

HEALTH GRANTS INFORMATION SERVICE

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Readers:

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Spreading The Wealth:

Study Reveals Charitable Donors Still Give, But In Longer-Term Pledges

A benchmark study of effective philanthropic fundraising techniques by the Association for Healthcare Philanthropy (AHP) has found that charitable businesses and individuals are still giving in spite of tough economic conditions, however, their gift commitments have shifted to longer-term pledges.

The most successful philanthropic programs have a sustained emphasis on building relationships and cultivating major gift donors, according to the AHP.

“The fact that in this deep recession, donors are still givers and have not halted contribution signals a depth of relationship and commitment to the individual organizations which should be continually nurtured by healthcare fundraising operations,” said William C. McGinly, president and chief executive officer of AHP.

The study revealed that in place of big galas, golf tournaments, or telethons, a variety of well-rounded programs and activities are the most effective fundraisers.

“The real message here for healthcare executives and boards is take care of your donors and support your fundraising staff, [including] a mix of fundraising activities to cope with the recession,” said McGinly.

Data was gathered from 58 foundations that support non-profit hospitals across the U.S. and Canada, with a focus on fiscal year 2008. AHP calculates that this was the year when charities were hit the hardest with the financial impact of the recession.

Address: Association for Healthcare Philanthropy, 313 Park Ave., Suite 400, Falls Church, VA 22046; (703) 532-6243, www.ahp.org.

– Brittany Chrusciel –

\$25,000 Available For Reproductive Health In Free Student Clinics

The Reproductive Health Access Project (RHAP) is requesting proposals for student-run free clinics to serve the uninsured and underserved women of the community.

RHAP's Women's Health Free Clinic Project: Expanding Access and Education will award up to five grants, at a maximum of \$5,000; deadline for applications is May 30.

"Free clinics play an important role in providing medical care to Americans. Many free clinics are associated with a medical school and are staffed by its medical students ... Fewer than 5 percent of US medical schools include contraception and family planning in their curriculum. This partnership provides students with a rich educational experience," said RHAP.

"Integrating comprehensive reproductive healthcare into student-run free clinics would fill an educational gap in our country's medical education system. Furthermore, this arrangement would also provide important services to a needy population," RHAP continued.

RHAP offers grants to established student-run health centers to fund the start-up expenses associated with introducing a reproductive health curriculum. Priority will be given to proposals including:

- Cervical cancer screening
- Contraceptive education, counseling and dispensing, including emergency contraception

- IUD/Implanon insertion and Depo-Provera injections
- Pregnancy testing, early pregnancy ultrasound and options counseling for unintended pregnancy
- Medication abortion

Besides being a student-run facility, services should be provided at a nominal or at no cost to the patient, and have a partnership with a physician whom can educate and supervise reproductive health services administered.

"An additional key criterion in the selection process will be the free clinic's commitment to sustaining the added training for medical students and services for patients after the incentive grant ends," said RHAP.

Applications can be submitted

by mail or e-mail.

The full RFP, along with a guide on integrating reproductive health, can be accessed at: www.reproductiveaccess.org/freeclinic.html.

Address: Reproductive Health Access Project, P.O. Box 21191, New York, NY 10025; (917) 586-3260, www.reproductiveaccess.org.

At a Glance...

Funder: **Reproductive Health Access Project**

Objective: **Provide funds to cover start-up costs associated with integrating a reproductive curriculum to free student-run clinics**

Funding Available: **A total of \$25,000; five grants at a maximum of \$5,000**

Deadline: **May 30**

Profile: AVDF Invests In Caring Healthcare

The Arthur Vining Davis Foundation (AVDF) seeks to advance healthcare through improving the attitudes of the ones knee-deep in the industry: doctors, nurses, administrators, etc.

Foundation Funding Priorities

One of the primary focuses of AVDF is healthcare. Specifically, the foundation seeks to improve the care through the lost art of human interaction.

“Trustees have been concerned that advances in technology and continuing changes in the healthcare system have diminished the humane aspects of patient care. Patients and their families often feel that their emotional, psychological and spiritual needs are not adequately met when confronting illness,” AVDF said.

