
Research Lecture Compelling Grant Writing

Edward P. Sloan, MD, MPH, FACEP



Edward P. Sloan, MD, MPH FACEP

Professor

*Department of Emergency Medicine
University of Illinois College of Medicine
Chicago, IL*

Edward P. Sloan, MD, MPH, FACEP



Attending Physician
Emergency Medicine

*University of Illinois Hospital
Our Lady of the Resurrection Hospital*

Chicago, IL

Edward P. Sloan, MD, MPH, FACEP



Global Objectives

- Conduct successful research
- Improve EM patient care
- Live a fulfilled life with a great career
- Make the world a better place

Edward P. Sloan, MD, MPH, FACEP



Specific Objectives

- Learn how to write in a compelling way
- Be a successful grant writer
- Obtain grants
- Complete the work outlined in the grant
- Be able to utilize the resources well
- Enjoy the process
- Repeat

Edward P. Sloan, MD, MPH, FACEP



Session Plan

- State why we do research
- Understand compelling writing
- Discuss compelling grant writing
- Examine Grantmanship Center resources
- Identify other types of writing that can be done in support of grant writing

Edward P. Sloan, MD, MPH, FACEP



What is Research?

- Organized observation
- Identifying relationships, cause & effect
- Asking a question and identifying a number or testing a hypothesis
- Finding what is in the universe

Edward P. Sloan, MD, MPH, FACEP



When is Something Compelling?

- Engenders interest and enthusiasm
- Makes a difference
- Creates a unity of thought and action
- Feels right
- Leads to greater success
- Fulfilling
- Example: opening a present!

Edward P. Sloan, MD, MPH, FACEP



Compelling Research

- Answers a clinically relevant question
- Leads to improved patient care
- Enhances clinical practice
- Can be incorporated in clinical guideline
- Identifies an understandable unifying theme for practitioners at all levels

Edward P. Sloan, MD, MPH, FACEP



Compelling Writing

- Concise, brief
- Well structured, relevant sections
- Can be summarized
- Can be read quickly
- Logical progression from general to specific content
- Parallel construction

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Leads the grantor to grant funds
- Directs all of the grantees activities
- Provides clear plan with deliverables
- Includes a budget that is verifiable
- Utilizes benchmarks and timeline
- Allows investigator to make a difference

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing: *Background Work*

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Understand who you are and what you want to do

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Understand who you are and what you want to do
- Know that the grantors need you as much as you need them

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Understand who you are and what you want to do
- Know that the grantors need you as much as you need them
- Accept that if well written, you will get the grant and have to do the work

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Understand who you are and what you want to do
- Know that the grantors need you as much as you need them
- Accept that if well written, you will get the grant and have to do the work
- Complete the work and repeat

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing: *The Procedure*

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Find an issue with a public health importance

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Find an issue with a public health importance
- Think like a public health official

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Find an issue with a public health importance
- Think like a public health official
- Create a needs assessment with a clear imperative

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Find an issue with a public health importance
- Think like a public health official
- Create a needs assessment with a clear imperative
- Support the imperative with compelling literature or preliminary work

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Outline work that is well reasoned, supported by some assumptions about baseline data and the ability to detect prevalence or create change

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing

- Outline work that is well reasoned, supported by some assumptions about baseline data and the ability to detect prevalence or create change
- State the global and specific objectives, research plan, timeline, deliverables, budget, and follow-up plan

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing: *Specifics*

Edward P. Sloan, MD, MPH, FACEP



Problem Statement

- What is the problem, and why do we care?
- Is there an opportunity to solve the problem and make a positive impact?

Edward P. Sloan, MD, MPH, FACEP



Needs Assessment

- Answer the question: what do we need to do? Why?

Edward P. Sloan, MD, MPH, FACEP



Global Objective

- What are we trying to do?

Edward P. Sloan, MD, MPH, FACEP



Specific Objective

- What specifically are we trying to do in order to meet the global objective?

Edward P. Sloan, MD, MPH, FACEP



Project Plan

- How are we going to meet the specific objectives?

Edward P. Sloan, MD, MPH, FACEP



Assessment

- How are we going to measure the success in meeting our global objectives?

