

## DEPARTMENT OF HEALTH AND HUMAN SERVICES

### Centers for Disease Control and Prevention

[Program Announcement 99107]

#### Health Communication Research; Notice of Availability of Funds

##### A. Purpose

In Cooperation with the Office of Prevention Research (Prevention Research Initiative), the Division of Health Communication within the Office of Communication in the Office of the Director at the Centers for Disease Control and Prevention (CDC) announces the availability of fiscal year (FY) 1999 funds for a health communication research grant program. This program addresses all of the "Healthy People 2000" priority areas. The purpose of this program is to further the understanding of, and ability to apply, effective health communication strategies and tactics.

##### B. Eligible Applicants

Applications may be submitted by private nonprofit organizations and by governments and their agencies; that is, universities, colleges, research institutions, hospitals, other public and private nonprofit organizations, State and local governments or their bona fide agents, and federally recognized Indian tribal governments, Indian tribes, or Indian tribal organizations.

**Note:** Public Law 104-65 states that an organization described in section 501(c)(4) of the Internal Revenue Code of 1986 that engages in lobbying activities is not eligible to receive Federal funds constituting an award, grant, cooperative agreement, contract, loan or any other form.

##### C. Availability of Funds

Approximately \$500,000 is available in FY 1999 to fund approximately 2 to 4 awards. It is expected that the average award will be \$150,000, ranging from \$100,000 to \$250,000. It is expected that the awards will begin on or about September 30, 1999, and will be made for a 12-month budget period within a project period of up to 3 years. Funding estimates may change.

Continuation awards within an approved project period will be made on the basis of satisfactory progress as evidenced by required reports and the availability of funds.

##### D. Program Priorities

Applications must address one of the following research priorities identified in CDC's Health Communication Research Agenda:

1. Discover effective strategies to communicate the public health implications of human genetic research.
2. Identify risk communication strategies for effectively communicating public health recommendations and products related to vaccines, human genetics, and environmental health.
3. Determine the conditions under which new communication approaches like entertainment education, internet and web TV, and media literacy are most effective for different audiences.
4. Test communication strategies designed to foster societal support for public health initiatives and systems.
5. Determine the communication strategies and tactics are most effective in promoting the adoption of health enhancing behaviors among members of diverse populations.

CDC's latest draft of the full Health Communication Research Agenda is included as Attachment II in the application packet.

##### E. Application Content

Use the information in the Other Requirements, and Evaluation Criteria sections to develop the application content. Your application will be evaluated on the criteria listed, so it is important to follow them in laying out your program plan.

Specifically, the applications for health communication research grants should include:

1. The project's focus that justifies the research needs and describes the scientific basis for the research, the expected outcome, and the relevance of the findings to improving the practices of health communication within a larger public health context.
2. Specific, measurable, and time-framed objectives.
3. A detailed plan describing the methods by which the objectives will be achieved, including their sequence.
4. A description of the grant's principal investigator's role and responsibilities.
5. A description of all the project staff regardless of their funding source. It should include their title, qualifications, experience, percentage of time each will devote to the project, as well as that portion of their salary to be paid by the grant.
6. A description of those activities related to, but not supported by the grant.
7. A description of the involvement of other entities that will relate to the proposed project, if applicable. It should include commitments of support and a clear statement of their roles.
8. A detailed first year's budget for the grant with future annual projections,

9. A plan for publishing/distributing results.

An applicant organization has the option of having specific salary and fringe benefit amounts for individuals omitted from the copies of the application which are made available to outside reviewing groups. To exercise this option: on the original and five copies of the application, the applicant must use asterisks to indicate those individuals for whom salaries and fringe benefits are not shown; the subtotals must still be shown. In addition, the applicant must submit an additional copy of page four of Form PHS-398, completed in full, with the salary and fringe amounts shown. This budget page will be reserved for internal staff use only.

##### F. Submission and Deadline

Submit the original and five copies of PHS-398 (OMB Number 0925-0001) adhere to the instructions on the Errata Instruction Sheet for PHS 398). Forms are in the application kit.

On or before June 30, 1999, submit the application to: Sheryl L. Heard, Grants Management Specialist, Grants Management Branch, Procurement and Grants Office, Announcement 99107, Centers for Disease Control and Prevention, 2920 Brandywine Road, Room 3000, Atlanta, Georgia 30341.

**Deadline:** Applications shall be considered as meeting the deadline if they are either:

- (a) Received on or before the deadline date; or
- (b) Sent on or before the deadline date and received in time for Objective Review. (Applicants must request a legibly dated U.S. Postal Service postmark or obtain a legibly dated receipt from a commercial carrier or U.S. Postal Service. Private metered postmarks shall not be acceptable as proof of timely mailing.)

**Late Applications:** Applications which do not meet the criteria in (a) or (b) above are considered late applications, will not be considered, and will be returned to the applicant.

##### G. Evaluation Criteria

Applications that are complete and responsive may be subjected to a preliminary evaluation by a peer review group to determine if the application is of sufficient technical and scientific merit to warrant further review (triage); the CDC will withdraw from further consideration applications judged to be noncompetitive and promptly notify the principal investigator/program director and the official signing for the applicant organization. Those applications judged

to be competitive will be further evaluated by a dual review process.

