

DEVELOPING A PROGRAM PROPOSAL

Developing a good grant application will take considerable time. Careful, well thought out collaborative planning of your project will be evident in your grant proposal. Investing time in assessing your community, establishing linkages with community-based agencies and partners and thinking through a manageable evaluation plan will set you apart from applicants who develop a proposal quickly without using a collaborative approach. All project partners, including members from the target population, should have input in the development of the program and the grant application. Below are some tips about conducting assessment and planning activities as you develop your project proposal.

ASSESSMENT ACTIVITIES

- 1. Identify and document the health needs in your community through community assessment activities.** This may include: (1) gathering supportive community data from existing resources (local health department, etc.); (2) meeting with community representatives; and/or (3) promoting opportunities for families in the proposed target population to provide input and suggestions both in the planning process and throughout project implementation. To further strengthen your application and to document the needs for the proposed projects in the communities you intend to serve, review the [2010 State Title V MCH Block Grant Program Needs Assessments](#). Additionally, review the [community health needs assessment data](#) from your state when conceptualizing your projects. This data is available to assist hospitals, non-profit organizations, state and local health departments, financial institutions, and other organizations to better understand the needs and assets of their communities, and to collaborate to make measurable improvements in community health and well-being.
- 2. Investigate what others have done.** This should include not only research on what others are doing within your community but what approaches have been used to address the problem elsewhere. Local community organizations, health departments and medical/public health professional journals are good sources of information. Additionally, several national agencies have developed databases of health projects.
 - [The American Academy of Pediatrics Grants Database](#)
This database archives current and previously funded community-based grant projects, including the Community Access to Child Health (CATCH) Program and the Healthy Tomorrows Partnership for Children Program. The database is searchable by 7 major categories: target population, health topic, state/territory, project activity, AAP program, AAP district, and project year. Search results provide project descriptions, goals, keywords, and location. You can use this database to network with previous and current grantees in your health topic area of interest and learn how other projects implemented their activities.
 - [National Association of County and City Health Officials Model Practice Database](#)
The Model Practice Database is an online, searchable collection of public health programs based primarily in public health agencies and health departments. The database includes both “Model Practices” and “Promising Practices” that allow you to benefit from others’ experiences, learn what works, and replicate proven programs.
 - [Maternal and Child Health Projects Database](#)

The Maternal and Child Health Bureau (MCHB) Discretionary Grant Information System (DGIS) contains financial data, performance measure data, and abstracts for MCHB discretionary grants, including Healthy Tomorrows.

- [The Community Guide](#)
The Community Guide is a project of the Centers for Disease Control and Prevention in partnership with the Department of Health and Human Services to provide leadership in the evaluation of community, population, and health care system strategies to address a variety of public health and health promotion topics. The guide has a specific section for community-based organizations and provides an assessment of interventions for common health topics (mental health, obesity, oral health, etc), including specific strategies that have been proven as successful models of intervention.

- [The American Academy of Pediatrics \(AAP\) Policy Statements](#)
These policy statements assist you in developing a quality program. The AAP encourages the development of programs that promote a medical home and provide comprehensive pediatric primary care. A list of policy statements related to community pediatrics is available on the [Council of Community Pediatrics Web site](#). Below is a list of some policy statements you may find useful:
 - ✓ [Community Pediatrics: Navigating the Intersection of Medicine, Public Health, and Social Determinants of Child Health](#)
 - ✓ [Health Equity and Children's Rights](#)
 - ✓ [Providing Care for Children and Adolescents Facing Homelessness and Housing Insecurity](#)
 - ✓ [Providing Care for Immigrant, Migrant, and Border Children](#)

PLANNING ACTIVITIES

1. **Invite appropriate family members, community representatives, and project partners to take part in the planning process.** Listed below are participants who should be part of the planning process and suggestions for identifying them. Consider these individuals as potential members of your advisory board.

