Teenage Pregnancy Prevention: Replication of Evidence-based Programs

Guidance on Writing the Project Narrative

The Project Narrative is the part of the application that will offer the most substantive information about the proposed project, and it will be used as the primary basis to determine whether or not the project meets the minimum requirements for awards. The Project Narrative should provide a clear and concise description of your project. The Project Narrative must be double-spaced, formatted to 8 ½” x 11” (letter-size) pages with 1” or larger margins on top, bottom, and both sides, and a font size of not less than 12 point. The maximum length allowed for the Project Narrative is 50 pages. Applications that exceed the 50 page limit for the narrative or the total limit of 100 pages, including all attachments, will be considered non-responsive and will not be reviewed. All pages, charts, figures and tables should be numbered.

The narrative description of the project should contain the following:

I. Project Abstract (one-page, no more than 500 words)

The abstract will be used to provide reviewers with an overview of the application and will form the basis for the application summary in grants management documents. The abstract may also be distributed to provide information to the public and Congress and represents a high-level summary of the project. As a result, applicants should prepare a clear, accurate, concise abstract that can be understood without reference to other parts of the application and that provides a description of the proposed project, including: brief statement of the project, whether is it for a local, county-wide or State-wide project; type of organization applying (school, state agency, voluntary agency, etc.); geographic area to be served (urban, rural, suburban); description of target population to be served; evidence-based program model to be replicated; and overarching goal(s).

The applicant should include the following information at the top of the Project Abstract (this information is not included in the 500 word maximum):

- Project Title
- Service area included in the application, described by county and USPS zip codes: zip-three code(s) for one or more entire counties, zip-five codes for any partial-county areas included in the proposed service area
- Applicant Name
- Address
- Contact Name
- Contact Phone Numbers (Voice, Fax)
- E-Mail Address Web Site Address, if applicable

II. Organizational Capability Statement

This section describes the current capability possessed by the Applicant to organize and operate effectively and efficiently. Describe the decision-making authority and structure (e.g. relationship to the Board of Directors), its resources, experience, existing program units and/or those to be established if funding is obtained. This description should cover personnel, time and facilities and contain evidence of the organization's capacity to provide the rapid and effective use of resources needed to conduct the project, collect necessary data and evaluate it. The applicant should describe the organization's experience, expertise and previous accomplishments in working in the area of teen pregnancy prevention. The applicant includes specific information about previous partnerships and strategies used to address teen pregnancy prevention. The description should also cover how the various sites and outside resources/partners chosen will be managed logistically and programmatically. It is recommended that applicants include an organizational chart, a chart detailing the program and who is responsible for each site(s), as well as a map providing a visual description of the various sites selected (in the Appendices).

III. Project Management

The applicant should describe how it plans to govern and manage the execution of its overall program. It will include the applicant's governance structure, roles/responsibilities, operating procedures, composition of committees, workgroups, teams and associated leaders, and communications plans that will provide adequate planning, monitoring, financial management, and control to the overall project. The project management activities should provide details on how plans and decisions are developed and documented, issues/risks managed, and meetings facilitated. Mechanisms to ensure accountability across community participants and incremental progress in achieving milestones necessary for improvement should be specified. The applicant organization should demonstrate how it will effectively and efficiently carry out its program across its geographical catchment area.

IV. Need Statement

Describe the need for services in the proposed target area by describing the geographic area to be served. Describe specifically how the project will benefit the target population. Using the most recent statistical data, document the incidence of teen births in the area to be served. Other information should also be documented such as sexually transmitted disease rates, socio-economic conditions (disparities) including income levels, existing services and unmet needs in the proposed service area. If the proposed population has unique challenges and barriers, these should be addressed.

V. Model to be Replicated from the List and Project Approach

Describe the rationale for choosing the program model proposed for replication and how this approach is based upon the applicant's previous practice, and community needs assessment. For applicants applying to replicate a model that is not on the list in Appendix A, describe why this model is better suited to your organization or target population than those on the pre-approved list. Describe how this project will make a positive impact, and if applicable, why it should be evaluated either as part of a grantee-level evaluation or as part of a federal evaluation effort. In addition, include a discussion of the implementation site(s) selected as well as lessons learned from previous projects of this type including how the experience helped develop the rationale for the proposed model. Describe the program model to be replicated and explain how it is age appropriate for the population to be served. Describe how the applicant will implement the model with fidelity and what, if any, minor adaptations are being proposed. If adaptations are proposed, include a justification or rationale for any proposed adaptations. If applicable, describe how the applicant will provide, directly and/or by referral, teenage pregnancy prevention related health or social services. As appropriate, state how the project will be coordinated, integrated and linked to existing services within the service area. The description should clearly relate to program objectives and should address intensity of services (dosage) as well as fidelity to the original program model. Discuss how staff will be trained on the program model and how implementation materials will be obtained. Describe the program management plan.

