

CORONAVIRUS (COVID-19)



DO NOT TOUCH YOUR FACE

Do not touch your face,
eyes, nose, or mouth with
unwashed hands.



de.gov/coronavirus



The medium is the message.

Your grant's structure and delivery matter.

Grant Writing 3

How to Organize Your Writing for Maximum Impact

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Interactive Learning

Multiple choice

1. Question on screen
2. Choose your answer(s)

Write in

1. Question on screen
2. Type your answer in question box

POLL #1

What's the most compelling content for the first sentence of a grant?

1. Intro to topic
2. Statistics about topic
3. Description of prior successes
4. Value proposition (why we need this research)



1995. 11

1994. 11

1992 (11)

1991 (11)

2016 (11)

2015 (11)

2014 (11)

2013 (11)

2003 (11)

2002 (11)

2001 (11)

TIP 1: Don't bury the lede

- Avoid starting with items of secondary importance
- Begin with the essential points
 - Hook
 - Main message
 - Driving idea
- Having trouble?



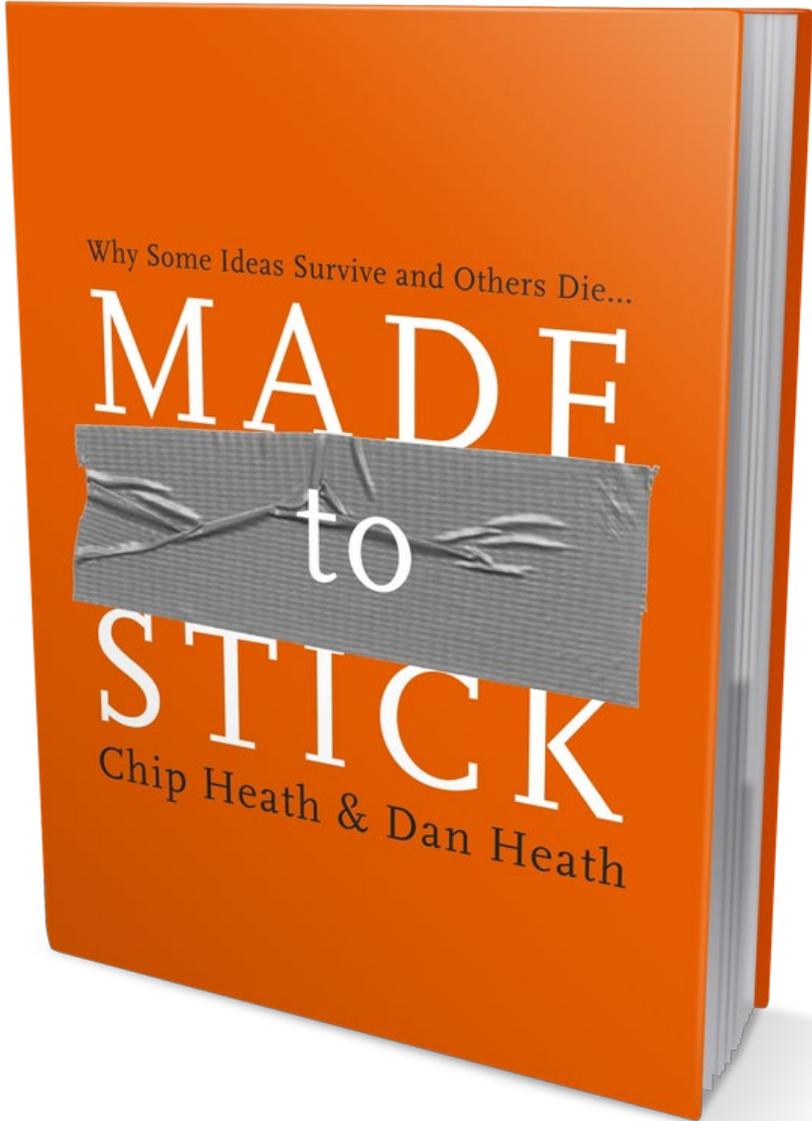
2-3-1

Write Your Answer in Question Box

Fix this sentence so the lede is first.

We launched a new application that ranked #2 of 450 for clinician use in three weeks.

Remember
this...



Simple,
concrete,
credible,
emotional

Stories

TIP 2: Outline everything

- Outline = first draft
- Avoids problem of falling in love with your sentences
- Enables movement of ideas
- Ensures you have all sections

Write Your Answer in Question Box

**Reorder this outline of a
grant introduction section
(write order of letters)**

- A. What we know about BLAH in general
- B. Why is BLAH important
- C. What is challenging about BLAH
- D. What is BLAH
- E. What we know about BLAH specific to this population

