Engagement and Retention Innovators

Informational Webinar

February 27, 2019

@AllofUsResearch  #JoinAllofUs
AGENDA

- Introduction to the All of Us Research Program
- Timeline for the funding announcement
- Application components and process
- Objectives of the funding announcement
- OT award background
- Q & A session
Introduction to the *All of Us* Research Program
**All of Us Mission and Objectives**

**Our mission**
To accelerate health research and medical breakthroughs, enabling individualized prevention, treatment, and care for all of us.

**Nurture relationships**
with one million or more participant partners, from all walks of life, for decades.

**Catalyze the robust ecosystem**
of researchers and funders hungry to use and support it.

**Deliver one of the largest, richest biomedical datasets ever**
that is easy, safe, and free to access.
How to become one in a million

1. Create account
2. Complete consent and surveys
3. Have measurements taken
4. Provide blood and urine sample
5. You are now one in a million!

Registered participants: 180,000+

Core participants: 110,000+

% participants underrepresented in biomedical research: 75%
Precision engagement, precision retention

Precision retention requires participant choice/preference setting.
Timeline for the funding announcement
Important dates

- Feb. 11, 2019: FO posted
- Feb. 25, 2019: Pre-webinar question submission deadline
- Feb. 27, 2019: Informational webinar
- Mar. 29, 2019: Application due date
- April, 2019: Application review begins
- June, 2019 (estimated): Award notices sent out
- July, 2019 (estimated): Orientation
Application components and process
Application components ("Required Application Instructions", pg. 3)

Page limit = **26** (excluding an optional cover letter)

- **Cover letter** (1 pg, optional)
- **Technical Approach** (15 pgs max)
- **Organization Description** (1 pg max)
- **Past Performance** (5 pgs max)
- **Key Personnel** (3 pgs max)
- **Cost Proposal** (2 pgs max)
Applications must be submitted via NIH eRA ASSIST System

Applicant must be registered in eRA Commons

Review to “Instructions for Application Submission” section of FO
• Use OTA-19-004 in the field requesting Funding Opportunity Announcement
1. Evaluate: Applications will be evaluated for responsiveness to the Funding Opportunity requirements and merit by an appropriate review group convened by the NIH

2. Select: Top applications will be selected
Objectives of the funding announcement
Impactful Engagement

The All of Us Research Program is defined by impactful engagement. Impactful engagement means a bidirectional, co-equal relationship between the program and its participants.

Relationships as a reward

Relationships are a reward in the All of Us Research program, and to build these relationships, the program will create a library of digital and analogue inclusive engagements that are made with – not just for – all communities living in the US.
These engagements will delight, educate, inspire, and establish a long-lasting connection with the communities they have been designed with.
Engaging with Community Partners

Post-launch Community Engagement Partners

- Nashville, Tennessee
- Pasco, Washington
- Kansas City, Missouri

- National Alliance for Hispanic Health
- Asian Health Coalition
- Stanford University
- Fifty Forward
- Delta Research and Educational Foundation
All of Us CPGL Partners (as of October 2018)
These engagements should also be customizable for many different communities as the *All of Us* is reflective of the rich diversity of those living in the US, including communities historically underrepresented in biomedical research. *All of Us* considers the following populations historically underrepresented in biomedical research:

- Racial and ethnic minority groups
- Children and seniors
- Sexual and gender minorities
- People with disabilities
- People with barriers in access to care
- Low economic status, or low educational attainment
- Rural residents
Objectives of the funding announcement (pg. 7)

Ideal candidates
The awardee must be innovative, collaborative, flexible, creative, responsive to many different stakeholders, and comfortable with being self-directed where appropriate.

Engagement iteration
Awardees should have the capacity to develop ideas that will be iteratively refined and responsive to user feedback when these experiences are deployed.

Living engagements
These experiences will be living artifacts, constantly evolving to be responsive to their target audiences over the life of the program.
Required engagement categories ("Expectations", pg. 8-9)

Applicants must have a proven track record in at least one (and preferably more than one) of the following categories:

- Community Engagement
- Provider Engagement
- Experiential Learning
- Multicultural Engagement
- Digital Engagement
OT award background
The Other Transactions (OT) award mechanism is not a grant, cooperative agreement, or contract. Only a few NIH Institutes/Centers have this authority.

For *All of Us*, the National Center for Advancing Translational Sciences (NCATS) manages the OT awards.

All applicants should read and be familiar with the Other Transaction Award Policy Guide for NIH Precision Medicine Initiative Research Programs. (The NIH Grants Policy Statement does not apply to OT awards.)

OT allows NIH the flexibility to alter the course of projects in real time to meet the overarching programmatic goal. This means awarded activity can be expanded, modified, partnered, not supported, or later discontinued based on program needs.

If selected for award, applicants should expect significant ongoing NIH involvement.
Submission Process

- All applicants must submit their application via the NIH eRA ASSIST System.
- To complete the application process, you must complete the NIH Commons Registration first. If you already have a Commons Registration, you do not need to reregister.
- The deadline for application submission is March 29, 2019 by 5pm local time.

Please start the registration and application submission process early to avoid a late application submission due to technical issues.

Late applications will NOT be accepted!
Next steps

1. Submit additional questions to AllofUsEngagement@nih.gov

2. Release slide deck, questions, and answers

3. Application due date: March 29\textsuperscript{th}, 2019

4. Review applications: April 2019

5. Send out award notices: June 2019

6. Hold orientation event (estimated): July-August
Q & A session
Q&A – Open Session

Please use the Q&A box to submit additional questions.
Thank You!