

### *Recipient Financial Participation*

Matching funds are not required for this program.

### **E. Program Requirements**

#### *Types of Research*

The focus of dissemination research sought in this solicitation is to determine what methods and factors influence the successful adoption of safety practices or safety policies by individuals, organizations, or institutions. Dissemination research examines strategies for promoting uptake, widespread adoption and maintenance of effective interventions and programs. Interventions are defined as systematic mechanisms or specific strategies designed to change the knowledge, attitudes, beliefs, behaviors, or practices of individuals and populations in order to reduce risk and improve health their health risk. Effective interventions are defined as interventions that have credible scientific evidence of effectiveness. Evidence of effectiveness (for an intervention) refers to the results from a completed study that has been evaluated by appropriate statistical methods, through research with control or comparison groups with whom pre- and post-intervention behavioral outcomes are measured, and found to have significantly influenced the adoption of safer behaviors or the reduction of risky behaviors. Uptake refers to the process in which an individual or population perceives a need for change, acquires information about interventions, assesses the fit between their need and the interventions, makes a selection, and prepares relevant others for implementation of the intervention. This program announcement is not intended to support just dissemination of effective programs without research on the process or outcomes, nor is it intended to support program development or replication studies. Studies can focus on methods to encourage practitioners and policy makers to adopt science-based programs, policies and laws that reduce unintentional injuries. Studies can also examine factors that increase or impede the individual adoption or organizational and community capacity for implementing and sustaining effective interventions.

Dissemination research can vary in its application in several ways. At the level of the individual, family or small group, a safety innovation typically involves changes in behaviors or lifestyle practices so that uptake and implementation of the innovation may

be achieved. At the organizational level, such as the workplace, school or managed care organization, successful uptake may require the introduction of new programs, or changes in policies, enforcement, or management support. At a broader community level, facilitation of uptake may require a planned dissemination process. Dissemination activities might include the targeted use of mass media or the planned use of peer leaders to promote the development of new health standards that many in the community will endorse. Also, policy or legislative change may be relevant.

The following are the research themes of this solicitation:

1. Product-related dissemination research. Where there are effective safety products available that are not being sufficiently used (e.g., bicycle helmets or hip pads for hip fracture prevention in a fall), achieving satisfactory diffusion of the innovation (whether at the individual, social or organizational level) requires an understanding of the barriers and facilitators for change, and mechanisms for overcoming resistance to change, including in the marketplace.

2. Social marketing-related dissemination research. Where effective interventions are being used successfully in one locale, but their diffusion throughout the culture is non-existent or slow, social marketing strategies may be effective to influence social norms and accelerate widespread adoption. It may be useful to select or target people and institutions at various stages in their willingness to change, such as early adopters, late adopters, and those who lag behind in adopting any innovation. Select methods may be necessary to reach and influence these audiences, such as those who are first contemplating the possibility of change or those who already intend to change but have not yet done so. Also, it may be useful to identify communication channels and systems to support legislation or other activities that promote widespread adoption. For any dissemination or diffusion activity, recruiting early adopters to assist in these efforts might provide role models for others and prove useful to enhance uptake of the intervention.

#### *Examples*

To assist the preparation of the application, note the following are examples where there is evidence of effective interventions and for which dissemination research is needed:

1. Increasing the use of bicycle helmets among adolescents.

2. Reducing fall-related injuries among older adults (exercise programs, medication review programs, hip protectors).

3. Reducing injuries due to residential fires.

4. Increasing the use of safety belts by high risk groups.

5. Reducing alcohol-impaired driving.

6. Increasing the use of booster seats.

7. Reducing young driver crash risks.

(Additional examples of effective strategies and several theory-based frameworks for dissemination and diffusion research can be found in Attachment 3, "Resources," of this announcement as posted on the CDC Web site.)

### **F. Content**

#### *Letter of Intent (LOI)*

A LOI is optional for this program. The narrative should be no more than two single-spaced pages, printed on one side, with one-inch margins, and unreduced 12-point font. The letter should identify the announcement number, the name of the principal investigator, and briefly describe the scope and intent of the proposed research work. The letter of intent does not influence review or funding decisions, but the number of letters received will enable CDC to plan the review more effectively and efficiently.

#### *Applications*

The Program Announcement title and number must appear in the application. Use the information in the Program Requirements, Other Requirements, and Evaluation Criteria sections to develop the application content. Your application will be evaluated on the criteria listed, so it is important to follow them in laying out your program plan. The narrative should be no more than 25 single-spaced pages, printed on one side, with one-inch margins, and unreduced 12-point font.

Applications should follow the PHS-398 (Rev. 5/2001) application and Errata sheet (see Attachment 4 of this announcement as posted on the CDC Web site), and the narrative should include the following information:

1. The project's focus that justifies the research needs and describes the scientific basis for the research, the expected outcome, and the relevance of the findings to reduce injury morbidity, mortality, disability, and economic losses. This focus should be based on recommendations in "Healthy People 2010" and the "CDC Injury Research Agenda" and should seek creative approaches that will contribute to a national program for injury control.