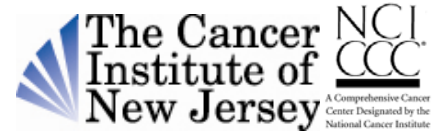




ROBERT WOOD JOHNSON
MEDICAL SCHOOL

University of Medicine & Dentistry of New Jersey



2008 Request for Applications

Novartis Outreach and Education Project

Important Dates:

Proposal Due: September 1, 2008
Awards Announced: October 1, 2008

The Cancer Institute of New Jersey
Novartis Outreach and Education Project (NOEP)
2008 REQUEST FOR APPLICATIONS (RFA)

The Cancer Institute of New Jersey (CINJ) is the only National Cancer Institute (NCI) designated Comprehensive Cancer Center in New Jersey. CINJ has a Network of 15 partner and affiliate hospital across the state. Our mission is to provide treatment, research, prevention, and education regarding cancer to the ethnically diverse statewide community.

The Novartis Outreach and Education Project (NOEP) has been made possible through a generous grant that was awarded to The Cancer Institute of New Jersey from Novartis Pharmaceuticals Corporation. The goal of NOEP is to provide support to organizations engaged in cancer outreach and education activities that are targeted toward New Jersey's medically underserved populations.

We are currently accepting applications for conferences or community education events that provide outreach and education about cancer clinical trials as well as education about the early detection and prevention of cancers such as, but not limited to breast, cervical, colorectal, and/or prostate cancer. The focus of this RFA is to support educational and screening activities that are designed to address unique barriers to education, prevention, and clinical trials messages among "medically underserved" populations (such as African Americans, Hispanics/Latinos, and Asian Americans), and target economically challenged populations and those populations with limited literacy skills.

Special attention will be given to requests that are innovative and include:

- 1) a cancer clinical trial education component
- 2) applicants who can demonstrate a prior history of conducting similar activities successfully
- 3) requests for partial support.
- 4) requests from a coalition of organizations.

The number of programs funded will be determined by availability of funding and the quality of applications submitted. Individual awards are for one year and will not exceed \$5,000. Applications and guidelines and instructions are included in this announcement.

APPLICATION DEADLINE: September 1, 2008

Guidelines and Instructions

Background:

Clinical trial research, both preventive and treatment oriented, is the foundation on which advances in cancer therapies are built. Despite this need, national accrual rates for cancer clinical trials among eligible patients are low, ranging from 3 to 5%. New Jersey cancer trial enrollment rates for eligible patients are approximately 5%. Perhaps even more striking than the low numbers is the lack of diversity among research participants. While the research community recognizes the importance of diversifying clinical trial research populations, barriers to this charge exist in both healthcare provider and medically underserved communities.

“Regular use of established screening tests can prevent the development of cancer by finding and removing premalignant abnormalities; screening tests can also improve survival by detecting cancer at an early stage when treatment is more effective” (*American Cancer Society, Cancer Prevention & Early Detection Facts & Figures 2007*).

Cancer rates have continued to fall, primarily due to increased awareness and usage of appropriate screening tests. However, disparities still remain as minority and medically underserved populations are less likely to seek screening services.

To bolster efforts to increase awareness and participation in screening services and clinical trials, the Novartis Outreach and Education Project of The Cancer Institute of New Jersey has adopted a two-pronged strategy that combines targeting outreach and education efforts to New Jersey’s medically underserved and health care provider communities.

Emphasis:

The purpose of this award is to provide support to organizations engaged in cancer outreach and education activities that are targeted toward New Jersey’s medically underserved populations. Specifically, we are interested in programs that identify and address unique barriers to cancer education, prevention and clinical trials messages among populations such as African-Americans, Hispanics/Latinos and Asian Americans. As well, we are interested in programs targeted toward economically challenged populations and those populations with limited literacy skills.

Projects that focus on the following are encouraged:

- Provide community outreach and education to specific groups and/or survivor populations regarding cancer clinical trials;
- Develop and distribute culturally appropriate and language appropriate materials for community members that address myths and misconceptions about clinical trial research;
- Integrate cancer clinical trials education with existing outreach and education activities to medically underserved populations about particular types of cancers such as breast, cervical, colorectal, and/or prostate;
- Develop innovative, culturally sensitive cancer prevention and education programs and materials that can be used in community and/or health care settings.

