Request for Applications
2016 Dissemination Supplements

Introduction
There is a significant gap between University-based research discoveries and the translation of this knowledge into programs and policies to improve the health of the public. UW ICTR is committed to addressing this gap. We are pleased to announce the third round of an award program to support the dissemination of evidence-based research findings to improve health. The dissemination supplement is intended to support activities such as the following:

- targeted distribution of evidence-based research findings, products or materials to a specific audience
- development of materials in preparation for dissemination/implementation activities (e.g., developing a web-portal, training video, training materials)

The supplement will support the dissemination of evidence-based strategies where research that contributed to the evidence base was conducted at UW-Madison or the Marshfield Clinic. While the applicant for the proposed dissemination supplement does not need to be the individual who conducted the evidence-based research, the investigator should be a collaborator in the dissemination efforts.

Award: Proposals will be awarded in three tiers. The funding tier you choose should match the scope of your dissemination project, efforts, and associated products. Duration: Project period is not to exceed 18 months.

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<th>Tier</th>
<th>Funding Tier</th>
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<tr>
<td>1</td>
<td>Up to $5,000</td>
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<td>2</td>
<td>$5,001 to $10,000</td>
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<td>3</td>
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Important Dates
- RFA release date: December 1, 2015
- Proposals due: March 18, 2016
- Notification of awardees: June 2016
- Earliest start date: July 1, 2016

Eligibility Requirements
- The applicant must have faculty or scientist status at UW-Madison or Marshfield Clinic (either sole or joint-appointment).
- The applicant must be an ICTR member or have applied for membership at the time of submission (www.ictr.wisc.edu/ictrmember).
- At least one member of the project team must have experience conveying scientific findings to a non-academic audience or implementing evidence-based programs in a clinical or community setting.
- Collaboration with representatives of the target audience for the dissemination is required.
- Collaboration with an ICTR CAP Program or Affiliate is required (for list of CAP Programs and Affiliates see here). To meet this criteria you must involve one of these programs in the design, implementation and/or evaluation stages of the proposed research. If you would like assistance connecting with one of these programs, please contact Kate Judge at kjudge@wisc.edu.
Deliverables
The successful grantee will:

- Submit quarterly progress reports and a final report within 3 months of project’s end date. **Activities must be completed within a 18-month timeline and no exceptions or extensions will be granted.**
- Cite ICTR support in all disseminated materials: “The project described was supported by the Clinical and Translational Science Award (CTSA) program, through the NIH National Center for Advancing Translational Sciences (NCATS), grant UL1TR000427. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH. Funding for this project was also provided by the UW School of Medicine and Public Health from the Wisconsin Partnership Program.”

Definitions and Guidance
Dissemination is the targeted distribution of information and intervention materials to a specific audience via determined channels using planned strategies. The intent is to spread knowledge or change behavior regarding an associated evidence-based intervention.

Evidence-based interventions/strategies/practices/policies should fall into one of the categories below:
1. Included in recognized registries of evidence-based interventions, such as AHRQ, Cochrane review, Guide to Community Preventive Services, Guide to Clinical Preventive Services, What Works for Health, etc.
2. Reported in peer-reviewed journals (released or in press).
3. If neither (1) or (2) apply; justify in your application the documented effectiveness as supported by other sources of information and the consensus judgment of informed experts.

Examples of applicable dissemination projects (either developing/piloting materials, or implementing the activities)
- Events to engage and inform study participants and their families of research progress and findings
- Curricula for behavior change
- Clinical interventions for practice change
- Evidence-based diagnostic and/or assessment tools
- Collaboration with organizations, such as state agencies, to inform program development
- Toolkits
- Policy briefings
- Media coverage
- Trainings/workshops/seminars/short-courses
- Community town hall/forum
- Mobile interactive applications
- Video-talks (posted on websites or used in meetings, trainings, e.g. TEDTalks)
- Social marketing or mass communication campaigns

Activities not eligible for funding
Travel, room/board, registration associated with the presentation of findings at a research conference
Journal publication costs
Dissemination Resources
We strongly encourage you to utilize elements from accepted dissemination resources in developing your proposal; recommended resources include:

- **UW-ICTR Dissemination & Implementation Program Website**
- **Knowledge Transfer and Exchange: A Framework** Toronto: Imagine Canada 2007
- **A Framework for Disseminating Evidence-Based Health Promotion Practices**, CDC Preventing Chronic Disease 2012; 9:11081
- **RE-AIM**
- **Development of a Planning Tool to Guide Dissemination of Research Results**, Agency for Healthcare and Research Quality; 2005
- **Beyond Scientific Publications: Strategies for Disseminating Research Findings**, Yale Center for Clinical Investigations

Application Requirements:

All applications should be single spaced, 11pt Arial font with ¾ inch margins. Applications should be submitted as a single PDF/Word document to capgrants@lists.wisc.edu no later than Friday, March 18, 2016 at 11:59 pm.