VI. Target Population

Describe the target population using a sound rationale based on statistical data and other community factors. If priority populations are proposed (those in foster care, homeless teenagers, urban/rural settings, immigrants, school-based populations, racial or ethnic groups, etc.), statistical data on other associated variables should be included. Provide realistic estimates of the overall number of program participants and the numbers participating in the proposed project site(s). Describe how many participants are expected to participate during the first and second year of implementation, and break out the types of participants by age and the race and ethnicity of participants to be served. Describe the age appropriateness of the model for the target population.

VII. Program Goal(s), Objectives and Activities

Provide a program specific goal(s) statement and up to 6 outcome objectives that clearly state expected results or benefits of the replication of the proposed model. Objectives should be specific, measurable, achievable, realistic, and time-framed and contained in the program logic model. A logic model is a diagram that shows the relationship between the program components and activities and desired outcomes. It is a visual way to present and share your understanding of the relationships among the resources proposed to replicate the selected program model, the strategies/activities planned for implementation, and the outputs and outcomes you hope to achieve. Applicants should create a logic model that provides an overview of the entire program for the five years of the cooperative agreement.

The applicant should demonstrate in this section the vision, short-term/long-term goals and objectives that it will use to guide its operations. All applicants should include a program goal(s) statement related to the outcome objected based on the evidence-based program model being proposed for replication. The goal(s) statement should mirror the outcomes found to be effective in the original program model. A goal is a general statement of what the project expects to accomplish. It should reflect the long-term desired impact of the project on the target group(s) as well as reflect the program goals contained in this program announcement. An outcome objective is a statement which defines a measurable result the project expects to accomplish. Outcome objectives should be supported with several process objectives. All proposed objectives should be specific, measurable, achievable, realistic and time-framed (S.M.A.R.T.).

- **S**pecific: An objective should specify one major result directly related to the program goal, state who is going to be doing what, to whom, by how much, and in what time-frame. It should specify what will be accomplished and how the accomplishment will be measured.
- **M**easurable: An objective should be able to describe in realistic terms the expected results and specify how such results will be measured.
- **A**chievable: The accomplishment specified in the objective should be achievable within the proposed time line and as a direct result of program activities.
- **R**ealistic: The objective should be reasonable in nature. The specified outcomes, expected results, should be described in realistic terms.
- **T**ime-framed: An outcome objective should specify a target date or time frame for its accomplishments.

VIII. Work plan and Timetable

Provide a detailed five year work plan and a timetable for the first year of the project. A work plan is a concise, easy-to-read overview of the goals, strategies, objectives, measures, activities, timeline and those responsible for making the program happen. It is a detailed road map for operating the program. Within this plan include each activity associated with the replication, the proposed time frame for the start and completion of each activity and responsible staff. Please note the first six to twelve months of the project’s funding cycle will be used for planning and pilot testing the selected program model. Applicants should propose the first year planning, piloting, readiness, and implementation work plans as part of their proposed five-year work plans.

IX. Collaborations and Memoranda of Understanding (MOU) with Key Participating Organizations and Agencies

Funded grantees are expected to coordinate with other community agencies in order to achieve program goals. It is essential that projects detail specifically their intent to coordinate with and not duplicate existing efforts. In this section, the applicant should describe the expertise and capabilities of other partnering agencies to achieve its goals. In this section, identify community stakeholders. Applicable community stakeholders include, but are not limited to: health care providers and professional organizations, middle/high schools, school districts, community colleges, academic health centers, universities and community groups. Applications will be strengthened by inclusion of credible stakeholder organizations. Stakeholders with substantial involvement as reflected by staffing or financial commitment to their program will naturally contribute more robustly than an organization which is committing only written support for the program's efforts. Memoranda of Understanding from each participating site, stakeholders, and outside resources (if applicable) should be included in the Appendices. The MOUs should detail the exact level of involvement, responsibility and time/resource commitment. In order to evaluate the level of community commitment to the applicant's proposal, applicants should submit, as part of the application appendices, information which details the specific nature of involvement and level of commitment of each stakeholder. This should include information about any financial commitment from the stakeholder, a specific commitment of senior-level executives to the teenage pregnancy prevention leadership team, or any board-level specific commitment of staff to the teenage pregnancy prevention leadership team. Memoranda of Understanding included in the appendices should include all stakeholders substantially involved in the proposed program.

Neither cost sharing nor matching are required for this project. However, applicants are encouraged to include in their application any participation by stakeholders in the community as an indicator of community and organizational support for the project and the likelihood that the project will continue after Federal support has ended. Such participation may be in the form of cash or in-kind (e.g., equipment, volunteer labor, building space, indirect costs, etc.).

