

**Robert Raben Health Equity Innovation Award Competition 2022  
Frequently Asked Questions (FAQ)**

**ABOUT THE AWARD**

**Q: How many Health Equity Innovation projects will be awarded in this cycle?**

A: A total of five (5) finalists will be selected to compete in the virtual pitch competition. One (1) finalist will be selected for the \$10,000.00 award.

**ABOUT THE CONCEPT PROPOSAL**

**Q: We only have 3 pages of space for the concept paper....how am I going to cover all of this information? Where should I focus my attention?**

A: Please address all items delineated in the Request for Applications. We recommend that you focus particular attention on describing your innovation project, how you feel it is innovative, and how it relates to one or more of SHLI's priority areas. We expect you to be concise yet thorough in preparing your concept paper.

Please also note that we are requesting a "concept" rather than a fully defined project. It is our intention to support the award winner in developing an emerging health equity innovation. We expect that certain aspects of the funded project will be "figured out" during the award period.

**Q: We have only a few weeks to submit our concept proposals?! How is this enough time to develop a quality proposal?**

A: The Health Equity Innovation Award is deliberately intended to be a "rapid response" opportunity. As such, we expect prospective applicants to be strategic in their plans to submit a concept proposal. Given the relatively short time frame for this opportunity, it may be wise to present a project concept that you have already brainstormed to some extent. You may not have time to develop a competitive concept from scratch.

**Q: How does SHLI define "political determinants of health (PDoH)?"**

A: Created by the SHLI's executive director Daniel Dawes, PDoH involve the systematic process of structuring relationships, distributing resources, and administering power, operating simultaneously in ways that mutually reinforce or influence one another to shape opportunities that either advance health equity or exacerbate health inequities. PDoH identifies and contextualizes a multitude of political determinants such as access to data, economic and commercial interests, laws of disparate impact, and ideological-based decision making that have, historically, created and exacerbated the social drivers (housing, education, access to healthcare, environmental factors) responsible for many health inequities. By understanding these political determinants, their origins, and their impacts, we can be better equipped to develop and implement actionable solutions to close the health gap.

For More Information on PDoH, visit the Satcher Health Leadership Institute [website](#). You may also view an animated video describing PDoH here: [PDoH – Jessica's Story](#)

## **ABOUT THE VIRTUAL PITCH COMPETITION**

### **Q: I was selected as a finalist for the Virtual Pitch Competition! What next?**

A: Congratulations! You will receive a formal invitation to the Virtual Pitch Competition via email. Please review your letter carefully, follow the instructions provided, and submit all follow-up items by the designated deadline. Failure to meet the deadline may result in forfeiture of your finalist status.

### **Q: I have never done a 5-minute pitch...this is very intimidating! How shall I best prepare for the pitch and Q&A with the Shark Panel?**

A: Brief project pitches are an effective method of conveying an idea or making a persuasive argument. The most effective presentations will explain your project in a way that is immediately understood by the audience. By the end of your concept pitch, the audience should understand why the project is needed, how the project will be implemented, and how the impact will occur. In general, it is best to avoid using jargon or abstract ideas. We strongly recommend watching episodes of Shark Tank to become familiar with the Shark tank pitch approach. We also encourage you to practice your pitch often! Additional resources which may be helpful:

- [ASSETS: Great Social Enterprise Pitches 2016 \(YouTube Video Playlist\)](#)
- [PitchMyResearch.com](#)
- [The Elevator Pitch: Presenting Your Research in Conversation \(Gretchen Busl, PhD\)](#)
- [Elevator Speeches Made Easy \(American Psychological Association\)](#)

### **Q: What expenses are allowable in the project budget?**

A: Allowable expenses include, but are not limited to:

- Personnel costs: Salary/compensation for key personnel involved in the execution of the project. Personnel names, amount requested, and roles on the project should be included in the budget justification.
- Consultant costs: Expenses associated with consultants, collaborators, and other parties who will serve a role in the execution of the project. Include consultant names, amount requested, and roles on the project in the budget justification.
- Durable equipment: durable equipment that is essential to the completion of the project scope of work. Items costing \$5,000 or more shall be listed as “equipment” and are subject to approval.
- Supplies: Office supplies, printing and reproduction, project development materials, and other items costing less than \$5,000.00 per unit.
- Travel: Mileage, transportation costs, and domestic travel expenses necessary to carry out the proposed project.
- Other expenses

### **Q: What expenses are NOT allowable in the project budget?**

A. Expenses that are limited or NOT allowable:

- Personnel costs/expenses in excess of 50% of the total award.
- Administrative support or “overhead” not directly tied to the project scope of work



- Foreign travel, or travel not directly associated with the project scope of work
- Professional organization membership fees or dues, unless deemed essential to completing the project scope
- Office or laboratory furniture

**Q: If I am selected as the award winner, will I receive the full balance of the \$10,000.00 award upon execution of the contract?**

A: No. Our institution does not allow “up front” payments. The award will be paid out in installments, contingent on the completion of various milestones and deliverables that will be explicitly stated in the award contract.