

**Informational Call for CDC-RFA-DP15-1511:
Developing and Disseminating Programs to Build Sustainable Lupus Awareness, Knowledge,
Skills, and Partnerships.**

Department of Health and Human Services, Centers for Disease Control and Prevention
June 26, 2015, at 2:00 p.m. – 3:30 p.m. EST.

Roll Call, Introductions & Welcoming Remarks:

Welcome to the informational call to discuss a new funding opportunity CDC-RFA-DP15-1511, Developing and Disseminating Programs to Build Sustainable Lupus Awareness, Knowledge, Skills, and Partnerships within CDC's National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health.

In the event your question is not answered on today's call, you may submit your question to Casey Hannan at CLH8@cdc.gov. Answers to the questions and those we received prior to this call will be posted on our web site at: www.cdc.gov/lupus. Answers to questions we have received prior to this call are already posted at this site.

FOA overview:

General overview and the primary purpose of the FOA. Please note that this **FOA is being issued from** the Department of Health and Human Services, **Centers for Disease Control and Prevention (CDC)**.

The primary purpose of the Funding Opportunity Announcement is to improve health outcomes and health-related quality of life among individuals living with lupus. This is a new initiative with three components that will be implemented concurrently.

The first component, during years 01 through 05 of the project period, will focus on creating sustainable lupus awareness and improve lupus-related health communications.

The second and concurrent component, during years 01 through 05 of the project period, will focus on developing a national network of lupus partnerships to ensure sustainability of awareness and programmatic strategies.

The third component, during years 03 through 05, will focus on increasing patient and provider education and implementation of lupus self-management education, physical activity, and strength training strategies.

The impact of the program will be to improve lupus symptom recognition, diagnosis, and use of self-management resources; improve lupus health outcomes; and improve health-related quality of life among individuals living with lupus.

This work will build upon and complement previous and current CDC efforts that include lupus registries, follow-up studies, formative research, and creating a public health agenda. For more information on previous and current CDC lupus efforts, please see www.cdc.gov/lupus.

This FOA addresses Healthy People 2020. It is committed to the vision of a society in which all people live long, healthy lives. This cooperative agreement addresses Healthy People 2020 focus areas of Arthritis, Osteoporosis, and Chronic Back Conditions; Access to Health Services, Disability, and Health; Health Communication and Health Information Technology; and Health-related Quality of Life & Well-being. All arthritis objectives are relevant because lupus is considered part of “doctor-diagnosed arthritis” as used in Healthy People and in CDC surveillance systems. This site is available at <http://healthypeople.gov>.

This FOA also aligns with national health objectives aimed at creating social and physical environments that promote good health for all, and the goals of CDC’s National Center for Chronic Disease Prevention and Health Promotion. For more information on the Centers’ goals, please see <http://www.cdc.gov/chronicdisease/about/public-health-approach.htm>

Total project period length will be 5 years.

Expected number of awards is up to 2.

Approximate average award is \$2,500,000 per project period

Award ceiling is up to \$4,000,000 per project period

Estimated award date is September 30, 2015

Letters of intent are due on July 1, 2015

Applications are due through grants.gov on August 10, 2015

All questions related to this FOA can be sent by email to Casey Hannan (clh8@cdc.gov)

On behalf of CDC’s Arthritis, Epilepsy, and Well-being Branch, we are looking forward to supporting this important FOA.

Performance measures and organizational capacity

Performance Measures:

Eligible applicants include governmental and non-governmental organizations that have a clear mission to serve individuals with lupus and their care-givers through a network of affiliated programs. Applicants must describe their ability to carry out the strategies and activities outlined in the Logic Model and each of the components.

Collaborating with other CDC chronic disease prevention and health promotion lupus funded projects and collaborating with programs external to CDC that support the development and implementation of effective strategies to improve population health is expected.

Finally, applicants are expected to identify and leverage opportunities with partners, which will also enhance the recipient’s work in carrying out the strategies and activities, with CDC funded

programs and networks as well as other non-CDC funded partners listed in the FOA where there are common interests and objectives related to cognitive health and impairment.