Special note for conferences:

- CINJ is especially interested in supporting conferences that demonstrate strategies which include plans for disseminating conference materials and products beyond the participants attending the event. Such strategies might include, but are not limited to, submitting articles for publication, posting information on a web site, and seeking formal opportunities to discuss conference information with others.
- Applicants may request full or partial support for conferences. Partial support is encouraged and the Advisory Board will consider the overall structure and design of the conference as well as the sub-component for which support is being requested.
- Under no circumstance will support be provided for conference held prior to the start date of the award.

Qualifications:

U.S. citizenship or residency is not required of project directors. Applications must be submitted in English, typewritten or word processed, and submitted on one side of each sheet of paper. Only one application per project director is allowed. The project director must document his/her affiliation with the sponsoring organization. Applications from for-profit entities will not be accepted. For-profit organizations may participate in projects as a member of the lead agency's coalition.

Selection process and review criteria:

An Advisory Board comprised of community members, advocates, health professionals and researchers will review applications. The reviewers will evaluate proposals based on the significance and originality of goals and objectives, availability of resources, reasonableness of the proposed budget, and the relevance and potential impact on the communities served. In addition, particular attention will be paid to the description of project goals and objectives, and the mechanisms used to measure the success or failure of the project.

Organizations applying for funding should demonstrate through previous history and their established mission, ability to mount, administer, and achieve the goals set forward in their application. Programs must also demonstrate ability to provide culturally competent and language appropriate materials to meet the multi-cultural and/or multi-lingual needs of their constituents when appropriate.

Expectations of recipients of a NOEP grant:

- Program Directors and staff must indicate a willingness to embark on a collaborative effort with CINJ to accept technical support and input into the design, planning and evaluation of project programs and activities, as appropriate.
- Conferences and community events must be held and completed within 12 months of the start date of the award.
- A Final Progress and Financial Report within 60 days of the close of the project.
- Agreement to submit a summary of participant evaluation ratings/comments and organizational comments (including discussion of what you learned and what you might do differently in the future) to CINJ no later than 90 days after the conference date.
- Acknowledgment of funding and support from the Novartis Outreach and Education Project of The Cancer Institute of New Jersey on any materials generated and used in conjunction with the funded program.

- Review and approval by CINJ of any promotional and educational materials, education curricula as well as evaluation materials that will be funded by and carry the name of the Novartis Outreach and Education Project of The Cancer Institute of New Jersey prior to use.
- Provision of file copies of any materials produced through the program to the Office of Community Outreach at The Cancer Institute of New Jersey.
- Notification to CINJ Office of Community Outreach staff of educational presentations and outreach events supported by the NOEP funded projects.

Note: Failure to comply with the above may result in the loss of full or partial funding of the project.

Payment:

Payment of the award will occur in two installments. One-half (50%) of the award will be awarded no later than thirty (30) days after your receipt of an award letter. The remaining one-half (50%) of the award will be awarded upon receipt of an accepted Final Progress Report and completion of an Exit Interview. Provisions for an accelerated payment schedule can be accommodated under special circumstances. Paperwork accompanying the initial award letter will detail the provision of the award.

Submission of application:

- Applications must be received by the Office of Community Outreach at The Cancer Institute of New Jersey **no later than 4:00 pm on September 1, 2008.** Late applications will not be accepted. **DO NOT FAX** your application.
- Submit original and 8 copies of application to the address below.
- Received applications must be complete to be reviewed. Failure to adhere to this guideline will result in delayed processing and/or refusal of the application.
- All applications must be either typewritten or word-processed and must be submitted in English.

Announcement of awards:

Awards will be announced on **October 1, 2008.**

Address for submission and inquires:

Kiameesha Evans, Program Director
Office of Community Outreach, The Cancer Institute of New Jersey
195 Little Albany Street, New Brunswick, NJ 08903-2681

If you have questions, please
contact Kim Evans at
(732) 235-9884 or
evanskr@umdnj.edu

For any updates to the RFA, please visit the website at www.cinj.org

Application Content and Order: Your application **MUST** include and be arranged in the following order. A checklist has been provided for your use. You do not need to submit the checklist with your application.

Note: Sections 1-6 MUST be completed in order to accept your application. Incomplete applications will not be reviewed.

