provides support to students, faculty, and staff to engage in public health outreach for the benefit of our Villanova University community. The Center encourages innovative risk-reduction messaging that could include, for example, signage, brochures, e-brochures, YouTube videos, jingles, apps, or social media outreach. The Center is particularly interested in the development of positive messaging that is highly engaging.

2. Eligibility:

Eligibility for the IEBCEO is limited to students, faculty and staff at Villanova University during the 2020-2021 academic year. If teams include people of more than one category, the proposal will be categorized by the status of the Primary Investigator / team leader.

3. Award Amount & Restriction:

Proposals may include requests to support reasonable project-related expenses, including, but not limited to: supplies, consultation, and software. Funds may not be used for salary or stipends.

Total award amounts for a single project will be capped at \$500.

All expenses must be incurred between October 14, 2020 and May 1, 2021.

Funds may not be used to support travel to conferences.

4. Proposal Preparation:

Proposals should be no longer than five (5) single-spaced pages (12-point font and 1-inch margins), including the budget and excluding references. Supporting information can be placed in appendices, but should be kept to a minimum. The proposal should follow the following format, and headings should be used:

- a. Background evidence for the content as well as the educational effectiveness of the proposed medium
- b. Description of the proposed project including the target audience
- c. Plan for testing-marketing of the educational messaging
- d. Dissemination plan (poster, podium presentation, publication, media)
- e. Timeline
- f. Budget
- g. For student applicants, identification of and letter of support from a faculty mentor.
- h. References

In the cover email indicate your name, contact information, category (student, faculty, staff), program and year if a student, and members of your team, if any.

5. Proposal Submission:

Submit a SINGLE PDF file containing all combined documents to Nancy Sharts-Hopko, PhD, RN, FAAN, Interim Director, Center for Global and Public Health (nancy.sharts-hopko@villanova.edu). The subject heading should include the last name of the individual / team leader and IEBCEO, e.g., Smith IEBCEO. Proposers will receive confirmation of receipt. Paper copies will not be accepted. [SEP]

Proposals must be submitted by **September 21, 2020**.

6. Proposal Evaluation & Review Criteria:

Each proposal will be peer reviewed by a panel of experts appointed by the Center. Review of proposals will be based on the following criteria:

- a. The proposal addresses a messaging priority related to Covid-19 risk reduction.
- b. There is sufficient evidence in the peer-reviewed literature to support the proposed content as well as selected method of delivery.
- c. The proposed messaging is positive.
- ~~d.~~ A test-marketing plan is described.

- e. Budget and time-line are reasonable.
- f. The proposal is coherent and logical.

Applicants should note, if this project includes research, e.g. the assessment of outcomes for dissemination, that any research activities involving human subjects - “whether such research is undertaken on a large or small scale, whether it is preliminary or fully designed, whether it is student or faculty research, whether it is funded or non-funded, and whether it involves minimal risk or more than minimal risk” - will require approval from Villanova University’s Institutional Review Board (<http://www1.villanova.edu/villanova/vpaa/orgp/research/ora/compliance/board.html>) before the award is actually given.

Critical Dates:

Proposal submission deadline September 21, 2020 5:00 pm EST.

Announcement of awards: October 8, 2020.

Completion of submission of award expenses: May 1, 2021.



7. Post Award Requirements:

After receiving an award, and in order to be eligible for future awards, the recipient will be required to submit a brief report (no more than one page) that includes the significant outcome resulting from the Innovative Evidence-based Public Health Project grant to Dr. Ruth McDermott-Levy, Director of the Center for Global & Public Health at ruth.mcdermott-levy@villanova.edu by April 30, 2021.

Any presentations and publications as a result of this grant must acknowledge the Center for Global and Public Health, College of Nursing, Villanova University as the source of funding.

8. Questions?

Questions about proposal preparation or review can be addressed to Dr. Nancy Sharts-Hopko (nancy.sharts-hopko@villanova.edu).