

Grant Writing Tips

KBC Breastfeeding Coalitions Conference – October 13, 2017

Elements for the Research Plan/Project Narrative

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1. **Specific Aims** (if required by funder)

- Typically 1 page long
- Purpose: To provide a summary of the project
- Lists specific objectives and relevant hypotheses (if applicable)
 - Example #1:
 - Aim/objective: To determine the effect of lifetime duration of breastfeeding as a protective factor against stroke among post-menopausal women
 - Hypothesis: Lifetime duration of breastfeeding reduces the risk for stroke among post-menopausal women
 - Example #2:
 - Aim/objective: To increase the number of families in a CSB community who breastfeed their infants exclusively
 - Hypothesis: Families in CSB communities will breastfeed their infants exclusively for a longer period of time than families in non-CSB communities

2. **Research Plan/Project Narrative** – suggested components:

- Significance
 - Explain importance of the problem or critical barrier to progress in the field that the proposed project addresses.
 - Explain how the proposed project will improve scientific knowledge, technical capability, and/or clinical practice.
 - Describe how the concepts, methods, technologies, treatments, services, or preventive interventions that drive this field will be changed if the proposed aims are achieved.
 - Include brief background data, maybe results of a pilot project/study.
 - Suggested sub-sections to include: Scope of the Problem, Justification for Proposed Work, Impact of Proposed Work.
 - Two to three paragraphs are generally sufficient for a Significance section (depending on the funder's word/character length requirements).
- Innovation
 - Explain how the proposed project challenges and seeks to shift current research or clinical practice paradigms.

- Describe any novel theoretical concepts, approaches or methodologies, interventions to be developed or used. Do these have any advantages over existing concepts, methodologies or interventions?
 - Emphasize any innovative approach that you're using: Why is your approach better than what has been done before; what makes it novel?
 - Innovative methods, innovative equipment, or an innovative way of looking at a problem can be emphasized.
 - One or two paragraphs are generally sufficient for an Innovation section (depending on the funder's word/character length requirements).
- Approach
 - Describe the overall strategy, methodology, and analyses to be used to accomplish the specific aims (objectives) of the project. Include how the data will be collected, analyzed, and interpreted.
 - Discuss potential problems and alternative strategies.
 - If you have preliminary findings from pilot projects/studies, include them in the Approach section.
 - Outline your methodology with sufficient detail so that a reviewer/funder who is not familiar with the topic fully understands your proposal.
 - If your department will match funds, then be sure you mention this in the Approach section.
 - Suggested sub-sections to include:
 - Overview (keep this very brief)
 - Preliminary Data (e.g., pilot data from a related project/study)
 - Study Design (e.g., pre-post, post-only, randomized control trial)
 - Recruitment (how do you recruit, include incentives if applicable)
 - Proposed Intervention (explain content of the program)
 - Survey Instrument (mention name if applicable)
 - Outcome Measures (re-emphasize project/study aims/objectives and why you have selected these outcomes, justify!)
 - Sample Size (and Randomization, if applicable)
 - Statistical Analysis (e.g., descriptive analysis: count and percentages, mean and standard deviation, etc.)
 - Data Management (e.g., who will handle this, explain how data will be stored, who has access to data, etc.)
 - Project Staff and Roles
 - Project Timeline (use a Gantt chart)

3. Limitations and Future Direction

- Suggested sub-sections to include:
 - Potential Problems – describe potential problems you may encounter during the project/study and how you will address these problems.
 - Results and Future directions – emphasize what you will do with study results, and what you will do once the proposed project/study has been completed.