The All of Us Research Program

Engagement Partners Funding Opportunity

Katie Rush and Stacia Fleisher
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The *All of Us* Research Program
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- One million or more volunteers nationwide, providing data on an ongoing basis

- Not a study on any one disease, but a huge data resource to inform many research studies on a wide variety of health conditions

- One of the world’s largest biomedical databases, to accelerate breakthroughs

- Launching in 2017
A Transformational Approach to Diversity

Reflecting the country’s rich diversity to produce meaningful health outcomes for historically underrepresented communities
A Transformational Approach to Participation

Participants in the *All of Us* Research Program will be true partners—not patients, not subjects—in the research process.

Involved in every step of program development

- What data we collect
- What lab analyses we do
- What research is conducted
- How data gets returned
The Power of a Million: How *All of Us* Can Lead to Better Health

- **Provide information** to help researchers and providers to:
  - Determine individuals’ risk of developing certain diseases
  - Find biological markers to aid in prevention and diagnosis
  - Find the most effective therapy for different people
  - Identify solutions to health disparities
- **Build a community** of participants interested in joining clinical trials to help research happen faster
- **Empower participants** with data to improve their own health
Two Ways for Participants to Enroll

Direct Volunteers

Health Care Provider Organizations

Regional Medical Centers
Health Centers
VA Medical Centers
What a Participant Will Be Asked to Do

1. Enroll & Consent
2. Surveys
3. Baseline Measurements
4. Biosamples
5. Wearables/mobile tech
Data Access

- Data sharing will be a priority to both researchers and participants
  - Participants will have access to study information and data about themselves
- Privacy and security will adhere to the highest standards
- Program will level the playing field so diverse researchers can benefit, including citizen scientists
The Value of Participating in *All of Us*

- An opportunity to **fight disease** and improve the health of future generations

- An opportunity to **ensure that your community is included** in studies that lead to new understanding and new treatments

- **A chance to learn** more about your own health

- The chance to **be part of a movement**, to make our health care more precise, more personal, and more effective
For More Information, Visit

https://www.nih.gov/precisionmedicine
Engagement Partners Funding Opportunity
The purpose of this funding opportunity is to support engagement partners who can:

• Engage, educate, and motivate volunteers to join and remain in *All of Us*, and to facilitate their enrollment where needed, with measurable success

• Engage and educate health care professionals about the program and/or enable health care professionals to facilitate enrollment of their patients or patients’ family members, with measurable success
The “Other Transactions” (OT) Award Mechanism

- Not a grant, contract, or cooperative agreement
- Gives NIH flexibility to alter the course of projects in real time to meet program goals. Projects may be expanded, modified, partnered, not supported, or later discontinued based on program needs, emerging methods, technologies, or approaches, and availability of funds.
- *All of Us* awardees are expected to collaborate with one another, NIH staff, and other designated consultants. There will be significant NIH staff involvement.
- Funding for these awards will be distributed incrementally, in segments ranging from 1 to 12 months. Future award segments are not guaranteed and depend on milestone progress and scientific directions.
- Awardees must adhere to the *All of Us* Other Transactions Policy Guide; please review prior to submitting an application:
  https://www.nih.gov/research-training/allofus-research-program/funding
Three Types of Applications Expected for this Opportunity

- **Local Community Engagement**
  - $25-100K direct costs, <20,000 people engaged, in one geographically contiguous area

- **Regional/National Community Engagement**
  - $100-500K direct costs, >20,000 people engaged, in one or more geographical areas

- **Health Care Professional Engagement (Regional/National)**
  - $25-250K direct costs, focused on education of health care professionals; possibly to include the facilitation of enrollment of patients or patient family members
Eligible Organizations

- Nonprofits with 501(c)(3) IRS Status
- Nonprofits without 501(c)(3) IRS Status
- Faith-based or Community-based Organizations
- Regional Organizations
- Independent School Districts
- Hispanic-serving Institutions
- Historically Black Colleges and Universities (HBCUs)
- Tribally Controlled Colleges and Universities (TCCUs)
- Alaska Native and Native Hawaiian Serving Institutions
- Asian American Native American Pacific Islander Serving Institutions (AANAPISIs)
- County Governments
- City or Township Governments
- Special District Governments
- Indian/Native American Tribal Governments (Federally Recognized)
- Indian/Native American Tribal Governments (Other than Federally Recognized)
- Public Housing Authorities/Indian Housing Authorities
- Native American Tribal Organizations (other than Federally Recognized tribal governments)
Review Criteria