X. Performance Measurement

Each successful applicant will be required to monitor progress on a uniform set of process and outcome performance measures. The performance measures will be developed by OAH and refined through the cooperative agreement process. Cooperative agreement recipients will receive training and technical assistance from OAH and its contractor(s) on data collection protocols, methodologies and analysis. Each applicant should describe its capability to implement monitoring and reporting systems to aid in internal data collection around metrics for successful achievement of performance measures. OAH will develop performance measures for the Teen Pregnancy Prevention Replication Program and a uniform performance measures data collection instrument.

When approved, all grantees will be responsible for reporting on these measures and using data collection instruments.

XI. Evaluation

HHS will conduct a separate Federal level evaluation of a subset of programs funded under this announcement. Successful applicants must agree, if selected, to participate in a Federal evaluation, conducted by an independent contractor through a separate competitive award process.

In addition to the Federal evaluation, applications in funding ranges C and D are encouraged from organizations that have the capability to conduct a rigorous local, independent evaluation of the funded project. All applicants who apply for funding ranges C and D are expected to propose a rigorous grantee-level evaluation for the program model being replicated. OAH strongly recommends that applicants allocate 20-25 percent of the proposed budget for evaluation activities per year. During the first grant year, OAH will review each funded grant's independent evaluation plan to assess the rigor, quality and design of the proposed evaluation. Funds allocated for evaluation will be restricted unless and until OAH has approved an evaluation plan. Grantees will be provided with training and technical assistance for both the development and implementation phase of the evaluation. If a grantee does not receive approval for evaluation implementation, those funds will in the current year would be reflected as offsets in the program budget for the following year.

OAH expects all applicants in funding Ranges C and D to include a clear and fully developed plan for an independent evaluation. Applications should provide a clear and fully developed evaluation plan in accordance with the criteria laid out in Appendix C of this announcement. Include a MOU and curriculum vitae from the independent evaluator in the Appendices. Evaluation plans should describe the proposed project and the experimental design. If randomization is not possible, then a strong justification, based on program design and evaluation techniques, for a strong quasi-experimental design must be made in this section. Applicants are encouraged to identify anticipated challenges with the evaluation and recommended solutions. The evaluation plan should clearly articulate the program interventions and/or processes to be tested; theory upon which the program intervention is based; proposed questions/hypotheses the evaluation will address; data collection instruments, including information regarding reliability and validity of instruments; sampling and data collection plan; and data analysis plan, including statistical tests. Describe how the evaluation is consistent with the program, particularly how data will be used for mid-course corrections and ongoing program improvements. Discuss how the evaluator will ensure confidentiality of the data, protection of human subjects, and institutional review board processes.

XII. Appendices

The applicant should include the following:

1. Resumes for Project Director and detailed position descriptions (include key staff and positions for sites);
2. Program logic model;
3. Memoranda of Understanding from all participating sites;
4. Memorandum of Understanding with the independent evaluator including information about responsibilities and time allotted for those responsibilities;
5. Curriculum Vitae of the independent evaluator;
6. Memoranda of Understanding from all outside resources and/or partners;
7. Organizational chart, program organization chart and map describing the multiple sites in each group of the project;
8. Copy of the applicant organization's Federal-Wide Assurance;
9. Proof of nonprofit status; and
10. For applicants seeking to replicate a program model that is not on the list in Appendix A, all materials that support the claim that the model meets the programmatic and evidence-related criteria.

<u>Only the items listed above should be included in the Appendices</u>.

XIII. Budget Narrative/Justification

If funding is requested in an amount greater than the ceiling of the award range, the application will be considered non-responsive and will not be entered into the review process. The application will be returned with notification that it did not meet the submission requirements. As part of the PHS-5161 form, a budget narrative is required. The narrative should clearly state the funding range being requested (e.g., Range A, Range B, Range C, or Range D). This narrative should thoroughly describe how the proposed categorical costs are derived. Discuss the necessity, reasonableness, and allocability of the proposed costs. For in-kind contributions, the source of the contribution and how the valuation of that contribution was determined should also be described. All applicants should outline proposed costs that support all project activities in the Budget Narrative/Justification. The application should include the allowable activities that will take place during the funding period and outline the estimated costs that will be used specifically in support of the program. Costs are not allowed to be expended until the start date listed in the Notice of Grant Award. Whether direct or indirect, all costs must be allowable, allocable, reasonable and necessary under the applicable OMB Cost Circular: http://www.whitehouse.gov/omb/circulars (Circular A-87 for State, Local and Indian Tribal Governments and Circular A-122 for Non Profit Organizations). Any fees as program income need to be used as specified in Section I.B Use of Funds.