Edward P. Sloan, MD, MPH, FACEP



Compelling Grant Writing: *An Example*

Edward P. Sloan, MD, MPH, FACEP



CT Chest Studies and D-Dimer

- Are we using the best D-Dimer value to determine the need for a CT chest to rule out a pulmonary embolism?

Edward P. Sloan, MD, MPH, FACEP



Problem Statement

- What is the problem, and why do we care?
- Is there an opportunity to solve the problem and make a positive impact?

Edward P. Sloan, MD, MPH, FACEP



Problem Statement

- With D-Dimers that are 0.6, we do too many unnecessary CT chest studies to rule out pulmonary embolism...all of the studies are negative
- If we change our cut-off to above 0.6, we can avoid unnecessary testing

Edward P. Sloan, MD, MPH, FACEP



Needs Assessment

- Answer the question: what do we need to do? Why?

Edward P. Sloan, MD, MPH, FACEP



Needs Assessment

- We need to reduce the number of unnecessary CT chest studies to rule out PE by changing the cut-off value in our institution for what is a positive D-Dimer.

Edward P. Sloan, MD, MPH, FACEP



Global Objective

- What are we trying to do?

Edward P. Sloan, MD, MPH, FACEP



Global Objective

- We are trying to reduce number of unnecessary CT chest studies to rule out PE by changing the cut-off value in our institution for what is a positive D-Dimer.

Edward P. Sloan, MD, MPH, FACEP



Specific Objective

- What specifically are we trying to do in order to meet the global objective?

Edward P. Sloan, MD, MPH, FACEP



Specific Objective

- We will change the cutoff value of what is considered a positive D-Dimer by examining the value at which positive CT chest for PE are found at a consistent rate.

Edward P. Sloan, MD, MPH, FACEP



Project Plan

- How are we going to meet the specific objectives?

Edward P. Sloan, MD, MPH, FACEP



Project Plan

- We will correlate the D-Dimer values and the CT chest results and determine the testing parameters for each of the values for 100 patients with D-Dimer values between 0.5 and 1.0.

Edward P. Sloan, MD, MPH, FACEP



Assessment

- How are we going to measure the success in meeting our global objectives?

Edward P. Sloan, MD, MPH, FACEP



Assessment

- We will then study the false negative rate of rule out CT chests after the implementation of a new cut-off within the institution.

Edward P. Sloan, MD, MPH, FACEP



Compelling Grants: Key Questions

- Why do you want to do the work?
- Would you pay for this work?
- Will you be able to complete the work with the resources granted?
- Can the deliverables be delivered?
- Is the timeline reasonable?
- Are all of the players on board?

Edward P. Sloan, MD, MPH, FACEP



Compelling Grants: Key Questions

- Do you view this as a part time job?
- Can this work with your full time job?
- Is what you propose compelling?
- Is it based on sound assumptions?
- Can you ask and answer a question?
- Will there be meaningful implications to the answered question?

Edward P. Sloan, MD, MPH, FACEP



Compelling Grants: Key Questions

- Can the results be generalized?
- Will they lead to a change in clinical practice or to useful guidelines?
- Do you have any proven track record?
- Will your institution support this work?
- Are you like a production plant?

Edward P. Sloan, MD, MPH, FACEP



Compelling Grants: Key Questions

- What are your plans for presentation and publication of the results?
- Where, when, how?
- Will you follow-up with the grantor?
- Can and will you do it again?

Edward P. Sloan, MD, MPH, FACEP



2007 Emergency Medicine Research Workshop

Compelling Grant Writing

Edward P. Sloan, MD, MPH, FACEP

GUIDE FOR WRITING A FUNDING PROPOSAL

S. Joseph Levine, Ph.D.
Michigan State University
East Lansing, Michigan USA
(slevine@msu.edu)

(Last Updated: 09/13/2007 21:50:03)

This Guide for Writing a Funding Proposal was created to help empower people to be successful in gaining funds for projects that provide worthwhile social service. A major cooperative relationship - with funding agencies, with community organizations, and with the people you are serving - as a basis for the development of strong fundable initiatives leads that long term change can be effected.

To make this Guide as useful as possible, all suggestions have been carefully reviewed with a concern that they be easy to implement and can have the greatest positive effect on the companion guide for graduate students - [Guide for Writing and Presenting Your Thesis or Dissertation](#). Long sections are minimized and suggestions are presented in different suggestions demarcated.

