Shark Tank 2017
Informational Webinar

TCC Administrative Core
Morehouse School of Medicine
March 22, 2017
http://www.morehousetcc.org/summit2017
"The project described was supported by the National Institute on Minority Health and Health Disparities (NIMHD) Grant Number U54MD008173, a component of the National Institutes of Health (NIH) and its contents are solely the responsibility of the authors and do not necessarily represent the official views of NIMHD or NIH.”
Overview/Agenda

- About The TCC

- Pilot Project Program Overview

- Shark Tank Overview
  - Eligibility
  - Concept Paper Submission
  - Shark Tank Competition @ TCC Summit (May 4, 2017)
  - Next steps for Shark Tank Winners

- Writing a Competitive Concept Paper

- Question & Answer Period
About TCC:
Informing health policy and practice with evidence-based science
The Problem: Health disparities persist despite our efforts to eliminate them….

<table>
<thead>
<tr>
<th>African Americans</th>
<th>Asian Americans</th>
<th>Hispanics</th>
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<tbody>
<tr>
<td>59% higher rates of preterm births</td>
<td><strong>Lowest</strong> rates of cervical and breast cancer screenings</td>
<td>2x more likely to have diabetes</td>
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<td>2x the infant mortality rate</td>
<td>Vietnamese Americans have 5x higher cervical cancer rates</td>
<td>2x more likely to have cervical cancer</td>
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<tr>
<td>40% more likely to die from heart disease</td>
<td>South Asians 7x more likely to have type 2 diabetes</td>
<td>Puerto Rican children are 3x more likely to have asthma</td>
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<td>30% more likely to die from cancer</td>
<td><strong>Higher</strong> stomach cancer rates among men</td>
<td>1 in 5 Hispanics do not seek medical care due to language barrier</td>
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Policy change is essential to achieving health equity

Every person deserves the opportunity to reach his or her maximum health potential” – D. Satcher
Policy Dilemmas at Play

No policy exists

Policy is not effectively implemented

Policy in place, but yields unexpected or deleterious consequences

What strategic approach is needed to inform policy toward the advancement of health equity and elimination of health disparities?
Transdisciplinary Collaborative Center for Health Disparities Research (TCC)

- 5-year cooperative agreement grant (U54) supported by National Institute for Minority Health and Health Disparities (NIMHD)
- Institution-wide “center without walls”
- Founded by David Satcher, MD, PhD
- Unifying theme: “A comprehensive and meaningful approach to the development, advancement, and implementation of health policy that harnesses the power of collaboration to bolster innovation, cost reduction, and health equity.”
- Website: http://www.morehousetcc.org
TCC addresses health disparities in HHS Region 4 (Southeast U.S.A)

CDC REHDAI States
- Maryland
- Minnesota
- Missouri
- Oregon
- Texas
The TCC Strategic Approach

- **Employ a “health equity lens”**
- **Thoughtful collaborations and collective impact**
- **Inform policy at multiple levels using evidence-based science**
Informing Policy and Practice with Evidence-Based Science

GENERATE knowledge through research

TRANSLATE knowledge into meaningful information

DISSEMINATE Information to diverse audiences
Anticipated Policy Impacts (McKinlay Model)

Community and Population-level Policy Impact

Systems and Service Delivery Impact

Individual/group knowledge, behaviors and capacity to facilitate policy change

Upstream impacts

Midstream impacts

Downstream impacts
TCC Primary Research Focus Areas

- Quality Parenting and Child Development
- Integration of Mental and Behavioral Health into Primary Care
- Health Information Technology (HIT) to Reduce Disparities
- Health Policy Leadership Needs and Impact
TCC Forums and Outreach Events

Ebola and the Social Determinants of Global Health

October 9, 2014
Louis W. Sullivan National Center for Primary Care

Expert Speakers:
David Satcher, MD, PhD
Vincent C. Bond, PhD
Pierré Rollin, MD

Our WHO commission found that the conditions to which children are exposed—including the quality of relationships they are part of, the language they learn, and the environment around them—ecologically sculpt the developing brain.
Policy Discourse in Diverse Settings
TCC Pilot Project Program (PPP)

- **Goal:** To support pilot research projects that are aligned with the TCC overarching goal: to critically examine and address health policy issues relevant to the advancement of health equity and elimination of health disparities.

- **Who is eligible?:**
  - *Academic faculty* investigators (full-time appointment required)
  - *Non-Academic Organizations* eligible to obtain federal funds
  - HHS Region IV States: KY, TN, NC, SC, GA, FL, AL, MS
  - CDC REHDAI States: MD, MN, MO, OR, TX
Pilot Project Funding Mechanisms

- **Pilot Project Implementation Awards:** $50,000.00
- **Dissemination Awards:** $7,500.00
- **Developmental Seed Awards:** $10,000.00
- **Pilot Project Renewals:** Based on favorable progress and availability of funds
Extending the Pipeline of Health Policy Researchers

- Kidney Transplantation Disparities
- Breastfeeding Implementation
- Cancer Screening among Older Koreans
- Medicaid Policy for Heart Failure Patients
- Food and PA Environments on College Campuses
- Quality Parenting and Child Health
- LGBT Health Service Delivery
- Community Health Workers in Maternal Care

Morehouse School of Medicine
Funding Exclusions and Prohibitions

- TCC is strictly prohibited from participating in or providing support for **lobbying and/or political advocacy activities**
- Grassroots lobbying
- Direct lobbying by grantees
- Influencing certain federal contracting and financial transactions
- Using Federal funds to pay any person for influencing or attempting to influence any officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress with respect to the award

TCC Shark Tank Competition
Purpose of Shark Tank

- An innovative approach to identify qualified, highly motivated transdisciplinary partners for collaborative research opportunities in the TCC Pilot Project Program

- Exploring alternative approaches to partnership development and funding allocation
Shark Tank: Who is Eligible?

