# Evidence for Action

## E4A Applicant Guide: The Letter of Intent Stage

At Evidence for Action (E4A) we fund research evaluating the population health, well-being, and health equity impacts of interventions (e.g., programs, policies, and practices). While E4A funds evaluations of interventions, we do not fund activities associated with implementing or carrying out interventions or general organizational operations.

This guide is meant to help applicants during the Letter of Intent (LOI) stage of the grant application process. For more details about the funding program, review criteria, and more, please review the For Applicants section of the E4A website.

## Grants

### Budget
There is no cap for the research budget request. We have received a wide range of budget requests and have invited Full Proposals ranging from $35,000 to $1M and recommended projects for funding ranging from approximately $50,000 to $750,000.

Applicants should request the amount of funding needed to complete the proposed research project. In the decision making process, E4A leadership weigh the amount of funding requested against the potential value of the proposed research gains. The budget can be adjusted as needed during the application process.

### Grant Duration
The maximum grant duration is 48 months, with a strong preference for projects 36 months or shorter.

## The Application & Review Process

E4A has a multi-stage application process that begins with a 2-Page LOI submitted via the RWJF Application and Review (A&R) System along with additional applicant details. The LOIs are reviewed by E4A leadership and applicants are generally notified of decisions within 6 to 9 weeks. Please be aware, E4A staff cannot review LOIs or other application materials prior to submission in the A&R System.

Following the LOI, applicants may be invited to submit a Full Proposal that includes greater detail about the intervention, research questions and hypotheses, research design and approach, and team capacity. Applicants may also be invited to Revise & Resubmit or participate in Technical Assistance.
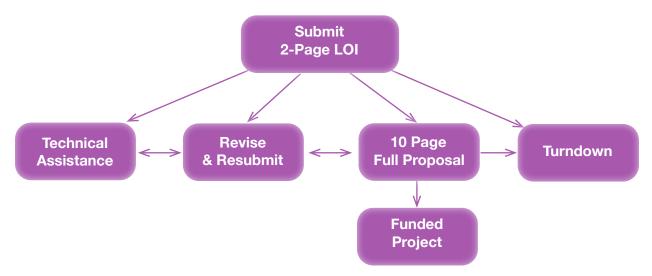
Turndown is also a possibility at this stage. The most common reasons are that:
- the research question or hypothesis are not clearly stated;
- the research questions are not immediately applicable to policy or practice;
- the intervention was not clearly described;
- there are not appropriate health outcomes;
- the study populations or topics are unlikely to produce results that are broadly applicable to population health outcomes;
- the research design does not meet E4A standards for rigor, includes an appropriate comparison group and designed so that either positive or null findings will be informative.

# Evidence for Action

Applicants who receive a turndown are eligible to apply again and may contact E4A for guidance on how to make their projects more responsive to the Call for Proposals.

## Possible Outcomes of LOI Submission

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                          │   Submit     │
                          │  2-Page LOI  │
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Submit 2-Page LOI → Technical Assistance ↔ Revise & Resubmit ↔ 10 Page Full Proposal → Turndown

10 Page Full Proposal → Funded Project

## The LOI

At the LOI stage, applicants have two pages to introduce the reviewers to their project. Applicants should follow  that applicants follow the guidelines in the LOI Template (also provided below) regarding the length of each component and information to be included. For more information on the LOI and how it's reviewed, please see an Annotated Collection of LOI Excerpts.

### Rationale (1/2 Page): What will be gained from the proposed work?
Describe the intervention being evaluated and why it is likely to yield the expected outcomes (i.e., the theory of change). Explain why the research (not the issue) is important, including the key gaps in knowledge that will be addressed and how findings will inform action to improve population health, well-being, and health equity.

### Research Approach and Activities (>1 Page): What are the specific research question(s) or hypotheses that will be examined and how will this be accomplished?
Clearly state the research question(s). Specify the health outcome(s) and any other primary or secondary outcomes being measured. Provide as much detail about the study design as possible, including a description of the methods that will be used, the study setting and population (both treatment and comparison groups), and plans for data collection and analysis.

### Research Team (3 to 4 Sentences): What are the qualifications and capacity of the team to conduct the proposed research?
This should **NOT** be a summary of the qualifications of the PI/Co-PIs. This should be information otherwise not represented in the CVs/Resumes submitted with the application, such as contributions of additional team members to the proposed project or other unique partnerships or collaborations.

**Given the space constraints, do not include citations in the LOI.**

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## Application Review Criteria

Letters of Intent are reviewed on the basis of rigor, actionability, relevance, contribution to the evidence base, inclusion of appropriate outcome measures, and feasibility. For more information, please review the Call for Proposals and Archived Webinars.

## Additional Applicant Resources

- Frequently Asked Questions
- Archived Webinars & Video Tutorials
- E4A Office Hours: A virtual Question and Answer Session with E4A Staff
- Annotated Collection of Letter of Intent Excerpts
- Technical Assistance Information

## Additional Information

- Call for Proposals
- Meet the E4A Team & Reviewers
- Review Funded E4A Grants
- RWJF Application & Review System

## Contact Us

Email us at EvidenceforAction@ucsf.edu.