The best way to improve healthcare would be to start with those giving the care. Through the foundation’s caring attitudes program, the grants will fund the rectification of patient care by advancing education.

Education of medical personnel through medical school curriculum, residency training and the grooming of future faculty fall in line with the focuses of funding opportunity.

“Programs leading to organizational and transformational change in medical education, addressing the ‘hidden curriculum,’ and designed to integrate caring attitudes throughout the curriculum will be considered. Faculty development initiatives are encouraged, including role modeling and mentoring,” said AVDF.

“Systematic approaches to ensuring sensitive and compassionate care of patients and their families will be given priority,” AVDF continued.

Due to the nature of the program striving to improve healthcare, the foundation seeks to award institutions large enough to house such a program that could be replicated nationally.

AVDF also supports grants in the areas of private higher education; secondary education; religion; and public television.

Application Procedure

Applications for grants are accepted on an ongoing basis, with no deadlines.

AVDF will only fund projects within the U.S. and will not fund:

- assistance to individuals

- private foundations within meaning of Section 509(a) of the 1969 Tax Reform Activities
- support for voter registration drives
- voter educational efforts to influence elections
- efforts to influence legislation
- expenditures of non-charitable purposes

“Because many more deserving proposals are received each year than Foundations’ resources can support, only a small percentage of requests can be funded. Those not chosen should understand that the decision does not necessarily constitute a judgment on the quality of the applicant or its programs, but is most often the result of funding limitations. Failure to

receive a grant does not preclude future submissions of new proposals that are directly related to published program areas and are competitive on a national basis,” according to AVDF’s final word.

Projects supporting the Foundations focus in healthcare that can possibly be applied on a national level should be submitted through the mail to: Dr. Jonathan T. Howe, Executive Director, The Arthur Vining Davis Foundations, 225 Water Street, Suite 1510, Jacksonville, FL 32205.

At a Glance...

Funder: The Arthur Vining Davis Foundations

Objective: Improving healthcare through a focus on patient-provider communication/relationship

Funding Available: Per award: Minimum amount \$100,000; maximum amount \$200,000

Deadline: Ongoing basis

Grants Recently Awarded

Grants under the healthcare program generally run from \$100,000-\$200,000. In 2010, a total of \$2.47 million has been awarded currently; healthcare received \$180,000. In 2009 the total amount given in grants was \$6.786 million, with \$769,978 allocated to healthcare projects, they were:

- **University of Wisconsin-Madison School of Medicine and Public Health, \$184,246** – for advancing family centered care for hospitalized children
- **Cleveland Clinic, \$199,600** – for expansion of the “Respond with H.E.A.R.T.” program for training front line workers in responding and communicating with patients in difficult situations

- **Emory University School of Medicine, \$300,000** – for faculty training in teaching humanism at eight medical schools
- **Stanford University School of Medicine, \$150,000** – for chronicling patient experiences with rare genetic diseases and chronic illnesses
- **TUFTS University School of Medicine, \$120,378** – for faculty role modeling of compassionate care

Address: The Arthur Vining Davis Foundations, 225 Water Street, Suite 1510, Jacksonville, FL 32205; www.avdf.org.

Journalism Institute Probes Missouri's Health Literacy With \$170,000

Concerned with health literacy, the Missouri Foundation for Health awarded a \$170,000 grant to the Center for Advanced Social Research (CASR) to conduct a survey of residents evaluating their health comprehension.

CASR is a unit of the Donald W. Reynolds Journalism Institute (RJI) and will partner with Health Literacy Missouri (HLM). The survey will be conducted by phone to over 3,310 adults across 115 Missouri counties.

“Collaborating with media professionals to improve health reporting will help the general public better understand health-related information in today’s new media environment. We are excited about bringing RJI’s media background into the medical field to improve the lives of Missouri citizens,” said Ken Fleming, associate director of research at RJI and director of CASR.

Currently, more than 1 out of 3 Americans does not have the reading, writing or life skills to clearly understand health information, Fleming hopes the survey will uncover Missouri’s problem, as well as solutions on how to get health information out to those who have a low literacy.

“The HLM is working to improve the health literacy of Missouri’s population in order to encourage better health decisions and healthy behaviors. We hope this grant will help promote health literacy education and training for health professionals by enhancing communication between consumers and care providers,” said Arthur Culbert, president and CEO of HLM.