As you are going through this Guide you will probably see things that aren't clear, need fixing, or should be further clarified. Please send them along and I will do my best to improve them each year. Your suggestions on how to improve this Guide will be most appreciated.

And finally, I receive many requests asking me to recommend a book or two that would be helpful in writing a good proposal. I've started to create such a listing of books I've read with the preparation of a funding proposal.

GUIDE FOR WRITING A FUNDING PROPOSAL

Example:

Goals and Objectives

There are two major goals for the "Healthy Moms for Healthy Kids" Project and specific objectives within each of the goals.

Goal #1 - To reduce the degree of malnutrition among young children.

Objective #1.1 - To provide mothers in Kota Emessu with relevant information regarding health and nutrition.

Objective #1.2 - To assist mothers in Kota Emessu in learning how to effectively apply health and nutrition information in helping their young children to be more health conscious.

Objective #1.3 - To teach mothers in Kota Emessu how to evaluate changes in the health of their young children.

Goal #2 - To effectively use volunteers as a major factor in helping people to learn.

Objective #2.1 - To recruit a group of undergraduate students (15-20 students each semester) at Universitas Pembangunan Perantauan to become volunteers in the "Healthy Moms for Healthy Kids" Project.

Objective #2.2 - To provide a 4 week training program for the volunteers that covers a) basic nutritional information for mothers and b) information on adult teaching techniques.

Objective #2.3 - To place the students in the PIAS Center to offer tutoring services to local mothers.

Objective #2.4 - To compare the type and degree of volunteer learning that takes place in the PIAS Project as compared to volunteer involvement with SERMAH.

[Return to the Guide for Writing a Funding Proposal](#)

RESEARCH UNIVERSITY OF MICHIGAN

A-Z INDEX | RA TOOLKIT | SITE MAP

View Printer Friendly Version

Proposal Writer's Guide
by Don Thackery

Whole Guide Complete in One Long Web Page

Guide in Sections:

- Foreword
- This Guide is intended for faculty and staff members with little or no experience in writing proposals for sponsorship.
- I. Introduction
- II. The Parts of a Proposal
 - A. Research Proposals
 - The Title Page
 - The Abstract
 - The Table of Contents
 - The Introduction
 - The Background Section
 - The Description of Proposed Research
 - The Description of Proposed Research

V. Why Proposals Are Rejected

Assuming that funds are available, that geographical distribution is not a criterion, and that political considerations are not present, the success of a proposal will depend both on the quality of the project itself and the quality of its presentation in the proposal. Different reviewers, of course, will weigh merits and defects differently, but the following list of short coverages of 603 proposals rejected by the National Institutes of Health is worth pondering. The list is derived from an article by Dr. Ernest M. Allen (Chief of the Division of Research Grants, National Institutes of Health) that appeared in Science, Vol. 132 (November 23, 1960), pp. 1332-34. (The percentages given total more than 100 because more than one item may have been cited for a particular proposal.)

A. Problem (58 percent)

- The problem is not of sufficient importance or is unlikely to produce any new or useful information. (33.1)
- The proposed research is based on a hypothesis that rests on insufficient evidence, is doubtful, or is unsound. (8.9)
- The problem is more complex than the investigator appears to realize. (8.1)
- The problem has only local significance, or is one of production or control, or otherwise fails to fall sufficiently clearly within the general field of health-related research. (4.8)
- The problem is scientifically premature and warrants, at most, only a pilot study. (3.1)
- The research as proposed is overly involved, with too many elements under simultaneous investigation. (3.0)
- The description of the nature of the research and of its significance leaves the proposal nebulous and diffuse and without a clear research aim. (2.6)

B. Approach (73 percent)

- The proposed tests, or methods, or scientific procedures are unsuited to the stated objective. (24.7)
- The description of the approach is too nebulous, diffuse, and lacking in clarity to permit adequate evaluation. (28.8)
- The overall design of the study has not been carefully thought out. (14.7)
- The statistical aspects of the approach have not been given sufficient consideration. (8.1)
- The approach lacks scientific imagination. (7.4)
- Controls are either inadequately conceived or inadequately described. (6.8)
- The material the investigator proposes to use is unsuited to the objective of the study or is difficult to obtain. (3.8)