Each competitive application will be evaluated individually against the following criteria by a Special Emphasis Panel (SEP) appointed by CDC. The SEP will score each proposal based on scientific and technical merit. Factors to be considered by the SEP include:

1. A principal investigator who has conducted research, published the findings in peer-reviewed journals, and has specific authority and responsibility to carry out the proposed project.

2. Demonstrated experience (on the applicant's project team) in conducting, evaluating, and publishing in peer-reviewed journals that publish the health communication research theories and research findings.

3. Effective and well-defined working relationships within the performing organization and with outside entities that will ensure implementation of the proposed activities.

4. The specific aims of the research project, i.e., the broad long-term objectives, the intended accomplishment of the specific research proposal, and the hypothesis to be tested.

5. The background of the proposal, i.e., the basis for the present proposal, regarding how the proposed research will further understanding of, and the ability to apply, effective health communication strategies and tactics.

6. The significance and originality from a scientific or technical standpoint of the specific aims of the proposed research, including the adequacy of the theoretical and conceptual framework for the research.

7. The adequacy of the proposed research design, approaches, and methodology to carry out the research, including quality assurance procedures, plan for data management, and statistical analysis plan.

8. The extent to which the research findings will increase understanding of, and ability to apply, effective health communication strategies and tactics.

9. The degree to which the research is consistent with health communication research priorities as identified under the "Programmatic Priorities" section (section D) of this announcement.

10. The degree to which the evaluation plan will allow the measurement of progress toward the achievement of the stated objectives.

11. The degree to which the qualifications, adequacy, and appropriateness of personnel to accomplish the proposed activities.

12. The degree to which commitment and cooperation of other interested parties (as evidenced by letters detailing

the nature and extent of the involvement).

13. The degree to which adequacy of existing and proposed facilities and resources.

14. The degree to which the reasonableness of the proposed budget to the proposed research.

15. If Human Subjects are involved, does the applicant adequately address the requirements of 45 CFR 46 for the protection of human subject?

16. If Human Subjects are involved, has the applicant met the CDC Policy requirements regarding the inclusion of women, ethnic, and racial groups in the proposed research. This includes:

a. The proposed plan for the inclusion of both sexes and racial and ethnic minority populations for appropriate representation.

b. The proposed justification when representation is limited or absent.

c. A statement as to whether the design of the study is adequate to measure differences when warranted.

d. A statement as to whether the plans for recruitment and outreach for study participants include the process of establishing partnerships with community(ies) and recognition of mutual benefits.

A second review will be conducted by a panel of Senior Federal Officials. The Senior Federal Officials will review the ranked proposals to assure maximal impact and balance of the proposed research. The factors to be considered will include:

a. The results of the peer review.

b. The extent to which the proposed research addresses health communication research needs and priorities.

c. National needs.

d. Budgetary considerations.

#### H. Other Requirements

##### Technical Reporting Requirements

Provide CDC with the original plus two copies of:

1. Annual progress reports.

2. Financial status report, no more than 90 days after the end of the budget period.

3. Final financial status report and performance report, no more than 90 days after the end of the project period.

Send all reports to: Sheryl L. Heard, Grants Management Specialist, Grants Management Branch, Procurement and Grants Office, Announcement 99107, Centers for Disease Control and Prevention, 2920 Brandywine Road, Room 3000, Atlanta, GA 30341.

For descriptions of the following Other Requirements, see Attachment I in the application package:

AR-1 Human Subjects Requirements

AR-2 Requirements for Inclusion of Women and Racial and Ethnic Minorities in Research

AR-9 Paperwork Reduction Act Requirements

AR-10 Smoke-Free Workplace Requirements

AR-11 Healthy People 2000

AR-12 Lobbying Restrictions

#### I. Authority and Catalog of Federal Domestic Assistance Number

This program is authorized under section 1704 of the Public Health Service Act, 42 U.S.C. section 300u-3, as amended. The Catalog of Federal Domestic Assistance number is 93.283.

#### J. Where to Obtain Additional Information

Please refer to announcement number 99107 when requesting information and submitting applications. To receive additional written information and to request an application kit, call 1-888-GRANTS4 (1-888-472-6874). You will be asked to leave your name and address and will be instructed to identify the Announcement number of interest.

The application kit for 99107 can also be downloaded via the CDC home page on the Internet: <http://www.cdc.gov>.

If you have questions after reviewing the contents of all the documents, business management technical assistance may be obtained from: Sheryl L. Heard, Grants Management Specialist, Grants Management Branch Procurement and Grants Office, Announcement 99107, Centers for Disease Control and Prevention, 2920 Brandywine Road, Room 3000, Atlanta, GA 30341. Telephone (770) 488-2723, Email address: [slh3@cdc.gov](mailto:slh3@cdc.gov).

For program technical assistance, contact: Galen E. Cole, Ph.D., M.P.H., Division of Health Communication, Office of Communication, Office of the Director, Centers for Disease Control and Prevention, Mail Stop D42, 1600 Clifton Road, Atlanta, GA 30333, Phone: 404-639-7275, Email: [gxc9@cdc.gov](mailto:gxc9@cdc.gov).

Dated: April 7, 1999.

**John L. Williams,**

*Director, Procurement and Grants Office  
Centers of Disease Control and Prevention  
(CDC).*

[FR Doc. 99-9152 Filed 4-12-99; 8:45 am]

BILLING CODE 4163-18-P