



2019 SMP/SHIP NATIONAL CONFERENCE

Applying for Federal Awards: You Think You Know, But Do You?

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Introductory Discussion

- Why are you here today?
- What do you hope to learn?



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Application Components

- Summary/Abstract
- Problem Statement
- Goal(s) and Objective(s)
- Proposed Intervention
- Special Target Populations and Organizations
- Outcomes
- Project Management
- Evaluation
- Dissemination
- Organizational Capacity
- Budget & Budget Narrative

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Summary/Abstract

This section includes a concise description of the:

- Goal(s) - broad, overall purpose
- Objective(s) - narrow, more specific, identifiable or measurable steps toward a goal
- Outcomes - measurable results of a project
- Products - materials, deliverables

Problem Statement

Describes, in both **quantitative** and **qualitative** terms:

- the nature and scope of the particular problem
- how the project will potentially affect the older population and, possibly, the health care and social services systems

Goals and Objectives

- This section should consist of a description of the project's goals and major objectives.
- The project goals and objectives should be reflective of the priority activities discussed in SMP Strategic Program Objectives and the Four Strategic Themes in the SHIP FOA.

Goals & Objectives: SMP Example

- Goal: To empower and assist beneficiaries, their families and caregivers to prevent, detect, and report health care fraud, errors, and abuse through outreach, counseling, and education.
 - Objective: Provide group education and one-on-one assistance to an increasing number of Medicare beneficiaries annually – a **5%** increase annually over the prior project period.

Goals & Objectives: SHIP Example

- Goal: To consistently and confidentially provide accurate, objective, and comprehensive information and assistance about Medicare to beneficiaries, their caregivers, or advocates working on their behalf.
 - Objective: To continue to fund a partner in each of county who will provide local one-on-one assistance to beneficiaries via in-person, and phone counseling. In the recent 12-month period, SHIP reported 50,000 direct client contacts with 30,000 counseling hours. We propose to increase this number by at least **5%** each year during the three-year project period.

Proposed Intervention

- Clearly describe the proposed intervention, including:
 - Strategic partnerships
 - Management and operation plan for the project
- Describe the rationale for using the intervention, including:
 - Lessons learned for similar projects previously tested
 - Factors in the larger environment that have created the right conditions for the intervention
 - Any major barriers you may encounter and how you will overcome them

SHIP Proposed Intervention

- The proposed intervention should address these four strategic themes:
 - Service Excellence
 - Capacity Building
 - Operational Excellence
 - Innovation

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SMP Proposed Intervention

- Plans must address SMP Mission and Strategic Program Objectives, including:
 - Provide group education and one-to-one assistance to beneficiaries statewide
 - Recruit, train, and retain a sufficient and effective workforce ready to provide high quality education and inquiry resolution
 - Monitor and assess results on operational and quality measures
 - Position SMP to respond to changes in the programmatic landscape

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SHIP Proposed Intervention Review Criteria

- Does it include a clear and detailed plan that addresses the SHIP Objectives?
- Does it provide education and outreach strategies designed to better serve the target population groups? Does it include approaches to recruit, train, and retain counselors at all levels?
- Does it demonstrate the capacity to fully utilize a web-based data collection and reporting system to assess performance measures are accurately recorded and tracked in a timely manner?

SMP Proposed Intervention Review Criteria

- Does it describe...
 - how program will be implemented?
 - plans to provide one-on-one assistance, group education, and media outreach?
 - plans to recruit, retain, and manage volunteers, staff, and partners?
 - plans to monitor and assess SMP results on operational and quality measures?
 - plans to position SMP to respond to changes in the programmatic landscape?
 - target populations to be served and innovative methods to reach those populations?

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Special Target Populations and Organizations

- How will the applicant:
 - involve organizations in a meaningful way in the planning and implementation of the proposed project?
 - target disadvantaged populations, including limited-English speaking populations, those of greatest economic need and those of greatest social need?

Outcomes

- *A measurable outcome:*
 - Is an observable end-result that describes how a particular intervention benefits consumers
 - Demonstrates the functional status, mental well-being, knowledge, skill, attitude, or behavior
 - Describes a change in the degree to which consumers exercise choice over the types of services they receive or whether they are satisfied with the way a service is delivered

Outcomes Criteria for Review

- Is the project work plan clear and comprehensive?
- Does it include key task leaders, roles of staff/partners and feasible timeframes for the accomplishment of tasks? Does it include specific goals and tasks that are linked to measurable outcomes?
- Does it clearly identify the measurable program outcome(s) that will result from the project? Are the expected outcomes linked to the priorities of the program?

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Project Management

- Provide a clear delineation of the roles and responsibilities of project staff, consultants and partner organizations
- Specify who would have day-to-day responsibility for key tasks
- Describe the approach that will be used to monitor and track progress on the tasks and objectives

Evaluation

- Describe the method(s), techniques and tools that will be used to:
 - Determine whether or not the proposed intervention achieved its anticipated outcome(s)
 - Document the "lessons learned" - both positive and negative - from the project that will be useful to people interested in replicating the intervention, if it proves successful

Dissemination

- Things to consider...
 - What parties might be interested in using the results of the project to inform practice, service delivery, program development, and/or policy-making?
 - What methods will be used to disseminate the project's results and findings in a timely manner and in easily understandable formats?
 - What format will the materials be in?

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Organizational Capability

- Describe how the agency (or the division of a larger agency which will have responsibility for this project) is organized, the nature and scope of its work and/or the capabilities it possesses
- Be sure to include capabilities not included in the program narrative
- Include the organization's capability to sustain some or all project activities after Federal financial assistance has ended

Budget Review Criteria

- This includes a review of:
 - the adequacy and reasonableness of resources requested
 - the time commitment of the proposed director and other key personnel
 - allotted supervision and support to ensure the safety, integrity and professionalism of the workforce
 - strategies outlined under each budget category without duplication
 - budget line items clearly delineated and consistent with work plan objectives

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Tips and Tricks

- Read the FOA closely and respond clearly to each question.
- Don't assume the reviewers know anything about your agency, state, or work – this is your chance explain all the great work you do.
- Performance Measures are the beginning – how will you build on these to describe how you will measure all the work required and its impact?
- Ask a colleague to review your final application before submission.
- Review and borrow from the Center's online resources.

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