

2024 ENGAGE Award

Equity in Lung Cancer Screening Excellence

Program Overview and Background

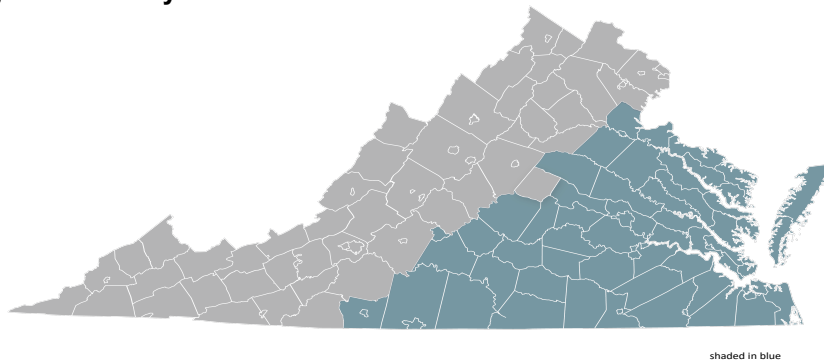
Massey Comprehensive Cancer Center (Massey), in collaboration with LUNGEVITY, established the Massey Equity in Lung Cancer Screening Excellence (ENGAGE) award to primarily provide grant funds for the initiation of promising new and innovative community outreach and engagement projects related to lung cancer education and screening efforts. Applicant community organizations must be within Massey's catchment area and serve a medically underserved community, or offer affordable primary care services to low-income, uninsured, underinsured individuals, or those facing barriers to accessing health care, particularly medically underserved groups.

Despite being the second most common cancer, lung cancer remains a leading cause of cancer-related deaths in the United States for both African American (AA) and Caucasian men and women. However, there is an ongoing challenge with the low percentage of eligible individuals at risk for lung cancer who undergo screening, particularly among vulnerable populations like racially and ethnically diverse and medically underserved groups. Ensuring equitable access to routine yearly lung cancer screening and timely diagnostic follow-up is essential in addressing these disparities.

Project Criteria and Priority Areas

Massey is committed to working closely with providers that demonstrate a commitment to excellence in primary care for medically underserved populations to increase lung cancer screening rates in Massey's [catchment](#) region. Massey's catchment is the home to 4 million racially, ethnically, geographically, and socio-economically diverse individuals (**Figure 1**).

Figure 1: Massey's Catchment Area



Priority consideration will be given to proposals that focus on one or multiple of the following programmatic areas, particularly targeting ethnic minority and underserved populations:

- Improve education, access, and referral, to smoking cessation.
- Increase the number (uptake) and percentage of patients screened for lung cancer.
- Increase the number of patients assisted with accessing appropriate follow-up care (e.g., diagnostic services, treatment therapies, clinical trials) within 30 days of receiving an abnormal lung cancer screening test result.

Eligibility, Project Criteria & Available Funding

Eligible applicants:

- Must be a community-based organization registered as a 501(c) or provide primary care services within Massey's catchment area
- Must serve the medically underserved community, or offer affordable primary care services to low-income, uninsured, underinsured individuals, or those facing barriers to accessing health care.
- Must have a clean record and no history of discrimination based on age, sex, race, color, sexual orientation, national/ethnic origin, or disability.
- Must not have a political or lobbying agenda, nor can they represent individuals or family-based foundations.
- Must choose only one application criteria for the ENGAGE Award and cannot actively hold another Massey community grant.

Awards may be requested between \$5,000 and \$25,000 (direct costs only) over a 12-month period dependent on the chosen project criteria listed below:

A. Community Workshops and Events (\$5,000):

Criteria: Proposals are required to develop a project that facilitate community-based educational activities focused on lung cancer (Includes screenings and/or smoking cessation).

Examples include:

- Public engagement workshops, presentations, or events.
- Developing culturally relevant educational materials for distribution.

B. Peer Education and Support Group Program (\$15,000):

Criteria: Proposals must involve collaboration with another community organization and include a well-defined sustainable strategy to expand lung cancer awareness, prevention, screening, or treatment through education and/or support group development.

Examples include:

- In collaboration with community organization train community members to serve as peer educators
- Establishing support groups for individuals who have undergone screenings or are at risk of lung cancer.

C. Community Proposed Program (\$25,000):

Criteria: Proposals must present Massey with an innovative program idea of their choosing, with the objective of impacting measurable change surrounding the priorities and goals outlined by ENGAGE award. The awarded proposal will have the opportunity to work closely with Massey and receive grant management guidance and education to support the successful administration of their project via dedicated Massey Community Grant Studio Hour sessions.

Timelines

LOI Deadline	Application Deadline	Award Notification	Earliest Start Date
July 22, 2024, 4pm	August 12, 2024, 4pm	September 9, 2024	October 1, 2024

Review and Notification

A panel of reviewers, comprised of Massey affiliated community partners, and staff will review all completed submissions, and will use a standardized scoring rubric.