**Compelling Grant Writing:
The Grantsmanship Center**

Edward P. Sloan, MD, MPH, FACEP

FERNE
FUNDATION FOR EMERGENCY MEDICINE RESEARCH AND NUTRITION EDUCATION

THE GRANTSMANSHIP CENTER

About Us | Training | Membership | Resources | Archives | Funding Sources

Google search: search.tgdc.com search: search:

Grantsmanship™

After I took the Grantsmanship Training Program we were able to win major funding, including a 2500,000 grant from NICHD. Those five days truly changed my life, and the life of my organization!"

Carol Cardone
Texas Tech University Health Sciences Center

Quick Links

- Grantsmanship Training Schedules
- Earned Income Strategies
- Training Schedules
- Workshop Schedules
- Customized Training
- Federal Deadlines
- Announcements
- Join Our Mailing List
- Our Publications

Grantsmanship Training Program™ | **Earned Income Strategies** | **Customized Workshops**

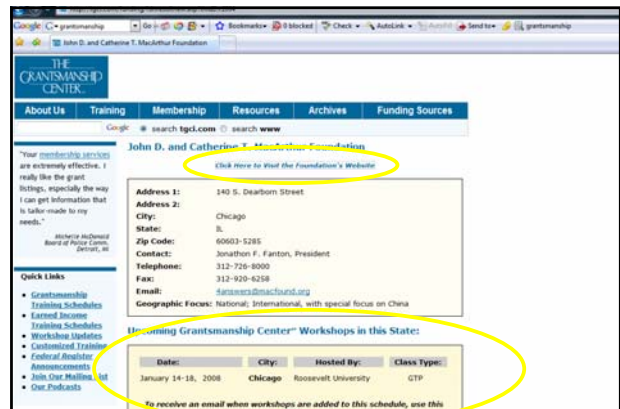
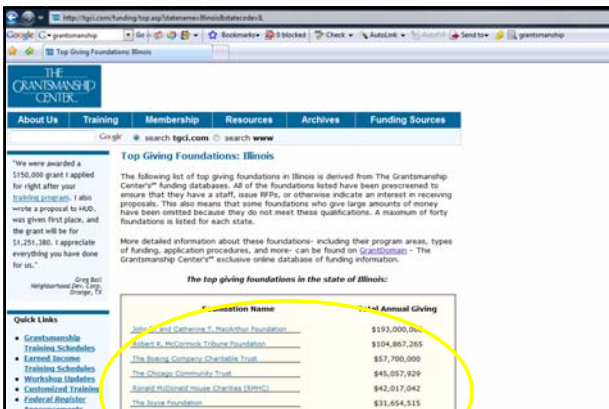
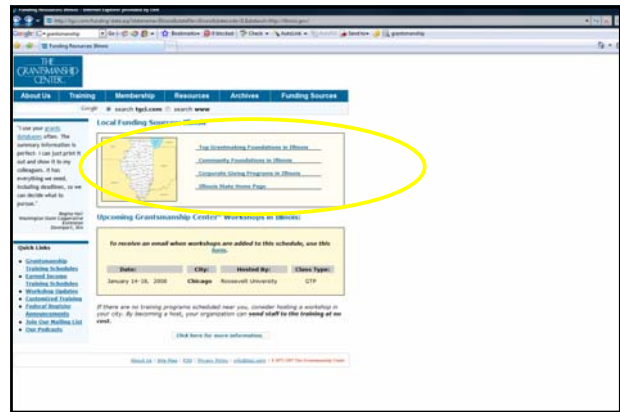
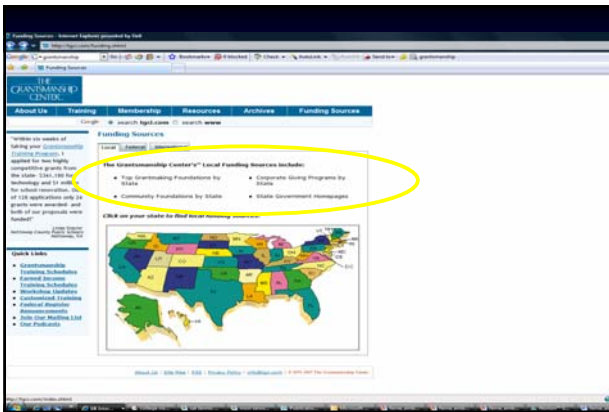
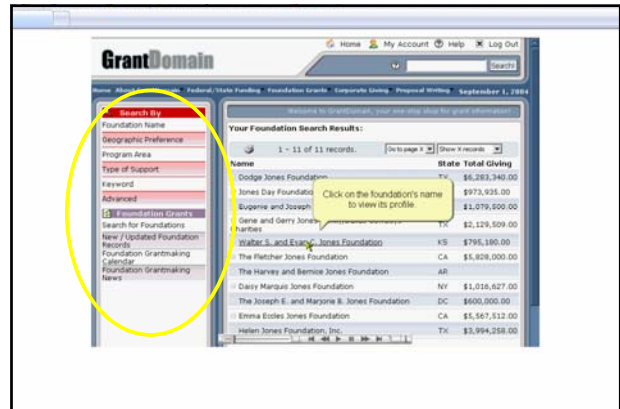
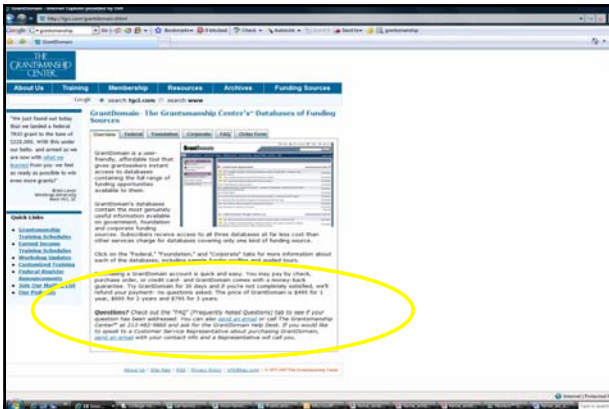
The Grantsmanship Training Program™ was the first grants training ever offered. Designed for both the novice and the experienced grantseeker, this intensive 5-day workshop combines expert instruction with practical exercises to take you step-by-step through all the stages of planning programs, locating funding sources, and writing grant proposals. Participants' current needs and programs are the basis of all class research and proposal writing exercises. Graduates of this workshop also receive a full year of grantsmanship assistance, which include access to online funding databases, discounts on publications, a proposal review by your trainer, and more.