Address: Donald W. Reynolds Journalism Institute, Administrative Offices, Suite 300, Columbia, MO 65211; (732) 292-1100, www.rjionline.org.

AFA Offers \$25,000 For A Creative Program

Creating innovation is the main requirement of the Alzheimer’s Foundation of America’s (AFA) latest grant, worth \$25,000; deadline is May 15.

“AFA is looking to recognize an exemplary organization that has broken the mold and developed a best practice to better meet the needs of the dementia community,” said Eric Hall, AFA’s president and chief executive officer.

Specifically, The Brodsky Grant will award one support program or service that improves the lives of those affected by Alzheimer’s disease or a related illness, priority will be given based on the ability to replicate and implement the project.

“Among some of the past recipients of The Brodsky Grant, organizations have used funds to provide mental and physical stimulation utilizing high-technology and low-technology tools, and to develop a documentary about individuals with Alzheimer’s disease and Down syndrome,” said AFA.

The 2009 recipient was Selfhelp Community Services Inc., New York, NY, to incorporate its social model adult day program cognitively and physically stimulating activities designed to help people newly diagnosed with Alzheimer’s disease. The activities utilize music therapy, computer learning, Nintendo Wii, Neurobics and the Dakim Brain Fitness System.

The 2008 recipient, People Animals Love, Washington, D.C., used the grant to train more volunteers to increase its pet therapy visitation program to older adults by 30 percent, said AFA.

Eligible applicants must be a non-profit member organization of AFA. Submissions should be sent through the mail.

Address: Alzheimer's Foundation of America, 322 8th Ave., 7th Floor, New York, NY 10001; (866) 232-8484, www.alzfdn.org.

At a Glance...

Funder: **Alzheimer's Foundation of America**

Objective: **Support innovative care that improves the lives of patients and families**

Funding Available: **One grant of \$25,000**

Deadline: **May 15**

RWJF Awards Nursing \$1 Million, Innovation The Name Of The Game

The Robert Wood Johnson Foundation (RWJF), continuing its focus on eliminating the shortage of nurses, has released its first cycle of grants for its Evaluating Innovations in Nursing Education (EIN) program.

The grant program consists of three cycles, the first awarded four grants totaling near \$1.2 million, a maximum of \$300,000 per award, towards the evaluation of nursing recruitment, education and retention.

"The United States faces an escalating shortage of nurses, driven in part by an aging population, a shortage of nurse faculty and insufficient capacity in schools of nursing across the nation to accommodate qualified applicants," RWJF said.

RWJF began the program to increase the number of nursing graduates through effective interventions addressing the consequences of the nurse faculty shortage. The programs will then lead to expansion and replication.

"We selected grantees who are implementing innovations that have significant promise in addressing the nurse faculty shortage and we funded evaluations to determine what works, how and why it works, and what it will take to replicate it effectively in other settings," said Michael Yedidia, Ph.D., director of the

Evaluating Innovations in Nursing Education national program office at Rutgers University.

The recipients of the first cycle are:

- **University of Portland School of Nursing** – \$299,534 to evaluate a 'Dedicated Education Unit' model, in which the hospital staff nurses assume significant teaching roles, with guidance from faculty at the college of nursing.
- **University of Massachusetts, College of Nursing and Health Sciences** – \$299,985 to evaluate a 'Dedicated Education Unit' model known as Partners for Dedicated Education Unit Development and Quality, which employs different strategies for utilizing faculty and staff nurses to provide clinical education.
- **University of New Mexico College of Nursing** – \$297,746 to evaluate a Web-based teaching application, The Neighborhood. The evaluation will examine faculty work-life, faculty recruitment and graduation rates.
- **University of Wisconsin, Oshkosh College of Nursing** – \$298,720 to evaluate an accelerated BSN program using advanced technology for class scheduling and education through a combination of on-campus and remote sites for classroom and clinical education.

The second cycle of grants is expected to be awarded in the fall of 2010, the third cycle has not been open for proposals.

