**Step 2: Full Proposal**

**Formatting requirements**

* 6 pages maximum (8 ½" x 11")
* 11-point Times New Roman, Calibri, or Arial font
* ½-inch margins (1.27 centimeters)
* Line spacing must allow no more than 6 lines per vertical inch.
* Single-column format strongly preferred to adapt to various screen sizes
* Separate biosketches of 4-5 pages maximum.

**Evaluation timeline**

* It is preferred the grant is for 3–4 years; however depending on the stages of the law and the type of evaluation, it may be for up to 5 years. If there are phases of implementation, the length of time of the evaluation may be longer and should be presented in the full proposal if the policy implementation will take longer to get to its full strength. In this case the budget should be separated for each phase.

**Budget**

* The size will depend on the complexity of the law, and if it involves several laws it may be more expensive. The average budget size is estimated to be between $300,000 and $700,000; however, each budget will be adjusted on a case-by-case basis.

**Grantsmanship**

* Submit all documents in English.
* Avoid jargon.
* Spell out acronyms the first time they are used in each application section or attachment and note the appropriate abbreviation in parentheses. The abbreviation may be used in the section or attachment thereafter.
* Do not use hyperlinks.
* Do not include headers or footers in attachments.
* Include page numbers on the upper right of each page.

**References**

* No specific citation style is required, as long as it is simple to find the reference from the proposal.
* The use of *et al.* in place of listing all authors of a publication is acceptable practice.
* Include all authors except for lists with more than 6 coauthors.
* Use 11-point font size; can be single-spaced.
* References do not count toward the 6-page limit

**Proposal content**

**Title page: 1 page (does not count toward the 6-page limit)**

1. Lead project investigator and key coinvestigators, noted by institution,
2. A sentence for human subjects’ approval procedures if the grant is funded
3. Total funds requested by each year and the overall total
4. Funds requested for each goal or for components that can be broken into a detailed budget and narrative
5. Short abstract, 10 lines, single-spaced

**Page 1:** **Brief introduction and study aims**

Introduce the law or regulation, including any procedures and steps and the date(s) of implementation. Usually, an opening paragraph focuses on the policy and the major knowledge gap this evaluation will fill based on criteria noted above. Beginning with this page and throughout, we need to understand equity issues in the design and how inclusive it is of the marginalized populations in the country. A priority of any evaluation must be to provide some sense of the impact on the poor and/or populations that have been made vulnerable.

**Pages 1–2: Scientific significance and background**

The significance/background section should have an introductory paragraph on the public health or scientific issue. The rest focuses on specific issues and gaps that the proposal will address. By the end of this section, the reviewer should know your case for the importance of this topic, should understand the methodological and substantive gaps in the literature, and should have a sense of which gaps you will attempt to fill. The solutions may be truly new and potentially meaningful regulations or laws that impact the region or the globe. Discuss here whether you see important unintended consequences that must be studied.

**Pages 3–6: Innovation, background research, methods, leadership team, organization, schedule, and plans for dissemination and communication with advocacy organizations**

1. **Innovation: 1–2 paragraphs**

How will this project impact the goal of healthy eating in your country? What is the uniqueness of this evaluation regionally or globally? Specifically, what will you add in terms of regional or global policy?

1. **Background research: half a page to 1 page**

This can include the principal investigator’s and coinvestigators’ preliminary studies, can present previous experience, and can justify competence (substantively and methodologically).

1. **Methods: Present the overall design and then each aim with details on the data and the methods.**

Are the overall strategy, methodology, and analyses well-reasoned and appropriate to accomplish the specific aims of the project? Provide an overview. This section should proceed logically through study design, data analysis, and end products. Ensure that this section is linked to the specific aims. Statistical procedures must be presented for all grants. Include the potential difficulties and limitations of the proposed procedures and alternatives.

1. **Leadership team, organization, and schedule**

Describe the leadership team, how the overall project is organized, and the schedule. Include external collaborations if any (e.g., UNC-CH, other FPP research partners). Include a schedule of activities and discuss the personnel and their roles in the project. Also note how this will help younger scholars build careers and also train students.