1. **Application cover page (enclosed form is required).** Photocopies of this and other forms are acceptable.
2. **Abstract page (enclosed form is required).** An abstract of the project is required. The abstract should include a brief description of your organization, focusing on the strengths that it brings to your project. As well, the abstract should describe the objectives of your project, the type(s) of cancer that your project addresses, and the relevance of your project to your targeted population. The abstract should be written with the following kept in mind: ***your abstract should be clear, concise, and proofread.*** It may be used to publicize your program to the press.
3. **Project Description.** The project director's last name and first initial should be printed in the upper right hand corner on all pages. Page numbers should appear in the lower right hand corner on all pages. Your project description should not exceed **five (5) single spaced**, typewritten pages printed on one side of each page. Font size should be standard 12-point typeface with adequate margins (at least ½ inch) for legibility. Your project description should include the following:
 - a. **Description of your organization.**
 - b. **Statement of Need.** Provide a brief explanation of the project purpose and a statement of need/problem to be addressed. (Describe how you will assess the needs of your target population(s)).
 - c. **Description of constituency to be served.** Include description of the target population such as age, gender, ethnic background, geographic location, and other characteristics.
 - d. **Conference/event narrative.** Include description of planning committee, topic(s) selected for discussion, format for the conference, proposed speakers, expected products resulting from the conference (including how these products would be disseminated beyond those attending the conference), expected participants, and plans for evaluating the conference's success. A conference agenda (if applicable) can be added as an appendix.
 - e. **Outreach and Education Strategy.** Describe how you will reach your target population and how your project will benefit them.
 - f. **Partnerships.** Descriptions of other organizations, if any, participating in this project. Letters of support from each collaborating organization should be appended to the end of your application.
 - g. **Comparable Programs.** Review of comparable programs offered in your service area and the unique contribution of the one proposed for funding.
 - h. **Program History.** Describe the organization's prior history and success of conducting these types of activities.
 - i. **Prior funding from NOEP.** Describe any past funding that your organization has received through the Novartis Outreach and Education Project.

4. **Implementation Plan (Enclosed form is required. Also enclosed is a sample implementation plan).** Provide an implementation plan for your project for the grant period in the enclosed form. This plan should include:
- **Project Goal.** Describe the overall goal of your project.
 - **Objectives.** Describe 1-3 Specific, *Measurable*, *Achievable*, *Realistic* and *Time-bound* (SMART) objectives that will support your project goal.
 - **Project Activities.** Describe major activities planned to accomplish under each objective as well as the month when the activity will be implemented.
 - **Outcome Measure/Indicator.** An outcome is the result or impact of the activity on the community you serve. Describe any indicators you will use to measure the results or impact of your activities.
5. **Budget for requested grant (enclosed forms are required).** A budget justification is required and should follow the required budget and personnel budget justification pages. A budget justification form has been provided for your use. Do not exceed two pages for the budget justification. If you are requesting supplemental funds for a new or existing project, make sure that the budget narrative delineates which costs will be paid for by other funding and which costs will be paid for by the Novartis Outreach and Education Project grant. Remember that individual awards for this RFA will not exceed \$5,000. Please note the following grant restrictions to the budget:
- This grant does not provide indirect cost reimbursement.
 - Supplies should be itemized by category.
 - Equipment must be relevant to project needs and not to exceed 30% of direct costs.
 - Travel is limited to public transportation for participants of the project and reimbursement for justified staff mileage.
6. **Biographical sketch** for project director and all other key project personnel. Do not exceed two pages per sketch.

APPLICATION CHECKLIST

	Included
1. Application cover page	
2. Abstract page	
3. Project description	
4. Implementation Plan	
5. Budget	
6. Budget Justification	
7. Biographical sketches	
8. Letters of support (if applicable)	

Submit original and 8 copies of application to:

Kiameesha Evans
Office of Community Outreach
The Cancer Institute of New Jersey
Room 3726 – Liberty Plaza
195 Little Albany Street
New Brunswick, NJ 08903-2681

APPLICATION DEADLINE IS September 1, 2008

INSTRUCTIONS: Each abstract must include the following: (1) a brief description of your organization; (2) an introduction to the project including goals and objectives; (3) the type(s) of cancer that your project addresses; (4) the type of cancer education that your project addresses, (5) the relevance of your project to your targeted population; (6) concluding remarks regarding the potential community impact of the project.