Address: Robert Wood Johnson Foundation, P.O. Box 2316, College Road East Route 1, Princeton, NJ 08543; (877) 843-7953, www.rwjf.org.

Decline In Funding For Biomedical Research Over The Last Five Years

Since 2005, the rate of increase for funding of biomedical research in the U.S. has slowed, decreasing by 2 percent in 2008, after adjustment for inflation, according to a recent issue of *JAMA*.

After reports finding a substantial increase in total public and private financial support between 1994 and 2003, productivity – as measured by new drugs approved by the FDA – has been stagnant.

“While the promise of new drugs for refractory common or devastating diseases continues to capture the public’s imagination and enjoys strong support, policy makers are also aware that new beneficial technology often spawns new cost,” said researchers. “Consequently, timely and accurate information about the sources of public and private research funds is important.”

Analyses of funding – from 1994-2003, and again for 2003-2008 – were completed by E. Ray Dorsey, MD, MBA, of the University of Rochester Medical Center in New York, and colleagues. Models were derived using publicly available data and quantified funding from government, private, and industry sources.

Researchers identified a 3.4 percent compound annual growth rate for 2003-2007, as compared to a 7.8 percent increase for 1994-2003.

Adjusted for inflation, funding for biomedical research from the NIH and industry decreased from \$90.2 billion in 2007 to \$88.8 billion in 2008.

Industry remains the largest contributor to biomedical research, accounting for 58 percent of all expenditures in 2007, with NIH in second, accounting for 27 percent of expenditures.

NIH contributions decreased by 8.6 percent from 2003-2007, adjusted for inflation. Total federal funding increased by only 0.7 percent as compared with nearly 100 percent from 1994-2003.

Dr. Thomas F. Boat, of the Cincinnati Children’s Hospital Medical Center and the University of Cincinnati College of Medicine, commented, “National research policy should address not only funding of adequate, stable, and productive biomedical research but also adequate funding of research that addresses interventions designed to improve the delivery of a broad range of health services at an affordable cost. New drugs, biologics, and devices are needed to prevent and alleviate disease-related morbidity and extend the productive lives of individuals having a multitude of disorders for which there is no effective treatment.”

In 2007, the U.S. spent only an estimated 4.5 percent of total health expenditures on biomedical research, with 0.1 percent on health services research.

Boat continued, “Productivity of research aimed at improving these outcomes deserves ongoing emphasis. Balancing funding for investigative efforts across the entire spectrum of healthcare needs also deserves the highest level of attention.”

Researchers echoed a similar sentiment. “Research, and the products and services it leads to, are sources of economic development, which is recognized in the developed and developing world alike. Therefore, in the coming years, debate will likely increase between those who view technology as a source of additional cost and those who view it as a source of value. The research community should be mindful of how others view it and take aggressive steps to enhance its own productivity.”

Address: American Medical Association, P.O. Box 10946, Chicago, IL 60654; (800) 262-2350, <http://jama.ama-assn.org/>.

– Brittany Chrusciel –

Healthy Cognitive Aging Research To Determine Therapies

Research into healthy cognitive aging will be funded by the Research Partnership in Cognitive Aging, awarding \$28 million to 17 projects.

The partnership consists of the National Institutes on Aging (NIA) and the McKnight Brain Research Foundation.

“We have made great strides in understanding how the brain and cognitive function change with age, identifying a number of avenues to explore in developing candidate therapies for improved cognition. The challenge remains, however, to distinguish between the changes that come with normal aging and those that signal an unhealthy decline,” said Dr. Richard Hodes, NIA director.

The projects will examine the neural and behavioral aspects of healthy cognitive aging to determine and design preventions and interventions.

