Growth, Innovation & Advocacy Program

- Plan to fund at least five $10,000 grants to CMA members
- Eight CMAs submitted grant applications
- November 2005 five grants awarded
- March 2006 three grants awarded
Center for American Nurses

Grant Writing: Skills to Fund Innovative Nurse Workforce and Workplace Projects

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Dennis Sherrod, EdD, RN
Purpose

To encourage CMAs to develop innovative workforce advocacy programs and disseminate these practices to advance the mission of the Center.
**Funding Sources**

- **Federal Government**
  - HRSA: Division of Nursing
    - Nurse Education, Practice, and Retention Program
    - Nurse Workforce Diversity Program
  - NINR
  - Department of Labor
  - Department of Education

- **State Government**
Funding Sources

- **Local Government**
  - Workforce Planning Board
  - Employment Security Commission

- **National Philanthropy**
  - Robert Wood Johnson Foundation
  - Johnson & Johnson Campaign

- **Corporate Sponsorships**
  - Pharmaceuticals
  - Health-related journals
Funding Sources

- State Philanthropy
- National Associations
  - American Nurses Association
  - Center for American Nurses
    - Growth, Innovation & Advocacy Program
- Local Philanthropy
- Health care industry
  - Pharmaceuticals
  - Medical supplies
  - Blue Cross/Blue Shield
Project Planning

- Address problem/need
- Vision
- Partnerships
- Internal/External resources
- Assign tasks
- Organize meetings
- Set deadlines
- Follow application guidelines
- Talk with program director
Growth, Innovation & Advocacy Issues

- Further the Center’s mission
- Address strategic workforce advocacy priority areas consistent with elements of the Workforce Ecosystem
- Promote collaboration and rapid dissemination of workplace advocacy findings among the Center’s Constituent Member Associations
Narrative

- Background and Project Goal
- Problem
- Collaboration and Dissemination
- Objectives
- Continuation Plans
- Strategies
- Evaluation
Background and Project Goal

- Qualifications
- Goal relates to funding agency mission and/or priority area(s)
- CMA partnerships
Problem

- Stated in terms of nurses’ needs
- Membership input
- Reasonable dimensions
- Anecdotal and/or statistical evidence
- No unsupported assumptions
Collaboration and Dissemination

- Plan for collaborating with CMA(s)
- Plan for reporting results
- Describe how project can be replicated
- Endorsements and/or letters of support
Objectives

- Realistic, measurable, and attainable
- State what will be done and who will do it
- State when they will be accomplished
- Define the specific target population
Continuation Plans

- Discuss how the plan will sustain itself
- Discuss efforts to obtain alternative funding
Strategies

- Describe project activities
- Present a reasonable scope
- Include innovation that can serve as models for others
Evaluation

- Plan for documenting achievement of objectives
- State criteria for project success
- Describe how data will be gathered
- Identify individual responsible for evaluation
- Explain instruments and/or questionnaires
Budget

- Appropriate – not too much or too little
- Provide details and justify requests
- Include all items requested
- Demonstrate CMA commitment by providing matching funding
- Make sure totals are correct
Appendix

- Project Leader list
- Biographical sketch of project leader/leaders
- Letters of support from collaborating organizations/consultants, etc.
- Other supporting materials
Proposal Review Process

- Each proposal will be reviewed and rated
- Proposals will be blinded and submitted to three reviewers
- At the Review Meeting, proposals will be ranked, discussed and recommendations prepared for Board of Directors
- CMA rep may be contacted for clarification
Call for Proposals

- Five (5) grants with a $10,000 maximum each
- Project periods not to exceed 24 months
- Application deadline: emailed or postmarked by 6 pm on January 29, 2007
- Awardees must sign Letter of Agreement and follow administrative and reporting guidelines
Page Limitations

- **Narrative**: 5 pages max
- **Budget**: 2 pages max
- **Appendix**: 15 pages max
To Earn CE Credits

- Go to:

  http://centerforamericannurses.org/ce/

- Complete the evaluation form online, print out your certificate.
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Objectives
1. Understand and utilize evidence-based research initiatives and their implications for the nursing workforce and safe quality patient care delivery.
2. Identify and deploy effective conflict resolution strategies to address conflicts encountered in the current healthcare environment.
3. Share workplace and staffing innovations that have successfully achieved program objectives.
4. Describe and discuss the impact of evidence-based designs on patients and nurses.

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