DO NOT EXCEED 250 WORDS

Permission to Publish:

Permission is hereby granted to The Cancer Institute of New Jersey to publish the above abstract if this application is selected for funding.

Signature of Project Director: _____ **Date:** _____

Printed Name: _____

BUDGET FORM

Detailed Budget for Entire Budget Period

NOTE: Budgetary Restrictions to the Grant

- This grant does not provide indirect cost reimbursement or salary/fringe benefit costs.
- Supplies should be itemized by category.
- Equipment must be relevant to project needs and not to exceed 30% of direct costs.
- Travel is limited to public transportation for participants of the project and reimbursement for justified staff mileage.

Line Items (For the line items, include detailed budget description where applicable)	<i>Budget Request to Novartis</i>	<i>Amount funded by other donors (Identify if known)</i>	<i>Total Project Budget (Columns 1+2)</i>
<u>Supplies</u> (Itemize by category)			
<u>Equipment</u> (not to exceed 30% of direct costs)			
<u>Travel</u>			
<u>Other Expenses</u> (Itemize by category)			
Total Budget Requested			

Does this project depend on pending funding from other grants? **Yes** **No**

IMPLEMENTATION PLAN (Project Timeline)

PROJECT GOAL:														
Objective #1 (List each project objective)	Outcome Measurement/Indicator (How will you measure outcomes for this objective)	Project Activities (Describe the major project activities under each objective)	Year 2006-07 (Check the box for the corresponding month when the activity will occur)											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep t
		i.												
		ii.												
		iii.												
		iv.												
Objective #2	Outcome Measurement/Indicator	Project Activities												
		i.												
		ii.												
		iii.												
		iv.												

IMPLEMENTATION PLAN (Project Timeline)

PROJECT GOAL:														
Objective #3 (List each project objective)	Outcome Measurement/Indicator (How will you measure outcomes for this objective)	Project Activities (Describe the major project activities under each objective)	Year 2006-07 (Check the box for the corresponding month when the activity will occur)											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep t
		i.												
		ii.												
		iii.												
		iv.												
Objective #4	Outcome Measurement/Indicator	Project Activities												
		i.												
		ii.												
		iii.												
		iv.												

SAMPLE IMPLEMENTATION PLAN (Project Timeline)

PROJECT GOAL: To increase awareness of breast health among Latina women.															
Objective #1 (List each project objective)	Outcome Measurement/ Indicator (How will you measure outcomes for this objective)	Project Activities (Describe the major project activities under each objective)	Year 2008-09 (Check the box for the corresponding month when the activity will occur)												
			Au	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
COMMUNITY EVENTS EXAMPLE: Increase knowledge of at least 30% of participants in a series of breast care workshops conducted from January to July 2006.	We will provide the summary results from all of the surveys distributed at our education programs. The outcome measurement will be the % of women whose surveys show that their breast care knowledge increased after attending our educational sessions.	i. Conduct educational workshops				x		x		x		x			
		ii. Distribute pre/post survey at the workshop				x		x		x		x			
		iii. Tabulate results of pre and post test surveys												x	x
		iv. Calculate number of women whose surveys show increased knowledge													x
CONFERENCE EXAMPLE: Increase knowledge of at least 30% of participants attending the October 2008 breast cancer community education symposium.	We will provide the summary results from the evaluations distributed at our conference. The outcome measurement will be the % of women whose surveys show that their breast care knowledge increased after attending our educational sessions.	i. Convene and plan with conference planning committee	x	x	x	x	x	x	x	x					
		ii. Secure date and location			x										
		iii. Identify theme					x								
		ii. Conduct conference										x			
		ii. Distribute pre/post survey at the conference										x			
		iii. Tabulate results of pre and post test surveys										x	x		
		iv. Calculate number of women whose surveys show increased knowledge												x	

Biographical Information

Information should be submitted for the project director and other personnel included in the budget request. Please use a separate form for each person.

NAME	TITLE
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EDUCATION (*Begin with baccalaureate or initial professional education, include technical degrees or professional certifications*)

INSTITUTION <i>(Indicate location)</i>	DEGREE	YEAR CONFERRED	FIELD OF STUDY
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RELEVANT EXPERIENCE: Please list in chronological order, concluding with the present position, previous employment, experience, and achievements. **DO NOT EXCEED TWO PAGES.**

PROFESSIONAL EXPERIENCE: continued