Organizational Capacity:

It is critical that you review and respond to all of the requested information in the FOA. I will highlight a few things here. Applicants should document their capacity to implement public health initiatives to improve the health and well-being for individuals with lupus. It is anticipated that applicants will be able to demonstrate capacity to carry out the strategies and activities and requires that applicants demonstrate sufficient capacity and readiness to implement them.

Funding will be provided to the qualified applicant who can demonstrate previous experience and success in serving the diverse needs of individuals with SLE and their families in the U.S. Also, please note that applicants must be able to address and execute strategies and activities for all three components of this FOA. For example, an applicant is not permitted to apply for only 1 or 2 of the 3 components.

Examples of organizational capacity criteria for applicants include:

- Serving as an organization wholly dedicated to lupus with national and local legally affiliated networks, accountable under a series of approved criteria and standards with robust quality assurance. In order for this program to have nationwide impact, the organization should be able to disseminate strategies to at least 25 states. Applicants must include a signed letter of support from each affiliated program participating in this initiative. Letters of support can be included in the appendix section of the application.
- Providing direct support services for people with lupus through professional health educators and a legally affiliated (i.e. legal authority to conduct work under the name of the national organization) network.
- Successful history of conceiving, developing, and carrying out national lupus awareness campaigns such as advertising council campaigns and the organizational capacity to handle increased inquiries by phone and web.
- Experience in surveying, identifying, and interpreting the needs of those who are affected by SLE.
- Experience in identifying the needs of those who have or may have lupus and in translating those needs into messages that resonate with the target audience and motivate action.
- Capacity and proven prior success to engage various types of media across the country to use campaign and/or health communication materials.
- Proven prior success distributing and promoting awareness and/or health communication campaigns on behalf of non-profit organizations and government agencies.
- Capacity to engage volunteer talent from the advertising and communication industries and the resources of the business and lupus communities to deliver critical messages to the public.

In addition, applicants for all three components of this FOA must be able to demonstrate the capacity to conduct all of the strategies and activities outlined in this FOA (i.e., create sustainable lupus awareness and improve lupus-related health communications; increase patient and provider education and implementation of lupus self-management education, physical activity, and strength training strategies; and develop a national network of lupus partnerships. Further, the work plan for year 01 must describe the process by which the awardee will review and update work plan activities for years 02-05 according to the key public health priorities within the national public health agenda for lupus (expected to be released by Fall 2015).

Other organizational capability criteria are outlined further in the FOA.

Outcomes:

All activities should lead to the outcomes depicted in the logic model in the FOA.

Recipients of this award are expected to demonstrate measurable progress toward addressing short-term outcomes depicted in the logic model.

Component 1

- Increase awareness among providers and individuals to recognize signs and symptoms of lupus.
- Increase understanding among providers and individuals about what to do if lupus is suspected.

Component 2

- Develop sustainable partnership network.
- Partners support awareness and communication efforts.
- Increase use of and referral to lupus clinical and community resources.
- Increase awareness and use of evidence-based tool(s) for self-management, physical activity, and strength training.

Component 3

- Increase awareness and use of evidence based tool(s) for:
 - Self-management of lupus and related co-morbidities
 - Physical activity and strength training
- Increase lupus patient education about physical activities that incorporate strength training.

Component 1: Create sustainable lupus awareness and improve lupus-related health communications (This component will be conducted during project years 01 through 05). Conduct targeted health communications campaigns for recently diagnosed individuals with SLE, primary care providers, and lupus specialists, based on research findings from the DOE/ORISE project, "Filling a Gap: Creating Educational Program/Tools/Materials to Enhance Self-Management in Systemic Lupus Erythematosus (SLE)" funded by CDC. The DOE/ORISE project will run currently and conclude during the first year of this project's preparation period.