<p>1. Parents/Caregivers, families and other representatives of the project’s target population</p>	<p>Your agency and your partner agencies should identify members of the target population for participation in assessment and planning activities. See additional resources in the Advisory Board section found on page 13.</p>
<p>2. Community pediatricians who practice in the area</p>	<p>A roster of CATCH Facilitators in your state who can help you identify a local pediatrician.</p> <p>This site provides a list of AAP Chapter Web sites where you can find chapter contact information. A chapter may also be able to help you locate a local pediatrician.</p> <p>Local hospitals and partner agencies will have information about community pediatricians in your area.</p>

3. State Title V Contact or representative	This site has a database to find your State Title V Contact.
4. American Academy of Pediatrics chapter president and/or appointed representative	This site provides a list of AAP Chapter Web sites where you can find chapter contact information.
5. Representatives from all partner agencies	Each partner agency should identify at least 1 – 2 people to participate in community assessment activities and grant proposal development.
7. Community Health Centers	This site has a database which helps you locate a federally-funded health center in your area.
8. Other child advocates (i.e., school personnel, mental health workers, local government officials, local business professionals, community health centers)	As identified through the lead and partner agencies and members of the target population.

2. Build effective partnerships. Relationships with partners increase the project’s ability to address and overcome barriers. Determine your existing partnerships and find partners who can fill project gaps. Seek partners committed to common outcomes and goals and make connections with groups that represent or work with the project’s target population. When recruiting partners, determine how the project is beneficial to the potential partner. Share the news of new funding opportunities with partners and involve them early in the development and planning of the project. Establish clear and shared responsibilities of each partner early on and communicate regularly with partners.

3. Consult Bright Futures. MCHB encourages organizations to develop proposals that incorporate and build upon the goals, objectives, guidelines and materials of the Bright Futures for Infants, Children and Adolescents initiative. Bright Futures is a national health care promotion and disease prevention initiative that uses a developmentally based approach to address children’s health care needs in the context of family and community. Its purpose is to promote and improve infant, child, and adolescent health within families and communities. The services provided under Bright Futures are covered by the Affordable Care Act with no cost-sharing. Bright Futures materials are flexible and can be used in many different types of settings, ranging from group practices to school-based health centers to inpatient tertiary care facilities. Bright Futures has been particularly useful to HTPCP grantees in identifying promising practice models centered on health promotion and prevention and partnering with stakeholders at the state and local levels to share lessons learned from Bright Futures and

foster improvements in clinical and public health practice. It is important to consider how Bright Futures can help inform your Healthy Tomorrows projects. More information can be found at <http://brightfutures.aap.org>.

4. **Plan early for staffing needs.** Explore the local workforce in advance of funding, and plan time and processes for hiring and training staff. Plan flexibility in your project in order to deal with delays, and involve staff in the planning process.
5. **Plan a realistic evaluation.** Integrate evaluation activities into the project plan. Identify both process and outcome measures. Partner with organizations with evaluation experience, and remember to staff and schedule evaluation activities. Consider how you will share your project outcomes and lessons learned with others.
6. **Form a culturally/linguistically competent project.**
 - ✓ Involve diverse community groups and families as equal collaborative partners and include them in the planning, implementation, and evaluation components of the project
 - ✓ Perform a needs/assets assessment in collaboration with the community
 - ✓ Collect and analyze data that includes race, ethnicity and language data elements
 - ✓ Design services that are responsive to the needs of culturally and linguistically diverse families and that address barriers to accessing these services
 - ✓ Hire project staff who reflect the ethnic and linguistic diversity of the population served
 - ✓ Encourage project staff to participate in cultural competence training activities
 - ✓ Involve diverse community groups and families as equal collaborative partners and include them in the planning, implementation, and evaluation components of the project
7. **Download a copy of *The Pediatrician's Guide to Proposal Writing*.**

A [Pediatrician's Guide to Proposal Writing](#) is designed primarily to assist pediatricians and other child health advocates in grant writing and seeking funding from foundations and corporations. The guide also provides a brief overview of government funding. The information serves as a starting point to help you identify appropriate funding sources, guide you through the solicitation process, and assist you in writing an effective proposal. Also included are samples of cover letters, proposals, budgets, checklists, and other resources.