

# INTERVENTION AND PROGRAM PROPOSALS

## *TIPS FOR SUCCESS*

6<sup>th</sup> Annual CDC/IUHPE Seminar  
Entebbe, Uganda  
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# Successful Proposal Writing

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- **Thinking and Planning**
  - What do you intend to do?
  - What difference will it make?
  - To whom is this work important?
  - What has already been done and is known?
  - How will you do the work?

# Successful Proposal Writing

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- Preparation
  - Identify funding agencies/programs suitable for your project
  - Consider funding deadlines as opportunities
  - Talk to everyone who can help you
  - Consider collaborations

## All Proposals Provide Clear Answers to:

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- What will we learn as the result of the proposed project that we do not know now?
- Why is this important?
- How will we know that the findings are valid?

## Successful Proposals are

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- Innovative
- Realistic
- Well-developed
- Well-documented
- Well-focused
- Relevant

## Other Important Characteristics

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- Competence of the Principal Investigator and Research Team
- Institutional Commitment and Administrative Support
- Adequacy of Institutional Resources
- Evidence of Collaboration

## Other important characteristics

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- Projects and Programs that can be Replicated
- Use of New Technologies or Approaches
- Impact on Local and/or National Infrastructure

# *How to Get Started*

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- ***Outline Your Idea***
  - *Helps you think through goals and objectives*
- ***Consider Collaboration***
  - *Create a support and action team*
- ***Begin Writing the Proposal***
  - Be positive and confident
  - Be logical clear and accurate
  - Do not use jargon



## *Proposal Sections*

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- **Specific Aims**
- **Background and Significance**
- **Project Design and Methods**
- **Timetable**
- **Evaluation and Dissemination Plan**
- **Abstract**
- **Budget**
- **Cited Literature**

## *Specific Aims*

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- Your projects goals and objectives – state them clearly
- Achievements by which project success is measured
- Usually limited to 4 Aims with several sub-objectives

# Background and Significance

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- Provides the rationale and support for the proposed project
  - Why is the intervention important?
  - Why is this population important?
  - Why is this setting important ?
- Information comes from published literature and other reliable sources
  - Include preliminary data and existing evidence supporting proposal

## Background and Significance

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- Demonstrate your breadth of knowledge in the field
- Use to communicate the significance of your project and how it relates to enhancement of public health
- Discuss opportunities, gaps, and barriers to proposed project

# Project Design and Methods

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- Usually carries the most weight in review process
  - Identify your theoretical framework
  - Describe design – cohort, case-control, case study, RCT
  - Describe target population and any sampling
  - Describe procedures – what you will do
  - Outline your evaluation plan
    - Indicate how you will know the impact of your project
  - Be sure to justify your choices and decisions

# Project Design and Methods

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- State expected outcomes and list proposed activities
- Link activities to specific aims
  - Keep activities in a logical sequence with clear timelines
  - Be clear on what you expect to accomplish and note anticipated delays
- Present limitations of your approach
- Detail methods for gathering and interpreting results

# Timetable

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- Create a timetable of how and when you will accomplish aims and objectives

# Evaluation and Dissemination

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- Demonstrate awareness of value and limits of expected results based on current knowledge of the problem you are addressing
- Describe evaluation methods and how data will be collected
  - Establish baseline and end points
  - Document meaningful changes within the environment and project
  - Engage external evaluators



# Abstract

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- Summary of project
- About 500 words
- Usually written last yet read first!
  - Stand alone and provide clear idea of what is being done, where, with whom, and why

# Budget

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- Estimate total costs of project
- Include details of major expenses
  - Salaries, equipment, other materials
- Budget items should match and justify activities described
- Realistic and accurate

## Cited Literature

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- Summarize current state of the knowledge on problem addressed with up to date bibliography
- Clear focused grasp of body of knowledge you are applying as well as to which you will be contributing
- Organize literature according to a standard format – APA, medicus index, MLA, ASA

## Final Note


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- Successful proposals take time
- Start Early
- Collect References
- Write, Share, Discuss and Revise

# Scientific Report Writing

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Building Capacity for Health Promotion and Chronic Disease Prevention  
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# What is a scientific report?



