



Grantsmanship or The Good, the Bad and the Ugly!

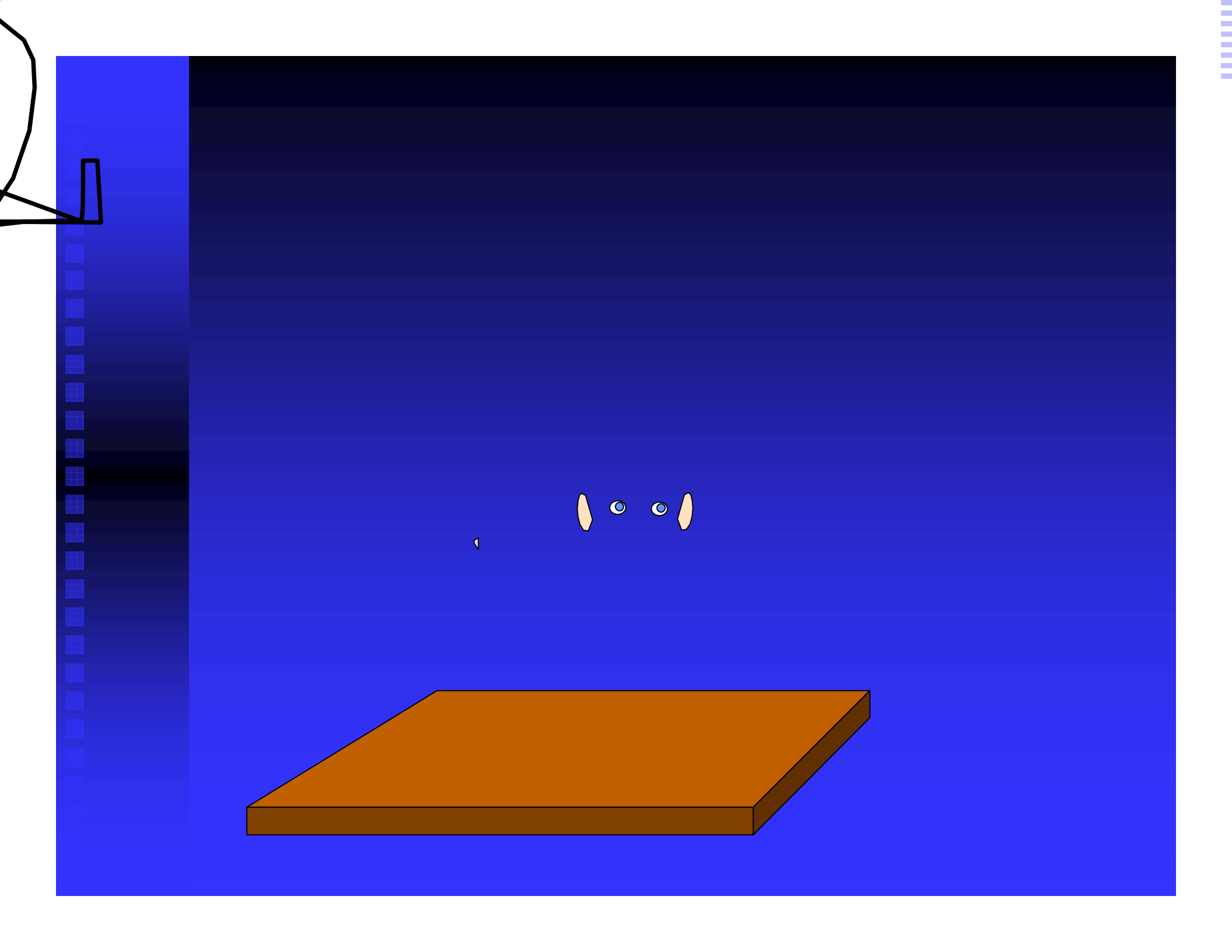
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NIH/DHHS









II. Who to talk to, When and About What!

- › Start talking to agency representative before start writing.
- › Be sure agency is interested in idea.
- › Check out possible review panels.
- › Get grantsmanship training.
- › Information on budgets and financial matters.
- › Information on patent rights.....











Grantsmanship: Know your Audience

Scientific Review Criteria

- › **Significance (real problem/real people)**

 - ¥ Important problem; if successful how will it affect area?

- › **4 Dimensions of Research Design**

Selling Yourself and Your Ideas!

**Knowing the science is not enough.
You must be:**

- › **Scientist**
- › **Spokesperson**
- › **Communicator**
- › **Salesperson**

Grantsmanship: Sell yourself and your ideas!

- › **What** are you selling?
- › **Why** is it important?
- › **Impact** (who will benefit)
- › **How** will you do it?
- › **Advantages**/strengths/limitations
- › **Track record** (can you do it?)

