



MARYLAND
Department of Health

Office of Minority Health & Health Disparities

2020 GRANT WRITING TOOLKIT

Webinar Sessions

August 14th -Session 1: Preparing for Grant Applications/ Searching for Grants
August 21st- Session 2: Making the Case/ Strategies, Work plans and More
August 28th- Session 3: Measuring and Communicating Program Success / Cost
Benefits

Questions or Concerns? Contact: Linda Carter, M.Ed., Grants Manager

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2020 GRANT WRITING TOOLKIT

HOW TO PREPARE FOR YOUR GRANT APPLICATION

HOW TO SEARCH FOR GRANT OPPORTUNITIES

HOW TO WRITE AN EFFECTIVE APPLICATION

PREPARING FOR YOUR GRANT APPLICATIONS

The Basics

- Assemble your team
- Proofread: Grammar, layout, etc.
- Ask: does it make sense?

Strategic Planning

- Start with your mission
- Clearly identify your target population
- Clearly identify your expected health outcomes

Using Population Data

- Always use the most recent data available
- Use the most geographically and demographically specific data that is relevant to your program
- Look for comparison data
- Use graphs, charts, tables and narratives

Analyze Trends

- Trends can show you what is happening but not why
- Always consider external factors in data trends
- Consider the change in the community population
- Consider if the change is "good" or "bad"

Comparing Two Different Populations

- Ask.. are the groups different?
- Are the trends different?
- Are the trends getting better or worse for each?



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POPULATION DATA RESOURCES

Local

- [MDH Vital Statistics and Reports](#)
- [Maryland Department of Planning](#)
- [2018 Maryland Statistical Handbook](#)
- [Maryland Open Data Portal](#)
- [Maryland Data Explorer](#)
- [MDH State Health Improvement Process](#)
- [Md Behavioral Risk Factor Surveillance System/ Youth Risk Behavior Youth Tobacco Survey](#)
- [Unintentional Drug and Related Intoxication Deaths](#)
- [Maryland Health Department Cancer-Related Surveillance Data and Reports](#)

National

- [United States Census Bureau Data](#)
- [Census Academy](#)
- [United States Census Bureau Quick Facts](#)
- [United States Census Bureau-American Community Survey](#)

CDC

- [The National Center for Health Statistics](#)
- [CDC Wonder](#)
- [National Health and Nutrition Examination Survey](#)
- [Health Resources and Services Administration](#)

Other

- [County Health Rankings](#)
- [Child Trends](#)
- [Healthy People](#)



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SEARCHING FOR GRANTS

Priorities and Planning

- Identify your organization's specific needs (ex: Supplies, staffing, salaries, general funds for ongoing projects, physical space etc.)
- Identify possible allies/ funders

Start Your Federal Grant Search

- Federal Grants on Grants.gov
- Subscribe to specific grants so you never miss an important update!
- Always check your eligibility and requirements before starting your application

Federal Grant Resources and Helpful Links

- [Grant learning Center](#)
- [Community Blog](#)
- [Grant Making Agencies and Acronyms](#)

Start Your State and Local Grant Search

- [Maryland state agency grants](#)
 - Also check each relevant state agency other than MDH, Example: transportation, education, and social services
- Local and University grants
 - Do individual searches for these grant opportunities



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KEY TERMS

Using Population Data

Count: actual number of cases in a specific population

Shows how much of an intervention you need

Rates: count of cases in proportion to the specific population

Shows the health of a population

Percent= (number of cases x 100)/ (total population)

Per 1,000=(number of cases x1,000)/ (total population)

Incidence: the evaluation of risk

Count= actual number of new cases in specific population

Rate= count of new cases in proportion to the specific population

Use incidence to evaluate prevention efforts

Prevalence: the evaluation of burden

Count= actual number of all cases in a specific population

Rate= count of all cases in proportion to the specific population

Mortality: deaths

Complete population count: everyone in the analysis

Example: Vital statistics, census

Sample: a portion of the entire population in the analysis

Example: random sampling, medical trials, surveys

Two types of epidemiology:

Public health epidemiology/ surveillance – who, what, where, when, and trend

Academic epidemiology/ research – what are the causes, what interventions are needed, and which interventions are effective