Adapted from UWI-Madison Writing Center, A.C. Comrie, University of Arizona, R.E. Churchill

# A Scientific Report is:

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The Formal writing up of a practical experiment, project, or research investigation

- Clearly defined sections in standard format
- Differ from essays in their objective writing style conveying clear and concise information

# Scientific Reports

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- Main Purpose is to Communicate
  - Convey essential information effectively
  - Communication is a process not a product
- Presume the reader knows little or nothing about your project/research
- Provide sufficient detail to permit exact replication of your project



# Scientific Reports

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- Use figures, tables, and other data to tell the story
  - Insert figures and tables after the paragraph in which mentioned
  - Label all axes and include units of measurement
- Avoid jargon, slang, and colloquial terms

# Moving from Measurement to Meaning

Data	Information	Message
1,000 new Cases of Cancer	50% more than last year	Focus education campaigns on age groups that have not started to smoke  R.E. Churchill

# Moving from Measurement to Meaning

Data	Information	Message
1,000 new Cases of Cancer	50% more than last year	One fatal case of lung cancer costs society as much as education campaigns for 100,000 people  R.E. Churchill

# Target Audience

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- Who are they?
  - Those you want to understand and use your report
- What do you need to know about them?
  - Values, Interests, Concerns, Enthusiasms, Vulnerabilities, and Fears
- Why?
  - Customize report in terms of form, style, tone, language, use of visuals, and timing of publication

## Questions Every Report Should Answer

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- Why should I care?
- What does it mean to me?
- What do you expect me to do about it?

# Goal in Reporting Science

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- To create material that is well understood

# Scientific Reports: Form and Function

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- To Inform
- To Persuade
- To Inform and Persuade

# To Inform: Major Report Sections

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- **I**ntroduction

- **M**ethods

- **R**esults

**A**nd

- **D**iscussion



# IMRAD

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Structures the report to say, “

“Here is the problem; this is how I studied it; here is what I found; and, this is what it means”.

Note: field and case studies do not usually use the IMRAD format

# To Persuade: Major Report Sections

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- **S**ingle
- **O**ver-Riding
- **C**ommunications
- **O**bjective

# SOCO

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- Present the most important things first.....then move to the details.
- Provide supporting evidence
- Cite authority
- Add elements of persuasion

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When asked about how public health officials could affect his behavior, a politician responded:

- Have a Good Idea
- Be Credible
- Have Images
- Make the Problem a Public Concern

# Full Report Structure

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Most reports include about eight sections.

- Title
- Abstract
- **Introduction** (and background)
- **Method**
- **Results**
- **Discussion**
- Conclusion
- Acknowledgments (optional)
- References
- Appendices

# Report Structure

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## ■ Title

- Describe contents clearly – keep is short and precise
- Do not use jargon, abbreviations or 'cute' words

## ■ Abstract

- Self contained summary of the full report
- State main objectives, describe methods, summarize important results, and state major conclusions and significance
  - Written last, about 150 words

# Report Structure

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- Introduction: Sets the scene for the report
  - Identify the problem, address why it is important
  - Refer to previous work/research and relevant literature
    - What is known and what gaps exist
  - Briefly describe your project or experiment objectives – state your aims and any hypotheses
- Methods
  - Explain how you studied the problem; describe design, materials, subjects, and equipment used
  - Be clear about the steps you took and provide enough detail for replication

# Report Structure

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- Methods sub-headings
  - Participants
    - Defining characteristics
    - How many/ sample size
    - Why and how selected
  - Design
    - Study type - cohort, case control, matched groups
    - Methods - secondary data, survey, focus groups, structured interviews
- Materials – fully describe
- Procedure – what was done from start to finish



# Report Structure

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## ■ Results

- Clearly describe actual findings and link the narrative to tables, figures, and the specific aims of the project
  - Present in logical order
  - Graphs and tables should be understandable independent of text
- Describe statistical analyses - type of tests and why, software
- Results are basis of discussion section

# Report Structure

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- Discussion: Most important part of the report
  - Likely longest section
  - Summary of main results
  - Discuss meaning of findings/observations; did the intervention achieve the goal?
  - Describe patterns and relationships; explain how results relate to expectations, previous work and literature - highlight contradictions or exceptions
  - Suggest theoretical and practical implications
  - Note future work needed in the field.

# Report Structure

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- Discussion
  - Do not overgeneralize
  - Do not ignore surprises or deviations in the data
  - Avoid speculation

# Report Structure

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- Conclusions
  - Very brief summary; restate aims/ key questions and findings
- Acknowledgments (optional)
  - those who directly contributed
- References
  - Provide full citations for all authors you have referred to in the report text
- Appendices
  - Material relevant to the report such as: raw data, interview tools, surveys