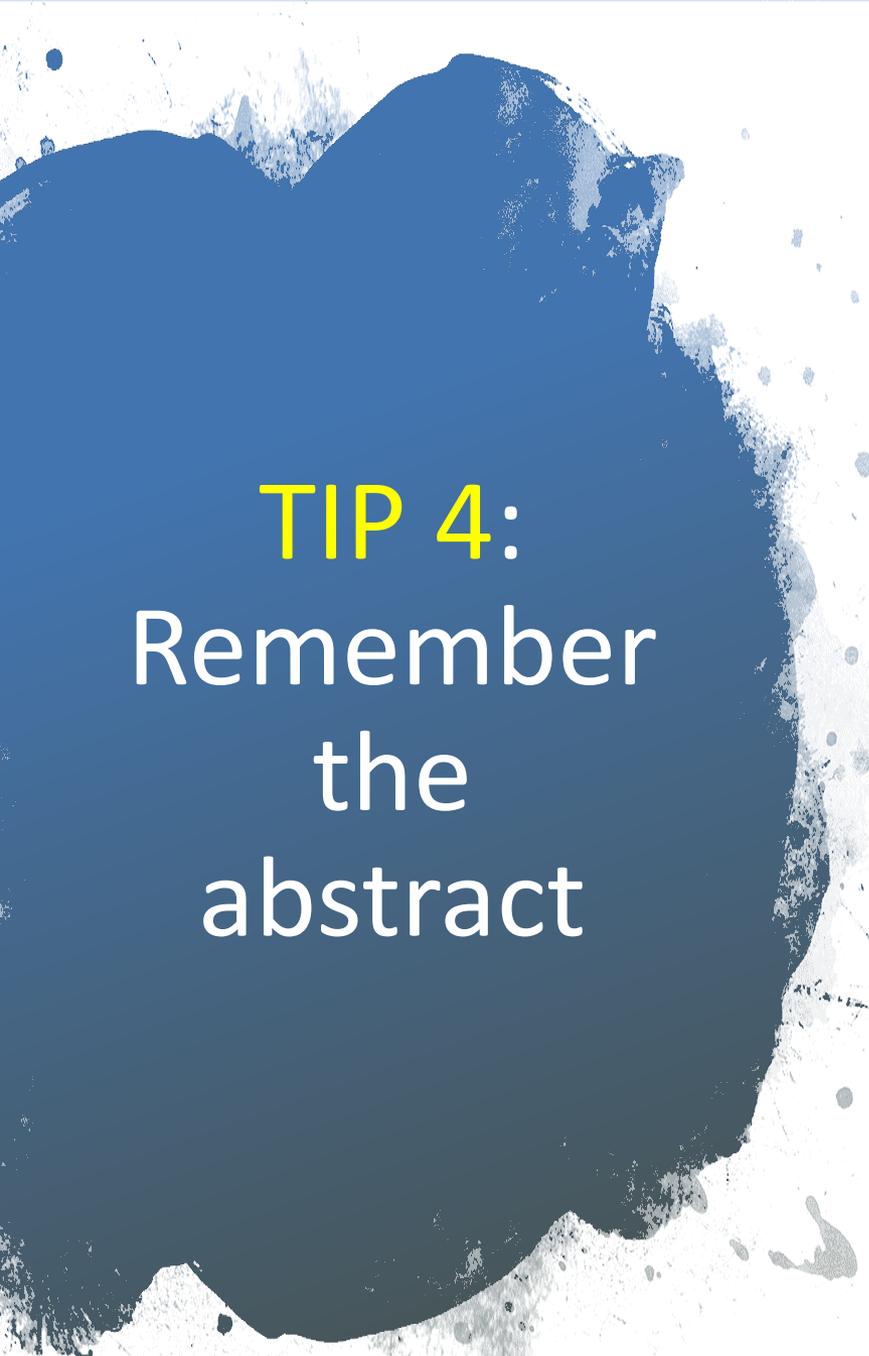
TIP 3: Use section subheadings

- Tell a comprehensive, compelling story
- Use action verbs
- Consider using full sentences
- Avoid articles (the, a)
- Use funnel logic
- Remember 1-3-2 (2-3-1)

POLL #2

Which section subheading (all true examples) do you like best?

1. Our intervention
2. Our intervention addresses critical issues
3. Our intervention solves critical issues
4. Our intervention solves critical issues for at-risk patients



TIP 4:
Remember
the
abstract

- It may be all people read
- Tips:
 - 2-3-1 (1-3-2)
 - Cognitive ease
 - Begin early
 - Hone often
 - Pass around for feedback
 - Break with convention...carefully
 - Value white space

Background: VA's 135 Community Living Centers (CLCs) provide approximately 3.4 million days of care yearly to over 45,000 vulnerable Veterans. Yet CLCs fall below community nursing homes on almost all quality metrics and have highly variable clinical quality. As of June, 2018, CLC quality data are also publicly reported. While many factors affect clinical quality, staff satisfaction and engagement are significant, malleable factors with direct effects. Studying positive outliers has a long-established, successful history in health services research for elucidating pathways to success. But to date no research exists on effective practices that set apart CLCs that excel at the important intersection of high clinical quality and strong staff outcomes.

Objectives: This pre-implementation study extends prior research on nursing home quality by including staff satisfaction and engagement in an innovative, theoretically-grounded, mixed methods research design. It uses a positive deviance model to systematically identify and confirm effective practices. We have 4 aims.