Applications will be evaluated and scored with the following criteria in mind:

- General responsiveness to the grant and its requirements.
- Demonstrated understanding of the award's objectives and priorities, particularly among medically underserved populations within Massey's catchment area.
- Use of empirical data to demonstrate need for program/activities.
- Clarity of proposed program, metrics of impact, and discussion of activities.
- Clearly stated and described target audience, including number of individuals served.
- Feasibility of conducting proposed activities by the end of the grant period.

Proposal Submission Guidelines

A. Application Instructions

All Applications must be submitted by the posted deadline. Please note that these are internal awards and are NOT submitted through the VCU Division of Sponsored Programs (DSP).

Applicants should complete their application with corresponding materials via our portal: <https://redcap.vcu.edu/surveys/?s=HH9N4PD7DKAXCJYP>

In the event the website is down, applicants may request the application documents from the program manager. If an exception is granted, applications should be sent to escottog@vcu.edu with the subject line "Applicant name_ENGAGE Application Submission". Example: "*Community Inc_ENGAGE Application Submission*"

Late applications will be considered on a case-by-case basis. Incomplete applications will not be considered for review.

Formatting:

Proposals must be submitted adhering to the following formatting:

- Font type: Arial or Times New Roman
- Font size: 11-point font minimum size
- One-half inch margins
- Single spaced

B. Required Application Components (included with application package):

The following sections are included with the application template and must be submitted to classify your application as complete.

1. Cover Page
2. Project Summary. Limited to 500 words max.
3. Organizational Mission. Limited to 500 words max.
4. Project Plan. Description of the Proposed Project. Limit 1,500 words max. *Note:* Community-Proposed Program (criteria C) applications limit 2,000 words max.

The narrative must include these components:

- The community and cultural activity proposed project, clearly defining the population served and their unique needs within Massey’s catchment area.
- The planned lung cancer screening activities clearly indicating the planned project’s scope (e.g., including an approximate number of planned interventions).
- The planned methods and the technologies that will be used.
- A timeline or work plan reflecting all planned project activities over the grant period that demonstrates realistic and feasible project outcomes.
- The proposed project’s significance and potential community impact.
- The proposed metrics of impact on the targeted population that demonstrate the efficiency and effectiveness of the organization's efforts.

Key Project Staff/Consultants:

Provide a list of essential project team members who will carry out the funded activities, including descriptions of their roles in the project, their relationships to the proposed community, and prior experience that demonstrates their ability to carry out tasks assigned to their role.

5. Budget. Please use the budget template for your project budget actual costs.

The budget must include:

- Budget Narrative. Justify the proposal budget request. Limit 1 page.
- Budget Form

C. Budget and Justification Guidelines

Your budget justification must include specifics regarding how this funding will be utilized (e.g. staff salaries, travel, material and supplies, etc.). Please note indirect costs are not allowed.

All Applicants must submit the Massey budget template and adhere to the allowable cost guidelines listed below.

BUDGET CATEGORY	ALLOWED	NOT ALLOWED
Personnel/Staff salaries	✓	
Educational materials	✓	
Technical assistance	✓	
Local travel, when necessary to carry out the proposed community outreach project	✓	
Refreshments and snacks with a combined retail value of up to \$15 per person for educational events	✓	
Equipment over \$2,000	✓	
Community outreach events	✓	
Promotional materials & incentives	✓	
Director/faculty salary support		x
Non-medical services to patients		x
Office furniture		x
Alcoholic beverages		x
Foreign travel		x
Office equipment and supplies		x
Facilities & administrative fees (indirect cost)		x

Award Terms

- Acceptance of funds implies a firm commitment to provide a quarterly progress report (financial and programmatic) and a final report 30 days after the grant end date to the program manager by the deadline outlined in the Notice of Award (NOA).
- Massey expects that the grantee will completely utilize the full amount of funding during the term of the award. No-cost extensions are highly discouraged and will only be considered under exceptional circumstances. All unspent funds at the end of the grant period will be returned to Massey.
- Projects must start within 90 days of receipt of the Notice of Award or funding may be rescinded.
- All awards, publications, and presentations must acknowledge *Massey Comprehensive Cancer Center* as specified in the NOA.
- Acceptance of funds implies a firm commitment to provide the Massey leaders access to meet the team, give talks to the public, and tour of your facilities.
- **Community-Proposed Program award recipients** must participate in mandatory Massey Grant Studio Hour events outlined by the ENGAGE administrator.

Informational Sessions

Virtual informational sessions in advance of the submission deadlines will be available to all interested members of the community. The sessions scheduled below are designed to provide detailed information about the program and offer an opportunity for you to ask any questions you may have.

Webinar 1	Webinar 2
July 9, 2024 10:30am	July 29, 2024, 2:30pm

Inquiries

Please direct any questions you have regarding this funding opportunity and/or requests for the application guidelines and forms to Glenny Escotto via [email](#).