A. **Face Page**: Dissemination Supplement

B. **Proposal Narrative**: Not to exceed five (5) pages. The following information must be included:

1. Name and contact information for the Applicant and partner/stakeholder organizations.
2. Title of Proposal.
3. Personal statement from applicant including experience with dissemination (one paragraph)
4. Research findings and products: Description of what is going to be disseminated, or developed for dissemination, and how the evidence-base has been established.
5. Description of the target audience for your materials.
6. Description of your dissemination partners - individuals/organizations and/or networks, and roles & responsibilities for the project.
7. Dissemination strategies: How will you convey the research findings you’d like to disseminate?
8. Desired outcome(s) of the dissemination (or work preparatory to dissemination). For example, increased awareness, change in attitude, knowledge or behavior, policy change, improved practices, intention to use information, secondary spread of information, etc.
9. Anticipated barriers and plans to address them. If warranted, address issues of health literacy or non-English speaking/reading translation. Description of how you will adhere to your timeline
10. Description of how you will evaluate the effects of your development or dissemination efforts
11. Next steps: What are your next steps in this project trajectory and do you have plans to acquire funding?
C. **Letters of Support**: You must include letters of support from your stakeholders/partnering organizations. Letters should include the roles and responsibilities of the stakeholder, address why the information to be disseminated is important *to them*, and how they intend to use it.

D. **Budget & Justification**: Applicants must provide strong justification for their budget request; only request the budget that is necessary to meet the goals of your project. Budgets will be carefully reviewed as part of the review process and may be modified. In addition, you are required to complete a [Non-Supplanting Questionnaire](#). Signatures can be electronic.

E. **Timeline**: Please include an 18-month time table illustrating milestones.

F. **Literature citations**

G. **Appendices may be attached (up to three), but are not required**

**About the Review Process**

1. A preliminary review will be conducted by ICTR CAP Pilot Awards Manager to assess application completeness and ensure that issues of non-supplanting and conflict of interest have been addressed ([Non-Supplanting Form](#)).
2. Complete applications will then be reviewed by the **ICTR Dissemination and Implementation Council** (or a subset of the council). The council is a group of faculty, staff and community members who oversee the development of ICTR D&I efforts.
3. All applicants will receive copies of the de-identified review critiques.

**Example: Components of a Good Dissemination Proposal**

- **Clarity of proposal and significance of knowledge to be disseminated**
  - Information to be disseminated and the supporting evidence-base is well defined.
  - Clear goals for the outcome of the project are identified.
  - The target audience for the project is clearly identified.
  - Extent of potential reach, if broadly distributed
  - Use of accepted dissemination strategies
  - The fit of the dissemination/ communication methods specified for the target audience.
  - Realistic timeline and plan to address barriers to dissemination.
  - Budget is appropriate.
  - Likelihood of sustained impact.

- **Expertise of Team and Quality of collaboration**
  - Partnering organizations (partners/stakeholders) represent/ have access to the target audience.
  - Plan is developed in collaboration with partners.
  - A process for iterative engagement during the development or dissemination process has been described.
  - Letters of support define the roles and responsibilities of each
  - Project team has experience and expertise in dissemination and/or program implementation.
The extent of stakeholder engagement proposed is sufficient to result in likely project success.

- **Evaluation Plan**
  - The Evaluation plan is appropriate for the expected outcome of the development or dissemination process.
  - An appropriate method to measure the effects of the dissemination project has been identified.
  - The process and intervals for follow-up with recipients of the dissemination effort has been described (if applicable).
  - A method to measure reach has been identified.

- **Next steps to take it further after the project is done.**

Please submit your completed application to capgrants@lists.wisc.edu no later than Friday, March 18, 2016 at 11:59 pm.

**Contacts/Questions**

To schedule a consult about writing/planning your dissemination proposal, please contact Melody Bockenfeld (Program Manager, ICTR CAP Dissemination & Implementation Activities Core) at bockenfeld@wisc.edu or use the consult request form.

If you have questions about the details of this RFA, please contact ICTR CAP Pilot Awards Manager, Kate Judge, kjudge@wisc.edu.