[More Information](#) | [Register for this Program](#) | [Workshop Schedules](#)

2007 Emergency Medicine Research Workshop

Compelling Grant Writing

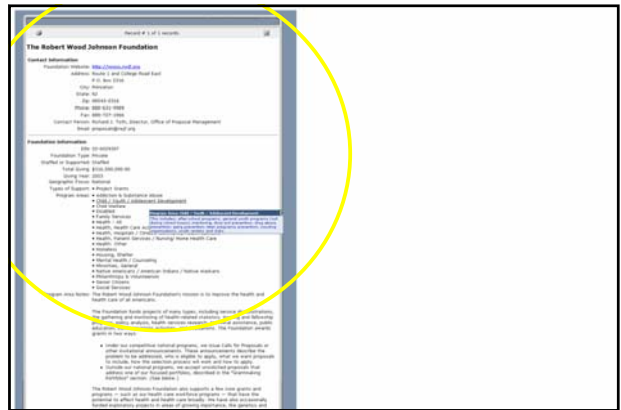
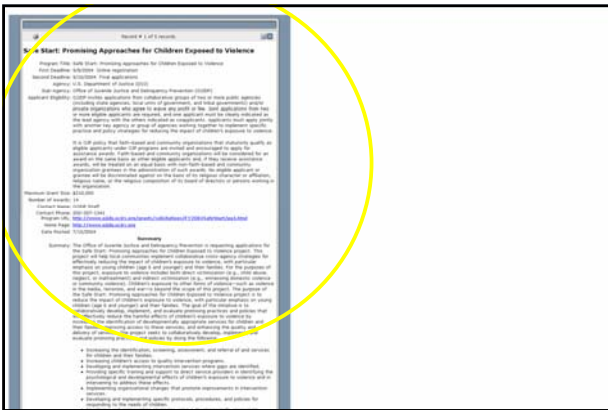
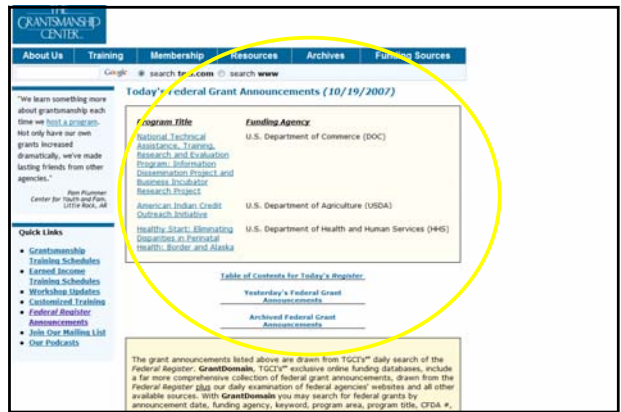
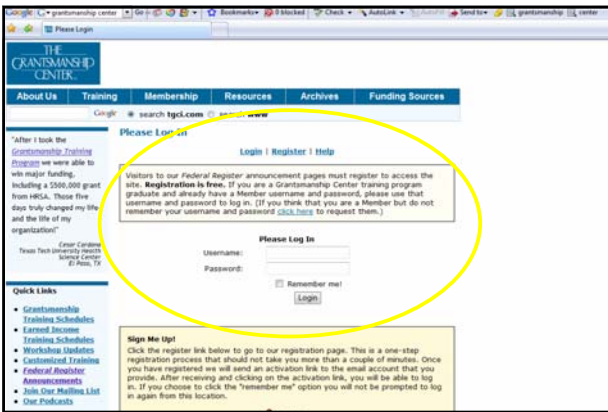
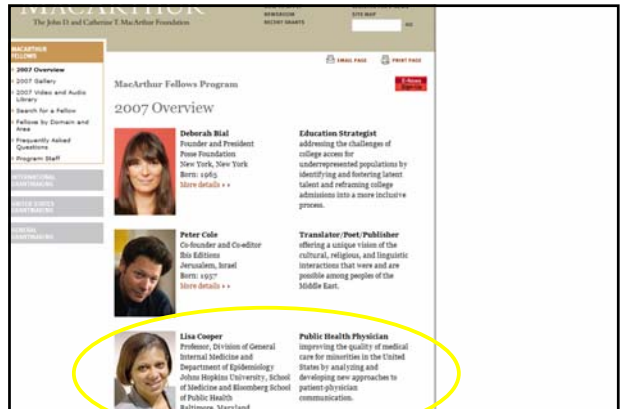
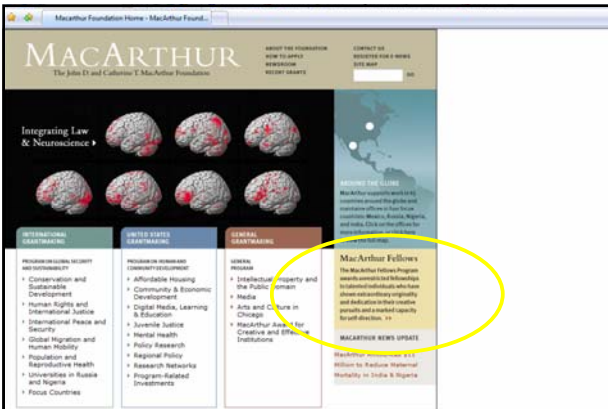
Edward P. Sloan, MD, MPH, FACEP



2007 Emergency Medicine Research Workshop

Compelling Grant Writing

Edward P. Sloan, MD, MPH, FACEP



2007 Emergency Medicine Research Workshop

Compelling Grant Writing

Edward P. Sloan, MD, MPH, FACEP

The Grantsmanship Center Publications

Proposal Writing Publications:

Title	Description	Price	Order Code
Program Planning & Proposal Writing-Introductory Version	Takes you through each stage of the proposal writing process. (12 pages)	\$3 order form	PPVV
Program Planning & Proposal Writing-Expanded Version	The most widely used guide to proposal writing in the world. Takes you through each stage of the process and includes specific examples of what can make or break a grant proposal. (49 pages)	\$5 order form Limited quantity available! Please pre-order.	XPP
Proposal Checklist & Evaluation Form	The essential points to consider in proposal writing. (set of 10)	\$3 order form	PCPF

