

B. Research Objectives

The following are the primary objectives that FDA/CDER/OCOMM/DHC seeks to achieve through further support of this national outreach campaign: (1) To collaborate with a large group of public-private partners that can significantly increase awareness and outreach far beyond what FDA would be able to do on its own to promote increased understanding and positive actions among the general public and health professionals related to this critical issue; (2) to develop new online resources and tools for patients; (3) to educate health care professionals with strategies to share with patients; (4) to continually evaluate the campaign to improve and enhance it; (5) to tailor campaign messaging to subpopulations of consumers who may need adaptations to best inform and educate them; (6) to further targeted market outreach through community events and activities; (7) to develop new campaign materials for patients and health care providers; (8) to further widespread dissemination of campaign materials to consumers and health care professionals across the country, including at pharmacies, community centers, workplaces, clinic offices, health fairs, and local events; (9) to provide counseling and education directly to consumers about adherence in their communities, including through the involvement of students studying pharmacy, medicine, nursing, and other health professions; (10) to explore new media opportunities for dissemination of the program at the local, State and national levels, in trade press, online journals, radio, television, and more; and (11) to extend outreach through social media, such as Twitter chats, free text message reminders, online pledges through Facebook and Twitter and other channels.

The following are some specific objectives that FDA believes can further enhance the "Script Your Future" campaign: (1) Addition of patient and family caregiver testimonials to the campaign Web site; (2) creation of a custom "I Will" tab on the "Script Your Future" Facebook page; (3) translation of the radio public service announcement from English to Spanish; (4) development of "Script Your Future-in-A-Box," a turnkey package incorporating press background materials and other elements; and (5) organization of a public event in fall 2013 and a study to measure the reach of events, media, and partner engagement.

C. Eligibility Information

Competition is limited to the NCL because it has unique expertise and capacity found nowhere else. Specifically, the FDA/CDER/OCOMM, DHC, seeks to continue and enhance its public health mission to educate and inform the public and health professions about the importance of medication adherence by awarding a grant to the NCL to advance its national campaign, "Script Your Future." This campaign represents a comprehensive, integrated approach to raise awareness about the problem of poor medication adherence, and FDA has served as a key government stakeholder since 2010. Because FDA has been a partner in the formative stages of this campaign and has seen evidence indicating that it has already had an impact in helping to resolve the problem of medication adherence, FDA seeks to continue funding new dimensions of the campaign, especially to serve U.S. subpopulations of people having low literacy/health literacy, or who face health disparities and social and economic disadvantages.

II. Award Information/Funds Available

A. Award Amount

The total amount of funding for this grant is \$200,000 over 2 years. Applications budgets will be limited to \$100,000 in the first year and \$100,000 in the second year depending on the availability of funds. The number of awards anticipated is one individual award.

B. Length of Support

The term for this grant will begin in August 2013 for a period of 2 years through August 15, 2015.

III. Paper Application, Registration, and Submission Information

To submit a paper application in response to this FOA, applicants should first review the full announcement. Persons interested in applying for a grant may obtain an application at <http://grants.nih.gov/grants/forms.htm>. For all paper application submissions, the following steps are required:

- Step 1: Obtain a Dun and Bradstreet (DUNS) Number
- Step 2: Register With System for Award Management (SAM)
- Step 3: Register With Electronic Research Administration (eRA) Commons

Steps 1 and 2, in detail, can be found at http://www07.grants.gov/applicants/organization_registration.jsp. Step 3, in detail, can be found at <https://commons.era.nih.gov/commons/>

registration/registrationInstructions.jsp. After you have followed these steps, submit paper applications to: Gladys Melendez, Grants Management Branch (HFA-500), Food and Drug Administration, Rm. 2031, 5630 Fishers Lane, Rockville, MD 20857.

Dated: June 3, 2013.

Leslie Kux,

Assistant Commissioner for Policy.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

National Institute of Allergy and Infectious Diseases; Notice of Closed Meeting

Pursuant to section 10(d) of the Federal Advisory Committee Act, as amended (5 U.S.C. App.), notice is hereby given of the following meeting.

The meeting will be closed to the public in accordance with the provisions set forth in sections 552b(c)(4) and 552b(c)(6), Title 5 U.S.C., as amended. The grant applications and the discussions could disclose confidential trade secrets or commercial property such as patentable material, and personal information concerning individuals associated with the grant applications, the disclosure of which would constitute a clearly unwarranted invasion of personal privacy.

Name of Committee: National Institute of Allergy and Infectious Diseases Special Emphasis Panel; NIAID Investigator Initiated Program Project Applications (P01).

Date: June 26, 2013.

Time: 11:30 a.m. to 4:00 p.m.

Agenda: To review and evaluate grant applications.

Place: National Institutes of Health, 6700B Rockledge Drive, Bethesda, MD 20817, (Telephone Conference Call).

Contact Person: Jay R. Radke, Ph.D., Scientific Review Officer, Scientific Review Program, Division of Extramural Activities, National Institutes of Health/NIAID, 6700B Rockledge Drive, MSC 7616, Bethesda, MD 20892-7616, 301-496-2550, jay.radke@nih.gov.

(Catalogue of Federal Domestic Assistance Program Nos. 93.855, Allergy, Immunology, and Transplantation Research; 93.856, Microbiology and Infectious Diseases Research, National Institutes of Health, HHS)

Dated: May 31, 2013.

David Clary,

Program Analyst, Office of Federal Advisory Committee Policy.

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