- Open to **academic** and **non-academic** investigators

- Must operate with states in HHS Region 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee) and CDC REHDAI member states (Maryland, Minnesota, Missouri, Oregon, Texas).

- All applicants must report a **DUNS number** and be eligible to accept federal funds.

- All applicants must register to attend the TCC Health Policy Research Summit on May 4, 2017
Shark Tank: Who is NOT Eligible?

- Current Pilot Project Grantees
- Prospective Pilot Project grantees with applications under final review
- TCC research project investigators may not serve as PIs for a pilot project
- Entities unable to accept federal funds
- Students and other academic personnel in non-faculty capacities.
What do we consider “dissemination”?

Advance the Science
- Peer reviewed publications
- Other scholarly output
- Professional conferences and symposia

Advance practice and inform policy stakeholders
- Issue briefs
- White papers
- Summary documents
- Infographics
- Multimedia presentations
- Trainings and Webinars

Inform the public
- Online journals and news outlets
- Blogs
- Websites
- Social media
- Technology and apps
What is a Concept Paper?

- Also referred to as a prospectus, preliminary proposal, or pre-proposal
- A brief summary of a research/programmatic project
- Helps to clarify and organize ideas in a written form and provides the basis for a full proposal or funding solicitation.
- Concept papers can save time and effort for both the agency personnel and the grant writer in the event that an idea is not considered timely or fundable.
- Typically no more than 2-4 pages in length
- Generally describes the idea, need for a project, how it is to be implemented, and a budget.
- **Intended to be clear and concise to best communicate the project idea.**
- Typically non-binding.

Shark Tank Concept Paper Components

- Description of project/research conducted
- Summary of relevant findings
- Specific aims for dissemination \textit{(what you hope to accomplish?)}
- Dissemination plan \textit{(how you plan to do it?):}
  - Products and deliverables to be developed
  - Anticipated audience and reach
  - Dissemination channels to be employed
  - Data Collection and analytics to measure impact
- Why you/your organization is uniquely qualified
- Anticipated policy impact
- \textit{2 pages maximum}
Dissemination Budget and Justification

- Total budget may not exceed $7,500.00

- Allowable expenses:
  - Personnel costs and fringe benefits
  - Consultant Costs
  - Durable equipment (> $5,000) – requires approval.
  - Supplies
  - Travel – necessary to complete project scope of work
  - Other expenses – telephone services, survey costs, participant incentives, publication costs, printing, etc.
  - Indirect Costs/F&A: must have a negotiated rate, or use standard rate of 10%.

- Unallowable Expenses:
  - See Shark Tank FAQ
Concept Paper Submission Details

- Page Limits and Formatting: Concept paper is 2 pages maximum, single spaced, minimum 11 pt font, 0.5” margins

- One appendix document may be submitted

- Budget and Justification


- Deadline: **Monday, April 3, 2017 at 5:00 pm EST.**
Shark Tank Competition Overview

- Four (4) candidates will be selected to participate in the Shark Tank

- Competition will occur during the opening plenary session of the Summit on Thursday, May 4, 2017 (9:00 – 11:30 am)

- Each candidate will deliver a 5-minute pitch describing dissemination plan.

- Approved audiovisuals may be used

- 10 minute Q＆A with Shark Tank judges and audience

- Shark Tank winner(s) will be announced during the closing session (4:30 pm EST).
After the Shark Tank

- Prospective grantee(s) must submit a full dissemination proposal in order to receive funding.

- Prospective grantee(s) will receive support and guidance from TCC Pilot Project Team on all proposal components.

- Anticipated deadline for full application submission to NIMHD for final review: May 19, 2017.

- Funding is contingent on favorable review and approval by TCC funding agency (NIMHD).

- Anticipated date for Notice of Award and start of Project: June 1, 2017.
TIPS TO WRITING A COMPETITIVE CONCEPT PAPER
Tips for a Competitive Concept Paper

- Avoid starting “from scratch.” The outline for your project idea should be already developed to an extent.

- Assume that we are NOT the experts.

- Cite peer-reviewed literature and respected data sources whenever possible.

- Ensure that your dissemination plan is positioned to inform health policy and practice in a meaningful way. Merely suggesting “policy implications” is not enough!

- Ensure your plan is feasible in terms of time and budget. Be realistic in your study design and anticipated deliverables.

- Calculate indirect costs or F&A into your total budget (max $7,500.00 total for dissemination award).

- Focus your attention on describing your proposed dissemination plan.
Concept Paper Pitfalls to Avoid

- Dissemination plan is vague and/or lacks evidence base. Make sure to clearly describe your plan. Avoid excessive jargon. Use citations and references.

- Proposing lobbying and direct advocacy activities that are prohibited with TCC funding

- Timeline is too ambitious

- Budget is unclear and unjustified

- Writing is vague, too broad, and/or underdeveloped
For More Information:
Transdisciplinary Collaborative Center for Health Disparities Research
Website: [http://www.morehousetcc.org](http://www.morehousetcc.org)
Email: tcc@msm.edu
Phone: 404-756-8923

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Join Us at the Summit!

Learn more and register: morehousetcc.org/summit2017
#TCCsummit
Q & A SESSION
Best of Luck with Shark Tank! I look forward to seeing you at the Summit!
- David Satcher, MD, PhD