To order, print out [this form](#) and mail it with your payment to:
The Grantsmanship Center Publications Dept
P.O. Box 17220
Los Angeles, CA 90017

Other Publications:

Title	Description	Price	Order Code
Basic Grantsmanship Library	Key publications in private philanthropy, government grants and contracts, and fundraising.	\$5 order form	BGL
How to Use the Catalog of Federal Domestic Assistance	A step-by-step approach to using the "Bible" of federal funding.	\$3 order form	CFDA
The Process of Program Evaluation	Propose where you're doing well and where you need to improve.	\$3 order form	EVAL
Marketing Nonprofits	Proven methods that can enhance your program's appeal to potential donors.	\$3 order form	MKTG
Asking for Money	Basic techniques for dealing with the hardest part of fundraising: the face-to-face request.	\$3 order form	ASK
The Annual Fund	How to run an annual campaign that will bring perennial results.	\$3 order form	AF
Your Annual Report	How to plan, produce, package, and promote it.	\$3 order form	AR
Tech Support	Corporate giving programs of America's top high-tech firms.	\$10 order form	TS

The Grantsmanship Center News and Magazine Archives:

Articles Related to Proposal Writing and Grantseeking

1-5 | [6-10](#) | [11-15](#) | [16-20](#) | [21-25](#) | [26-30](#)

A Basic Guide to Program Evaluation
More and more grantmakers are demanding program evaluations as a condition of funding. Management consultant Carter McManera lays out a framework for conducting these evaluations, and he charts the various methods available for gathering valuable data.

Consulting Fees for Grant Proposal Writing
How much to charge for grant preparation and research is a question that vexes both consultants and the organizations they work for. Members of TGCI-Forum, The Grantsmanship Center's online discussion group, offer their ideas and insights.

Contracts v. Grants
Grants and contracts are sometimes confused, creating misconceptions about the obligations they entail. Veteran grants manager Henry Flood explains the difference, both legally and practically.

Designing a Grants File System That Works
In the imperfect world of grants management, there's no such thing as an ideal system for keeping track of the voluminous paperwork that every office generates. The key, according to grants administrator Henry Flood, is to devise a practical system that works for you-and anyone who might succeed you.

Do's and Don'ts of Grant Proposals for Tech Funding
As the needs of nonprofits for technology increase, so do the numbers of grant proposals for tech-related projects and equipment. America Online's Michele Proulx offers several useful tips for preparing for such funding.

Compelling Grant Writing: Other Compelling Writing Types

Edward P. Sloan, MD, MPH, FACEP

Other Compelling Writing Types

- Business letter
- Executive summary
- Two page summary
- Brief report
- Manuscript
- Press release
- Biographical sketch

Edward P. Sloan, MD, MPH, FACEP

Other Compelling Writing Types

- Abstract
- Poster presentation
- Oral presentation
- PPT
- Annotated bibliography
- Data table
- Comparison table

Edward P. Sloan, MD, MPH, FACEP

Other Compelling Writing Types

- Lecture overview
- Key clinical questions and answers
- Mission statement
- Newsletter
- Annual report
- Website
- Folder with learning materials

Edward P. Sloan, MD, MPH, FACEP



Conclusions

- Grantmanship is like a job application
- You do work, and you do it again
- Grants are a means to an end only
- If you are concise, those that need you to succeed will support your work
- Timely delivery is essential
- Reproducibility is critical to life-long success

Edward P. Sloan, MD, MPH, FACEP



Recommendations

- Write compelling grants
- Outline achievable work with specified deliverables
- Utilize a reasonable budget and timeline
- Be prepared to succeed
- Deliver on what you promised
- Repeat, prosper

Edward P. Sloan, MD, MPH, FACEP



Thank you.

www.ferne.org
ferne@ferne.org

edsloan@uic.edu
312 413 7490

ferne_2007_research_lecture_sloan_compelling_grantwriting_111207

.finalcd

12/12/2007 12:46 PM

Edward P. Sloan, MD, MPH, FACEP

