



This request for proposal is being distributed to Nursing Initiative team leads. We request that they forward this letter to the core grant team, including those who may have left the organization.

BETTY IRENE MOORE NURSING INITIATIVE SPOTLIGHT ON SUCCESS GRANT PROGRAM

REQUEST FOR PROPOSAL

The following provides information for the Gordon and Betty Moore Foundation's "Spotlight on Success" Grant Program, a project of the Betty Irene Moore Nursing Initiative (Nursing Initiative). Please review the background and eligibility information below prior to submitting a proposal. An informational webinar will be held on May 21, 2014 to address any questions concerning the proposal (see below for details). A complete application is due no later than **5 pm PDT on July 2, 2014**. Selected grantees will be contacted in August.

BACKGROUND AND ELIGIBILITY

Since 2003, the Betty Irene Moore Nursing Initiative has focused on improving patient care in adult acute care hospitals in the San Francisco Bay Area and Greater Sacramento region. The initiative has approached this work with four key strategies in mind: ensuring a sufficiently large and well-prepared RN workforce, implementing evidence-based practices in the inpatient setting, improving the transition of patients from the hospital, and strengthening the leadership skills of frontline RNs. Collectively, our grantees' ideas and work have resulted in significantly improved care in more than 80 percent of local hospitals, an additional 3,900 new RN graduates, more Magnet designated hospitals, and significantly reduced readmission rates, among other outcomes.

As the Nursing Initiative comes to a close at the end of 2015, we remain committed to sustaining and disseminating the impactful work of our grantees. The Spotlight on Success Program is one of many efforts to share the ways in which our grantees have strengthened the workforce and improved patient outcomes. The specific objective of the Spotlight on Success Program is to support individuals to spread their Nursing Initiative project approaches, results, and learnings to regional and/or national audiences. The ultimate goal is for ideas and successful local approaches to be shared and replicated elsewhere.

The foundation is seeking proposals from Nursing Initiative grant leads and core team members for disseminating their Nursing Initiative funded work or an extension of that work. Successful proposals will include a plan for disseminating this work through mechanisms (e.g., publications, conferences, networks, mentoring, etc.) most appropriate for the specific idea, approach, or result. If needed, proposals may also incorporate elements of professional development that logically advance those plans. Dissemination must be outside of the original site or organization

(and outside of your system, if the Nursing Initiative grant included system spread). Applicants should also think carefully about ways to evaluate the success of the dissemination and of the impact on healthcare outcomes. To get started, consider the following:

- 1) Think big about how you can share your work more broadly: In thinking about your work, what has value to the field? (In the region? Within your own system? Across the state? Nationwide?)

Examples of potential work that might have value to the broader field (includes patient and RN workforce outcomes):

- Hospital quality improvement approach around a specific quality and safety issue (e.g., sepsis, glycemic control)
- Learnings on spreading quality improvement projects throughout a health system
- Utilization of community partnerships and/or collaboratives to improve patient care or to strengthen the nursing workforce
- Readmissions projects that extended transitional care to address social determinants of readmissions
- Strategies to incorporate QSEN competencies into pre-licensure RN curriculum

- 2) Identify the audience(s) (e.g., policymakers? regulators? hospital administrators? deans and directors of schools of nursing? frontline clinicians, others?)

- 3) What ultimate impact(s) do you aspire to have? What is your vision for how your work could ultimately improve patient care?

- 4) Select the best mechanism(s) to get the word out about your work

Examples of potential dissemination activities:

- Topic-specific symposium with regional and/or national participants
- Efforts to educate policy makers on specific healthcare outcomes (efforts to lobby on specific legislation are not eligible)
- Publication or a series of articles (peer-reviewed, editorials, perspectives)
- Conference panel or keynote speaker opportunities
- Workshops
- Webinars
- Institution to institution mentorship and/or educational outreach visits
- Participation in regional or national taskforces or advisory groups
- Other: Innovative dissemination mechanisms are encouraged.

- 5) Identify additional skills or support you may need to succeed with your dissemination plan (if needed; not required)

Examples of potential development opportunities

- Formal Training Opportunities
 - Leadership program at the Center for Creative Leadership
 - Patient Safety Officer training at IHI
 - Vital Smarts crucial conversations training
- Personalized Communication Coaching and/or Support
 - Writing
 - Journal identification or article placement
 - Presentation skill coaching
 - Presentation development
 - Personalized communications coaching
 - Identification of speaking opportunities
 - Video or other multi-media support
 - Event planning and execution

6) Choose metrics to measure your impact / success

The examples above are only illustrative and by no means exhaustive. Innovative and impactful methods of reaching external audiences are highly encouraged. This award could also be used to seed a small portion of a more encompassing vision. The GBMF-funded dissemination activities need to be completed by July 15, 2016, but completion of the overall dissemination vision does not need to be completed within that time frame.