1. Analyze facility-level variation in satisfaction and engagement that is associated with high care quality.
2. Identify potentially effective practices at 8 top-performing CLCs, enabling development of initial hypotheses.
3. Confirm the initial hypotheses in two comparison groups: (a) a group of 8 low-performing CLCs and (b) a large national random sample.
4. Develop a data-driven, interactive toolkit to disseminate through our existing national Bright Spots Program.

Methods: Aim 1: We will obtain and analyze administrative data on CLC quality, staff satisfaction, and engagement to identify 20 high-performing CLCs. At these, we will administer key-informant surveys to gather more detailed facility-level data, combining those data with CLC characteristics and identifying a final sample of 8 top-performing CLCs. Aim 2: At the 8, will collect quantitative data on (1) CLC-level characteristics through administrative databases and a questionnaire; (2) unit-level engagement through structured observations; and (3) individual-level satisfaction and engagement through surveys of staff, cognitively capable CLC residents, and family members of cognitively comprised residents. We will also conduct staff qualitative interviews. We will integrate results using our conceptual framework and create initial hypotheses about potentially effective practices. Aim 3: We will confirm hypotheses by (1) conducting phone interviews with staff at 8 low performing CLCs then (2) developing a brief online key-informant survey and administering it in a large national random sample of CLCs (n=64). We will use hierarchical linear modeling to confirm practices associated with better quality, satisfaction, and engagement. Aim 4: Based on the findings, we will develop an interactive toolkit including detailed descriptions, action planning, and a dramatized video series to help CLCs select among and implement the confirmed effective practices. We will disseminate this through a national CLC program.

Anticipated Impacts on Veteran's Healthcare: In an era of increased transparency, this innovative study expands the scientific knowledge base by establishing an inductively achieved, empirically-confirmed improved understanding of the complex practices that promote the simultaneous achievement of high quality clinical care and strong staff outcomes. It lays the groundwork for next steps that include development, testing, and implementation of CLC and other critical VA area interventions while working with the Office of Geriatrics and Extended Care and the Office of Patient-Centered Care to rapidly disseminate the interactive toolkit through our

Write Your Answer in Question Box

What's your most likely mistake when writing an abstract?



Session 2...



Your tips

Your tips from Session 2

Writing errors to avoid

- Trying to be fancy
- Long sentences
- Long paragraphs
- Making errors at end of a line, right side of page
- Switching tenses
- Dense text
- Not doing a final check

Your tips from Session 2

How to write more

- Set aside time
 - Write first thing, before checking email
 - Minimize distractions
 - Set the mood (candles?)
- Keep yourself accountable
 - Set goals/deadlines
 - Enlist writing buddy or mentor
- Write in a series of short blocks of time with breaks (pomodoro technique)
- Insert citations later
- Just write (word vomit)—edit later

POLL #3

What future session content would you like to see? (check all that apply)

1. Writing effective emails that get answers
2. Grammar for grants
3. Finessing specific aims pages
4. 2nd chances: how to handle a revision
5. Mentoring survival guide



Tip 6: First
paragraph as
movie hook

Good movies

Hook you through an
“inciting incident”



Good grants

Raise the
question:

What will happen
if we don't fund
this research?



First paragraph of grant

- Choose your genre
 - Love story?
 - Who-done-it?
 - Sci-fi?
- Craft your first sentence to fit your plot and hook your audience

Example

Genre = Drama

A layman's case for the benefits of a good night's sleep is easy to make: imagine someone woke you last night every two hours. How do you feel? Now imagine that routine continues every night for the next month. For many residents of nursing homes, such awakening is standard practice.

Write Your Answer in Question Box

**Write compelling movie hook sentence(s)
about a work subject.**

Indicate your genre in parentheses.

Summary

- Don't bury the lede
- Outline everything
- Use section subheadings
- Remember the abstract
- First paragraph as movie hook

Prior Sessions

- **Grant Writing, Session 1:** How and what to cut: A primer on editing your own work:
https://www.hsrd.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=3683
- **Grant Writing, Session 2:** Tips from experts on how (and how not) to write:
https://www.hsrd.research.va.gov/for_researchers/cyber_seminars/archives/video_archive.cfm?SessionID=3684&Seriesid=96

Website for Tips

<https://writebetterproposals.org>

Write Better Proposals

HOME TIPS ABOUT CONTACT

Get tips
in your
inbox

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Grant Proposal Writing Tips and More

All Posts Attitude Basics Career Editing Grammar Mentoring Organization Polishing Revision Specific Aims Top Tips



January 20, 2020

AVOID
ABBREVIATIONS,
SMH!

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January 18, 2020

PURSUIT OF GRANTS
IS CONGRUENT
WITH ACADEMIC

[Continue Reading](#)



January 14, 2020

SPECIFIC AIMS:
FIRST PARAGRAPH
AS MOVIE HOOK

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January 10, 2020

OUTLINE
EVERYTHING

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