- Develop and execute evidence-based communications strategies based on research findings

- Develop or expand a sustained multifaceted media relations outreach program
- Leverage in-kind and earned media to maximize reach of awareness campaign
- Conduct outreach to the public and patients via dissemination of campaign materials, engaging media with public service announcements and other means
- Work with an established group (such as the expert panel for the National Public Health Agenda for Lupus) to coordinate outreach activities

Awareness campaign activities may include:

- Distributing campaign materials to priority audiences through effective channels as identified by available research findings
- Developing and publishing print and/or electronic materials for parents of newly diagnosed teens with SLE
- Developing, updating, or reprinting appropriate materials
- Providing CME training regarding lupus for providers
- Providing public service announcements, advertisements in medical journals and parent's magazines encouraging referrals to specialists for appropriate symptoms; and
- Using baseline survey data for selected target groups to measure campaign coverage

Component 2: Develop a national network of lupus partnerships. (This component will be conducted during project years 01 through 05).

- Strengthen a sustainable partnership network of lupus-affiliated organizations to provide local support of awareness and health communications efforts;
- Support a national network of local, state, and national organizations to promote the goals of this cooperative agreement
- Work with local, regional and state affiliates and chapters and other health-related organizations to facilitate local public health activities for people with lupus in partnership with state and local government agencies.
- Conduct outreach to primary care providers, professional association and others who can help diagnose lupus more quickly
- Work with health-related organizations (such as those represented in developing A National Public Health Agenda for Lupus) to facilitate public health activities, such as:
 - Facilitate problem solving and idea sharing among organizations involved in collaborative activities, including supporting and expanding communication vehicles (i.e., social media, list management tools, web sites, newsletters, conference calls, meetings) to strengthen programs promoting public awareness of lupus, and to provide education for those with lupus, the general public, and for health care providers. Describe partner and community engagement throughout the project period, including the involvement of described in the attached logic model:
 - (1) The number of people with doctor-diagnosed SLE will increase their participation in self-management activities that will prolong their quality of life and delay progression of SLE and increase co-morbidity management.
 - (2) The number of people with doctor-diagnosed SLE will increase their participation in physical activity and strength training activities. These

activities are known to increase lower extremity muscle mass and improve quality of life.

- (3) There will be an increase in the number of physicians providing SLE self-management and physical activity information to doctor-diagnosed patients.
- (4) There will be an increase in the number of physicians and people with probable SLE diagnoses that recognize the signs and symptoms of SLE.

Component 3: Increase patient and provider education and implementation of lupus self-management education, physical activity, and strength training strategies. (This component will be conducted during project years 03 through 05).

- Develop and evaluate evidence-based lupus self-management resources
- Develop and disseminate resources to promote and sustain physical activity, strength training, and weight management interventions after diagnosis.
- Implement and evaluate strategies to disseminate existing and new educational materials and tools to those with lupus that are under served.
- Support development of strategies that empower individuals to manage their health and health care (e.g., increase or strengthen community-clinical links and resources to support self-management education, promote use of culturally competent standardized education materials).
- Conduct outreach to healthcare practitioners, provider institutions, and state and local health departments to link persons with lupus to community resources.

Program/Epidemiological Objectives:

- (1) From FY 2015 to FY 2020, people with doctor-diagnosed SLE and their care givers will increase their knowledge and use of self-management, physical activity, and strength training techniques resulting in improved actions and health-related quality of life.

Additional Eligibility Information and Applicant Requirements:

Applicants must identify that their organization has within its mission the capacity to have coverage on a national basis. To achieve solid national coverage, the organization should have regional or state offices or chapters in at least 25 states and demonstrate how these chapters work together to reach members across the nation. Documentation of the organization's mission statement, structure and processes for ensuring that local, state, and national members' needs are addressed and should be provided in the organization's proposal. Organizations applying under this FOA must provide a copy of their mission statement reflecting their work and priorities focused on lupus.

