Lerner Innovation Pilot Program
GRANT APPLICATION (2016)

DEADLINE: 5:00 pm on Monday, February 1, 2016

Health promotion and health communication play important roles in facilitating health, preventing disease, improving quality of life, and promoting health equity. The Lerner Center for Public Health Promotion (the Center) at Columbia University Mailman School of Public Health (MSPH) within the Department of Sociomedical Sciences seeks to link diverse expertise and promote interdisciplinary collaboration with the aim of fostering new solutions to critical and complex public health challenges affecting New Yorkers, the nation, and the world. Translational health promotion is needed to put into practice and widespread use evidence-based messages, strategies, programs, and policies, particularly where health disparities exist. To address this, the Center has established the Lerner Innovation Pilot Program with the objectives to (1) foster cross-disciplinary initiatives to promote health and (2) enhance the capacity to conduct such initiatives by providing a one-year pilot project support.

Lerner Innovation Pilot Program Scheme
The Center will award one-year grants up to $20,000. Applicants are welcome to combine the award with other sources of available funding. The Center invites pilot projects that examine the role of health communication, health literacy, health marketing, communication inequalities, or social media in relation to nutrition, preventing diabetes, reducing obesity, or preventing non-communicable (chronic) disease. Observational research, intervention studies, and implementation science studies are acceptable. Grant awards may support activities such as health promotion or health communication initiatives, pilot testing, evaluations, research assistant costs, etc. Domestic and global projects are accepted.

Health Promotion and Health Communication
Health promotion is broadly defined as combinations of educational, political, regulatory, and organizational supports for behavior and environmental changes that are conducive to the health of individuals, groups or communities. Health promotion initiatives are directed at changing social, political, environmental, and economic conditions to support individual and population health.

Health communication is the art and technique of informing, influencing and motivating individual, institutional and public audiences about important health issues. As a subfield of health promotion, health communication works to influence policy, regulation, practices, and programs that support desired behavior changes. Health communication can take many forms, ranging from the use of modern multi-media communications to traditional and culture-specific forms of communication.

The Lerner Center for Public Health Promotion
Columbia University Mailman School of Public Health is home to an unrivaled array of programs and research reflecting the diversity and depth of expertise of our faculty and scholars. The innovative research at the Mailman School has sought to address important health issues—from obesity in New York City to air pollution in the U.S. to HIV/AIDS in Africa and Brazil. Other public health issues include chronic diseases (i.e. cancer, cardiovascular diseases, diabetes and mental health); communicable diseases (i.e. HIV, TB, malaria and vaccine-preventable diseases); maternal-child and women’s health; environmental health; implementation science, among many others.

The Lerner Center for Public Health Promotion aims to bring forth interdisciplinary, cutting-edge ideas to solve today’s greatest public health challenges, building off of existing research and projects at the Mailman School. The Center leads research in health promotion and health communication, trains future public health leaders to innovate and collaborate across disciplines, and improves the health of populations through active service and community partnership.

mailman.columbia.edu/publichealthpromotion
Eligibility:
The Center invites pilot projects that examine the role of health communication, health literacy, health marketing, communication inequalities, or social media in nutrition, preventing diabetes, reducing obesity, or preventing non-communicable (chronic) disease. Observational research and/or intervention studies that are global or domestic are acceptable. Secondary data analyses are not eligible.

Applicant(s):
Applications may be submitted by 1-2 faculty members from any Columbia University School. Research scientists are eligible to apply. Proposals that include a faculty member from the Mailman School of Public Health and a second faculty member from another School at Columbia University (Columbia Journalism School, Columbia Business School, Teachers College, etc.) are strongly encouraged. Only one application is accepted per project proposal.

Selection Criteria:
Applications will be reviewed and ranked by a committee established by the Lerner Center for Public Health Promotion for this purpose. Criteria to be evaluated by the reviewers include:

- Relevance to health promotion and/or health communication
- Quality and feasibility of the proposed project or research activity to be completed within one year
- Potential for building interdisciplinary collaboration
- Potential for generating data and findings of value that demonstrate high potential for ongoing work beyond the duration of the award. Potential as a future large-scale project(s) a plus.
- Potential to develop junior faculty

Award Details:
The maximum amount available per award is $20,000. The number of applications funded will depend on the number of meritorious applications received. Funds may be used for faculty time, research assistance, administrative assistance, and other supporting materials required for the completion of the proposed activity.

Proposals are due by 5:00 pm on Monday, February 1, 2016. Notice of Award is expected to be announced by Friday, February 26, 2016. Please note that funds will not be released until the required IRB approvals have been obtained. Funds awarded in response to this call must be expended by Friday, March 3, 2017. A brief report on the research and summary of research outputs related to activities must be provided at the completion of the project but no later than March 31, 2017. A project overview oral presentation is also requested in 2017 (to be coordinated and scheduled).

Application:
More information and answers to frequently asked questions can be found at mailman.columbia.edu/publichealthpromotion. Please email the application and all supporting documentation in one pdf document to gl2430@columbia.edu by the due date.
APPLICATION

*All application parts must be submitted in one pdf document to gl2430@columbia.edu by the due date.

Details of Applicant(s)

NAME:  
TITLE:  
SCHOOL:  
DEPT:

NAME:  
TITLE:  
SCHOOL:  
DEPT:

Abstract of Proposed Project/Research (maximum 200 words)

Please use the headings:

• Study Team (include name and school)
• Significance
• Specific Aims
• Sample
• Study Design
• Measures (including outcomes), and
• Conclusion

Description of Proposal (maximum 3 pages)

Applicants should indicate under the following headings:

(a) Study Team (name and school)
(b) Significance of the proposed work to address public health concerns that contribute burden of disease to the described population(s)
(c) Specific Aims of the proposed project or research
(d) Sample that will be recruited or targeted
(e) Study Design that will be used to guide the research
(f) Analytic Plan to assess impact on study aims
(g) Next Steps (i.e. cite RFA or grant# that pilot funds will be used towards)
(h) Project Timeline

In addition, please also include:

(1) An outline budget, itemizing anticipated expense and justifying each item listed;
(2) One copy of each co-applicant’s NIH-biosketch (if an NIH biosketch is not available a CV); and
(3) Please indicate arrangements for securing relevant IRB approval (funds will not be released until required approvals have been obtained).