GRANT AMOUNT

We anticipate making 10-15 grants of \$30,000-45,000 each, based upon the number of proposals meeting the eligibility and selection criteria provided below.

REQUIREMENTS FOR ALL GRANT APPLICANTS

Applicants must meet the following criteria to be considered for grant funding:

- **Grant lead is or was a core team member of a Nursing Initiative-funded project.** The intent of the Spotlight on Success Program is to support individuals and/or small groups of individuals to disseminate GBMF-funded work (or extensions of that work). While we anticipate that most proposals will be submitted by an individual or 1-2 individuals, the foundation is open to larger groups. Multiple applications per foundation-funded project are fine as long as the applicants are coordinating with each other on the proposed scope of dissemination activities.
- **Activities disseminate Nursing Initiative-funded work, or an extension of that work.**

- **Willingness to submit a brief written report to the foundation on 8/15/15 which will include:** 1) a summary of grant-funded dissemination activities completed to date, including metrics of success; 2) grant funds expended to date.
- **Acknowledgement of Gordon and Betty Moore Foundation.** Grantees will be asked to acknowledge the Gordon and Betty Moore Foundation in disseminating work originally funded by the foundation.

APPLICATION REQUIREMENTS AND SELECTION CRITERIA

Applications should include the following elements:

- Grant lead's name, title, contact information (address, phone, and email) and current organizational affiliation. If applying as a team, please provide contact information and roles for each individual and indicate who will be the grant lead.
- Name of organization to which the grant will be legally made. Individuals who are no longer affiliated with an organization may be eligible to complete the dissemination work as a direct service to the Foundation and paid through a contract, however, preference will be given to applications from organizations. If funds are distributed via a contract additional reporting requirement will apply.
- Brief description of your role in a Nursing Initiative-funded project team. (Please note: only core members of a current or past Nursing Initiative project team are eligible).
- Description of the Nursing Initiative-funded work you wish to disseminate. If disseminating an extension of that work, please provide a description of the linkage with the Nursing Initiative-funded work.
- Brief description of your dissemination plan including: specific ideas, approaches, and/or healthcare outcome(s) to be disseminated; target audience(s); if applicable, potential collaborators; key dissemination activities; timeline; metrics for evaluating success; amount of funding requested from the foundation (and if additional funding is required to implement your plan, whether you have secured that funding); any related dissemination work already in progress; and, additionally, please highlight the value of this project to the field.
- Development opportunities, if needed, and context on how they will support the dissemination efforts.
- Budget for implementing proposed dissemination plan:
 - Including, but not limited to, support for time, travel expenses (e.g., for speaking engagements, meetings), meeting planning and execution expenses, webinar development, publication fees, conference fees, mentor or collaborator time and, if applicable, professional development.



- Please provide the budget in excel and include in your budget only foundation-requested resources.
- If requested foundation funding will resource only part of your dissemination plan, please note that in the narrative description of your project as described above.

Narrative applications should be no longer than three pages in length using an 11 point font with one inch margins (not including bibliographic references). No additional supporting documentation should be included. Proposals should be submitted by email to heather.beagley@moore.org **no later than 5:00 PM PDT on July 2, 2014.**

Proposals meeting the application requirements above will be evaluated on the basis of the robustness of the proposed dissemination plans/activities and linkage to the originally funded Nursing Initiative project.

TIMELINE OF KEY GRANT ACTIVITIES

05/12/2014: RFP distributed

05/21/2014: Informational webinar

07/02/2014: Grant application deadline

08/2014: Selected applicants contacted by Foundation

09/2014: Grant funds released

8/15/2015: Foundation receipt of narrative and financial report

7/15/2016: Project Completion

WEBINAR INFORMATION

DATE: May 21, 2014

TIME: 11:00 AM – 12:00 PM PDT

REGISTRATION: <https://www3.gotomeeting.com/register/228322158>

WEBINAR ID: 228-322-158

The webinar will include a short introduction to the Spotlight on Success grant program followed by a question and answer session.

The webinar will be recorded and distributed upon request. If you are unable to attend the live webinar, please email heather.beagley@moore.org.