Projects will receive funding over 5 years, the projects and their recipients are:

- ✓ Dr. Ellen F. Binder, and Mark A. McDaniel, Ph.D., Washington University School of Medicine, St. Louis: Combining Exercise and Cognitive Training to Improve Everyday Function
- ✓ Patricia A. Boyle, Ph.D., Rush University Medical Center, Chicago: Characterizing the Behavior Profile of Healthy Cognitive Aging
- ✓ Randy L. Buckner, Ph.D., Massachusetts General Hospital, Boston: Neural Processes Underlying Cognitive Aging
- ✓ Dr. Jeffrey M. Burns, University of Kansas Medical Center, Kansas City: Dose-Response Study of Exercise in Older Adults
- ✓ Carl W. Cotman, Ph.D., University of California, Irvine: Gene Expression, Compensation, Mechanisms and Successful Cognitive Aging
- ✓ Dr. Mark D’Esposito, University of California, Berkeley: A Brain-Based Approach to

Enhancing Executive Control Functions in Healthy Aging

- ✓ Dr. Victor W. Henderson, Stanford University, Stanford, Calif.: Tai Chi and Guided Autobiography for Remediation of Age-Related Cognitive Decline. (This study is also supported by the National Center for Complementary and Alternative Medicine.)
- ✓ Dr. William J. Jagust, University of California, Berkeley, Lawrence-Berkeley Laboratory: Neural and Biochemical Mechanisms of Cognitive Aging
- ✓ Alfredo Kirkwood, Ph.D., Johns Hopkins University, Baltimore, Md.: Synaptic Function and Plasticity in CA3 Circuits in the Aging Hippocampus
- ✓ Mika J. Kivimaki, Ph.D., and Archana Singh-Manoux, Ph.D., University College London, England: Health Behaviors over the Adult Lifecourse and Cognitive Aging
- ✓ Robert Krikorian, Ph.D., University of Cincinnati: Omega-3 and Blueberry Supplementation in Age-Related Cognitive Decline. (This study is also supported by the NIH Office of Dietary Supplements.)
- ✓ Philip W. Landfield, Ph.D., University of Kentucky, Lexington: Hippocampal Electrophysiology and Myelinogenesis in Healthy Cognitive Aging
- ✓ Coleen T. Murphy, Ph.D., Princeton University, Princeton, N.J.: Molecular Mechanisms Regulating Age-Related Cognitive Decline in *C. elegans*
- ✓ Dr. Scott A. Small, Columbia University Health Sciences, New York: Neural and Behavioral Profiles of Cognitive Aging
- ✓ Craig E. Stark, Ph.D., University of California, Irvine: High Resolution Structural and Functional Brain Imaging of the Medial Temporal Lobe
- ✓ Yaakov Stern, Ph.D., Columbia University, New York: Combined Exercise and Cognitive Training Intervention in Normal Aging

- ✓ Joe Z. Tsien, Ph.D., Medical College of Georgia, Augusta: Hippocampal Network Profiles of Memory Aging. (This study is supported by funds from the American Recovery and Reinvestment Act.)

Address: National Institute on Aging, Building 31, Room 5C27, 31 Center Drive, MSC 2292, Bethesda, MD 20892; (301) 496-1752, www.nia.nih.gov.

Health Grants News Briefs

Kitware, a creator of open source platforms and developer of research solutions, announced it is opening up the main infrastructure of MIDAS under a nonrestrictive license.

For free, companies and organizations can install the MIDAS server on location and build on top of the platform.

MIDAS is a multi-media server optimized for storing collections of large, scientific data and related metadata reports. The server follows open standards for data storage, access and harvesting.

“The effectiveness of a scientific research or engineering design organization depends on its ability to collect, store, process, mine and visualize data. Whether performing statistical analysis, driving design through numerical optimization or just exploring data,

accurate and efficient access to data servers is imperative for sharing and managing a data repository for research,” said Kitware.

One public example of use of MIDAS can be found on the Optical Society’s Interactive Science Publishing system. It is the first open-access, scientific publication system to allow authors to distribute imaging datasets and advanced visualizations over the Internet for interactive display.

For more information, visit: www.kitware.com

* * *

BlackbaudNow provides nonprofits and personal fundraisers a point-and-click Web site builder with secure donation processing through PayPal and the ability to send e-mails and record donors’ giving histories.

Users do not pay any setup or monthly fees, however, there are fees on a per-transaction basis.

“With BlackbaudNow, I was able to quickly create a Web site, get a PayPal link, and use my database easily, with no training,” said Amy Pratt, The Greene School’s director of fundraising.

The Greene School now has a Web site which allows staff to take donations online, track payments, and keep supporters up-to-date with information about promotions and events.

For more information, visit: www.blackbaudnow.com.

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