And put it in the proper form !

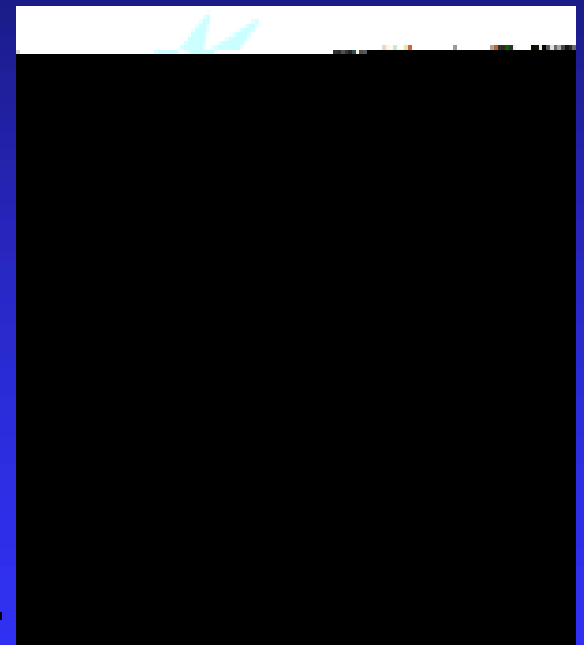
Principle of Successful Selling

- › Make people like you

Principles of Grantsmanship

Preparing an NIH Application

- › Title
- › Abstract (200 words)
- › Research Plan
 - ¥ Specific Aims (1 page)
 - ¥ Significance (2-3 pages)
- › Experimental Methods/Approach



Which kind of Grant is Right for You?

- › R03
- › R21
- › R01
- › R15
- › P01
- › R13
- › F Series (Individual Fellowships)(R15)Tj1 g-.007.004dua

ABSTRACT: Guidelines

- › State the application's broad, long term objectives and specific aims.
- › Make reference to the health-relatedness of the project.
- › Describe concisely the research design and methods for achieving goals.
- › Discuss potential for innovation.
- › Avoid summaries of past accomplishments and the use of first person.
- › Do not exceed 200 words.

Grantsmanship : Abstract

Significance

- › What to do -----à Objectives / Hypothesis
- › Why do this-----à Rationale / Purpose
- › How do this -----à Methods / Study Design

- › Evidence when done -----à Expected Results / Findings
- › Why anyone cares ----à Significance / Importance

- › The ABSTRACT is meant to serve as a succinct and accurate description of the proposed work when SEPARATED from the application.

Specific Aims : The Heart of The Application



Grantsmanship: Specific Aims (on one page)

› Introductory paragraph

- ¥ Statement of *long term health-related goal* (1 sentence)
- ¥ *Background/significance* of problem (1-2 sentences)
- ¥ *Preliminary data* /state of the art (2-3 sentences)
- ¥ *Data gaps* /controversy (1-2 sentences)
- ¥ Clearly defined *hypothesis/specific goal*
(1-2 sentences)

Specific Aims (Cont'd)

- › **Specific Aims/Milestones**

- ¥ 2-5 aims



HYPOTHESIS



- › State what you are going to test
- › Be explicit
- › One or two only
- › Must be testable
- › Do not rely on reviewer to develop hypothesis
- › Do not wander about, stay aligned in logic

Idea and Hypothesis. NOVEL!!!

- › Develop and new, innovative and novel ideas...paradigm shifters.
- › You need to be first....we don't fund followers!
- › We don't fund gap filling.
- › We don't fund verification/repetition.

Why is this application special....what singles out this application?

Grantsmanship : A Research Focus

- › The writing style and organizational format substantially impacts on the ease of reading and comprehending of a presentations' ideas and plans.

›

Experimental Methods/Research Plan

For Each Aim/Milestone:

- › **State aim**
- › **Rationale for approach Section**
- › **Experimental Design** in detail including data analysis and interpretation
- › **Potential Difficulties/Limitations Section**
- › **Alternative approaches Section**

Justify everything including timetable and that you have experience and expertise needed

Background and Significance

- › Logical development of background information that forms basis of proposal.
- › Logical flow from more global to specific.
- › Critical evaluation of current knowledge (goal not to be comprehensive ...present solid foundation).
- › Identification of data gaps, conflicts, needs, what's new and novel and innovative.
- › Importance of research and how it will fill need.
- › Public health benefit.





Applications Submitted to NIH Center for Scientific Review



Cover Letter: A Valuable Tool

- Suggest potential awarding component(s)
- Discuss areas of expertise appropriate for the application's review
- Indicate individual(s) or organization(s) in conflict

