

L&D ASSOCIATES' NEWSLETTER

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LATEST LINKS

The National Library of Medicine has released an updated, user friendly web site to research consumer health information (*eHealth*).

Gateway An introduction to consumer health information for all levels

of experience from consumer to healthcare professionals. Search the entire product line of the National Library of medicine at this one site. <http://gateway.nlm.nih.gov/qw/Command?GMBasicSearch>

GRANT WRITING

You are likely to find preliminary grant writing steps to be the most time consuming, yet most vital aspect of the process. Done well, your initial work will improve the writing stage.

Stages of the Writing Process

1. Define your project

See Previous Issues

2. Identify the right funding sources

See Previous Issues

3. Contact the funders

See Previous Issues

4. Acquire proposal guidelines

See Previous Issues

5. Know the submission deadline

No one grant writing task is more important than another. You have your grant planned out and you have developed a reasonable approach to addressing your local needs. You will soon be finished and ready to send it to the funding agency.

Every grant has a deadline, even an open ended deadline is still a deadline. Make sure you have checked the date and recorded it somewhere. Put the date in an electronic calendar and put a 1

week alarm on it. Even with this you will still be up against a time constraint as the deadline approaches. We all wait until the last minute. And that's why FedEx, UPS and other overnight mailing services were created. Have an established account for one of these overnight services. You will need it.

And be sure you have the correct delivery points with physical addresses and not a post office box.

6. Determine personnel needs

Too often applicant organizations look at grant applications as an opportunity to move to unrelated personnel to the budget. Every staff member moved to an application's budget must be validated and justified in the budget narrative.

Do not consider your department or organization an employment agency when completing the personnel budget. If you look on this task as a means to receive support for your organization's overall payroll the resulting budget numbers will be obvious and the reviewers will cut your budget well beyond your minimum to complete the proposed tasks.

7. Update your timeline

See the next issue for more information

EVIDENCE-BASED LITERATURE

A review of electronic journal acquisition, management, and use in health sciences libraries

S. Burrows, J Med Lib Assoc 94:67-74, 2006

PURPOSE: The paper describes patterns of electronic journal usage in health sciences libraries during the past decade. **METHOD:** The paper presents a case study, documenting the pattern of acquisition, management, and usage at the Louis Calder Memorial Library of the University of Miami Miller School of Medicine.

RESULTS: Health sciences journals were early to offer electronic alternatives to print. As a result, health sciences libraries, their patrons, and the public at large were early to embrace the new versions and continue to embrace the significant changes in scholarly communication they enable. Although the patterns of electronic journals among health sciences libraries and other special and academic libraries have similarities, they also have differences. Broad studies of electronic journals in non-health sciences libraries have been published, but a retrospective review of electronic journals in health sciences libraries has not

EVALUATION TIPS

Describe the Program (read more....)

Program descriptions convey the mission and objectives of the program being evaluated. Descriptions should be sufficiently detailed to ensure understanding of program goals and strategies. The description should discuss the program's capacity to effect change, its stage of development, and how it fits into the larger organization and community. Program descriptions set the frame of reference for all subsequent decisions in an evaluation. The description enables comparisons with similar programs and facilitates attempts to connect program components to their effects. Moreover, stakeholders might have differing ideas regarding program goals and purposes. Evaluations done without agreement on the program definition are likely to be of limited use. Sometimes, negotiating with stakeholders to formulate a clear and logical description will bring benefits before data are available to evaluate program effectiveness. Aspects to include in a program description are:

Expected effects: Descriptions of expected effects convey what the program must accomplish to be considered successful.

Activities: Describing program activities (i.e., what the program does to effect change) permits specific steps, strategies, or actions to be arrayed in logical sequence. This demonstrates how each program activity relates to another and clarifies the program's hypothesized mechanism or theory of change

Resources: Resources include the time, talent, technology, information, money, and other assets available to conduct program activities.

Stage of development: Public health programs mature and change over time; therefore, a program's stage of development reflects its maturity. A minimum of three stages of development must be recognized: *planning*, *implementation*, and *effects*. During *planning*, program activities are untested, and the goal of evaluation is to refine plans. During *implementation*, program activities are being field-tested and modified; the goal of evaluation is to characterize real, as opposed to ideal, program activities and to improve operations, perhaps by revising plans. During the last stage, enough time has passed for the program's effects to emerge; the goal of evaluation is to identify and account for both intended and unintended effects.

Context: Descriptions of the program's context should include the setting and environmental influences (e.g., history, geography, politics, social and economic conditions, and efforts of related or

competing organizations) within which the program operates. Understanding these environmental influences is required to design a context-sensitive evaluation and will aid users in interpreting findings accurately and assessing the generalizability of the findings.

NEWS IN INFECTIOUS DISEASE RESEARCH

FDA Warns of Diabetic Health Claims Online Yael Waknine

October 23, 2006 — The US Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) have launched a drive to stop deceptive Internet advertisements and sales of products misrepresented as cures or treatments for diabetes.

The agency has also announced a new campaign (*Be Smart, Be Skeptical*) to teach consumers how to avoid phony diabetes cures, according to an alert sent recently from MedWatch, the FDA's safety information and adverse event reporting program. The program will be available in English, Spanish, and French, and its introduction in association with the American Dietetic Association is planned for Diabetes Awareness month in November.

In addition to a bookmark and consumer alert, the initiative features a "teaser Web site" that appears at first glance to advertise a diabetes cure called Glucobate but leads consumers to information about avoiding these types of phony ads in the future. The Web site is available at <http://wemarket4u.net/glucobate/index.html>.
Read more.....

FOR MORE INFORMATION

Contact L&D Associates Consulting Group on any of the following topics:

- Public Health Research
- Grant and Contract Writing
- Evaluation
- Rural Telecommunications
- Program Management

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