- Community Served
- Engagement Approach, including Measureable Commitments
- Past Performance
- Key Personnel & Experience
- Cost Proposal

Additionally, Programmatic Priorities:
  - Reaches communities historically underrepresented in biomedical research
  - Reaches priority geographic regions
Direct Volunteers

- Digital enrollment eventually available nationwide
- Rollout to begin in select states, cities in year 1
- Geographic priority: Year 1 DV rollout areas

Health Care Provider Organizations

- 14 awardees, listed online
- Coverage in 18 states in year 1
- Coverage expected in 28 states in years 2-5
- Geographic priority: States with no HPO coverage
Example Activities (Selected)

- *All of Us*-specific education events (in person or online)
- Sustained communication programs including media outreach, social media activities, and/or member outreach
- Train-the-trainer programs (across multiple chapters and/or networks) or continuing education modules
- Support for an *All of Us* community ambassador
- “Enrollment facilitation night” in community

*Applicants are required to make measureable commitments, e.g., to educate *x* community members, to facilitate the enrollment of *y* individuals, to train *z* trainers, etc.*
Timing

- Proposals Due: **March 24**
- Reviews Complete: April 6
- Awards Made: May 15 (estimate)

- 3-4 grants anticipated in round one
- Additional awards to be made from the pool of applications throughout the fiscal year (through September 2017)
- Project period: approximately 3 years
Program Infrastructure
Program Website: joinallofus.org
Materials

- Design files for branded communications materials will be available for awardees’ use.

- Printing expenses will be incurred by the awardee and should be included in the funding proposal.

- Any additional materials awardees develop must be reviewed and approved by NIH and potentially also by the All of Us Institutional Review Board (IRB) to ensure consistency and accuracy in messaging.
  
  - Materials must follow the All of Us branding and co-branding guidelines.
  
  - Organizations may add their own logos, if desired, within co-branding guidelines.
Mobile Engagement Asset

- A traveling exhibit to build awareness about *All of Us*
- 37-week national tour starting later this year
- May be hosted at various community outreach events, pending availability
- Organizations may request the MEA at no cost
Frequently Asked Questions
My type of organization is not included on the eligible applicant list. May I still apply?

No. Only organizations that are on the eligible applicant list will be considered for this funding opportunity. However, please note that some of the categories are quite broad. It is possible that while your specific organization type is not listed, you are eligible under a broader category that is listed.
Frequently Asked Questions

I see that current awardees are not eligible to apply for this funding opportunity. If my organization applies and is awarded under this funding opportunity, will we become ineligible for future All of Us funding opportunities?

Not necessarily. Each funding opportunity has its own eligibility requirements. In this specific case, NIH is interested in expanding outreach in communities beyond the ones already covered by existing awardees, which is why we’ve structured the eligibility as we did. Future funding opportunities may have different goals and different eligibility requirements.
Frequently Asked Questions

I am affiliated with a health care provider organization (HPO) that is one of your awardees. However, my department or office is not part of the HPO’s All of Us team. Are we eligible for funding?

No. Awards are made to institutions, not individuals. No existing All of Us awardee institution is eligible for this funding opportunity.
Frequently Asked Questions

I am an employee with an HPO that is an *All of Us* awardee. I am also affiliated (i.e., as a volunteer board member, part-time staff member, etc.) with another organization that is interested in applying for funding. Are we eligible for funding?

Awards are made to organizations, rather than individuals. As long as the applicant organization is not a recognized awardee or sub-awardee with *All of Us*, they can apply and you can be part of the application.
Frequently Asked Questions

May funds be used for:

- **Hiring staff?** Yes. However, the applicant organization should understand the OT award program and know that NIH will not be responsible for continued support of hired staff once the award period is completed.

- **Purchasing equipment (ex. computers)?** If well justified and necessary for the scope of the project to be completed, equipment may be purchased.

- **Providing food at awareness events?** No meals; other food expenses may be considered on a case-by-case basis and must be well justified.

- **Offering health screenings at awareness events?** No.
Frequently Asked Questions

How many individuals should we seek to reach with our engagement activities?

All applications will be evaluated on a variety of metrics, and the number of individuals reached is only one of them, so we do not have specific numerical targets to recommend. The community or geographic region being reached, engagement approach, past performance, and other factors will also be carefully evaluated.

Note: Applications in one category (i.e., local community engagement, regional/national community engagement, or regional/national health care professional engagement) will be considered in comparison to other applications in the same category.
Your Questions?

PMICPFOAInquiries@nih.gov