Applicants must provide an overall evaluation plan as described in the FOA. If awarded funds, awardees must provide a more detailed plan within the first year of programmatic funding. Applicants are not required to develop a logic model for this FOA.

Letters of Intent

I want to highlight that we are requesting Letters of Intent for this FOA. This helps us to have an estimate of the number of applications expected so that we can prepare for the objective review process. Letters of intent are due by July 1, 2015. They can be sent via U.S. express mail, delivery service, or email to Casey Hannan at CLH8@cdc.gov, this contact information is also listed on Page 18 of the FOA.

It is requested that LOIs include the following:

1. Name of the applicant
2. Name, address, telephone number, and e-mail address of the primary contact
3. Number and title of this FOA

Budget Narrative:

Budget Period or Budget Year: The duration of each individual funding period within the project period. Traditionally, budget periods are 12 months to 1 year.

The ceiling in this FOA is \$4,000,000 Per Project Period. CDC anticipates funding up to 2 applicants. The average award will be approximately \$2,500,000 Per Project Period, subject to availability of funding including direct and indirect costs. CDC will consider any application requesting an award higher than \$4.0M as non-responsive and it will receive no further review. Throughout the project period, CDC will continue to award based on the availability of funds, the evidence of satisfactory progress by the awardee (as documented in required reports), and the determination that continued funding is in the best interest of the federal government. The total number of years for which federal support has been approved (project period) will be shown in the "Notice of Award".

Applicants must submit an itemized budget narrative, which may be scored as part of the Organizational Capacity of Awardees to Execute the Approach. When developing the budget narrative, applicants must consider whether the proposed budget is reasonable and consistent with the purpose, outcomes, and program strategy outlined in the project narrative. The budget must include: salaries, fringe benefits, consultant costs, equipment, supplies, travel, other categories, contractual costs, total direct costs, and total indirect costs.

For guidance on completing a detailed budget, see Budget Preparation Guidelines at: <http://www.cdc.gov/od/pgo/funding/grants/foamain.shtm>.

In summary:

1. Applicants need to address all three components of the FOA.
2. Applicants should have the ability to reach at least 25 states so the program can demonstrate national public health impact.
3. We anticipate the funding amount to be \$2,500,000 per project period.
4. The funding ceiling is \$4,000,000 per project period.
5. We anticipate funding up to 2 national organizations.
6. LOIs are due on July 1, 2015 and should be sent to Casey Hannan

7. Applications are due on August 10th and should be submitted through grants.gov.
8. If people have questions they can email Casey Hannan at CLH8@cdc.gov

Questions and Answers:

Questions and answers from this call will be posted publically on our website at www.cdc.gov/lupus.

This is just a reminder that if you have questions after this call, please e-mail them to Casey Hannan at CLH8@cdc.gov. We will post answers to your questions at www.cdc.gov/lupus so please check back to that site frequently for updates.

Potential Question(s):

1. Is there a limit to the number of applications you will accept from a single institution? If different areas in one institution want to apply, should they submit one application or several separate applications?
 - a. Yes, only one institution or organization is able to submit a single application.
 - b. Each applicant needs to address all three components of the FOA.
 - c. Each applicant must demonstrate capacity to reach at least 25 states to have a national impact.

Closing Remarks and Reminders:

Our remarks from this call and answers to any questions we receive about the FOA will be posted publically on www.cdc.gov/lupus.

For technical assistance with grants.gov, please refer to the “support” tab on grants.gov.

For questions related to the FOA, please send an e-mail to Casey Hannan at CLH8@cdc.gov. Answers to your questions will be posted at: www.cdc.gov/lupus.

Reminders

- The FOA was posted June 10, 2015 and will remain posted for 60 days.
- Application due date is August 10, 2015.
- Interested candidates must submit a letter of intent (LOI) by July 1, 2015. All applications meeting the requirements (as they are listed in the FOA) will be accepted for review.
- The project period is five years.
- If you have questions please send them to Casey Hannan at CLH8@cdc.gov.
- Questions and Answers will be updated and posted on the lupus website.