1. **Include a short paragraph on plans for dissemination and communication.**

**Page 7: Equity and inclusion considerations, does not count toward the 6-page limit**

How does your study include racial-ethnic subpopulations and lower-income households? What are the lower-income, racial-ethnic, religious, or other subpopulations of the country or region? Explain your reasoning for their inclusion or exclusion. This should include the potential for increasing or decreasing racial or socioeconomic disparities. When feasible, the FPP evaluation should include impact of any policy on the poor and race-ethnic subpopulations which have been historically discriminated against.

**Page 8: Protection of human subjects, 1–3 paragraphs, does not count toward the 6-page limit**

Provide a short summary of how you will ensure protection of human subjects if you have any contact with humans or store confidential data at your institution.

**References and budget narrative** (does not count toward the 6-page limit)

**References, no page limit:**

Have you selected and used the most appropriate references? Have you shown that you are aware of current trends and concerns related to this topic? Ideally use EndNote or another citation manager for superscripts for references if there is no space for names. Follow the *Lancet* reference procedures.

**Budget and short budget narrative:**

1. Break down the budget and the narrative for each aim to show the key people, the costs for each person, and other costs, such as data collection and data purchase. **Note:** Often it is appropriate to use the same data for multiple aims, but each aim’s completion will require additional personnel costs.
2. The narrative is a fairly simple overview of the major costs.

**Details to address in the proposal**

1. **Overall impact** [pages 1-2]

Reviewers will provide an overall impact/priority score to reflect their assessments of the likelihood the project will exert a sustained, powerful influence on the research field(s) involved. They will consider the following 6 core review criteria along with additional review criteria as applicable for the proposed project.

* + How will this policy reduce demand for unhealthy foods and beverages? In addition, will this policy incentivize healthy foods and beverages? Will the evidence derived from this study help support advocacy efforts in the country, in the region, or globally?
  + Is it clear how this study will build upon existing knowledge? Has it mapped out problems and gaps in this literature? Has it shown how this study will contribute to resolving important gaps in the literature?
  + Are the proposed methods clear? Do we know how the study will be conducted and whether the methods chosen are the best for addressing the study question?
  + Has the proposal, including the biosketches, demonstrated that the team of investigators has the experience and skill to undertake this project?
  + Is it evident that the investigators understand the limitations of their research?
  + Are the organization of the proposed study and the way it will address the gaps in the literature identified by the investigators logical?

1. **Specific objectives** [Aims on page 1, details of aims and methods to address each on pages 3–6 max.]

**Abstract on the title page**

* + Does it give an overall perspective with appropriate relative emphasis on each part?
  + Are the key terms in this proposal used in the abstract to familiarize the reviewers with them?
  + Is the title clearly indicative of the contents? This plan will probably be filed under its title.
  + Does the proposal include jargon, flippancy, or controversial issues?
  + How well does this piece of work communicate its meaning to the non-specialist?

**Introduction and aims** [page 1 above]

Provide an introduction to the topic and a brief summary of its aims. The first paragraph should tell us:

* + Why this study is important and/or innovative.
  + What scientific gaps this study will address. Why should the reviewer care about this topic and study?

A second paragraph, 1–4 sentences, provides a brief summary of the data and the methods you will use. Then the rest of this section describes the study and 2–5 specific goals or questions it will answer.

**Considerations**

1. The first paragraph sets the stage. Often called a problem statement, it introduces the big picture and the gaps. If written in 3 sentences, the first sentence would lay out the overriding concern, the second would note the gap(s) in knowledge related to this proposal, and the third sentence would lay out the goals of this grant. This should be broad and show generalizability but not be trivial.
2. Without getting into too much detail, next provide a succinct sense of the following:

What will the proposed research accomplish? Will it test a hypothesis? What is the overriding hypothesis?

1. The second paragraph presents the data used and coverage, then the third focuses on the aims. Do the aims lend themselves to operational definitions? These must be broad and give a clear sense of the issues.
2. Is more claimed here than the procedures will support? Is the timeline appropriate to support and sustain the procedures?
3. Are any major aspects of the procedures and analysis not reflected here?
4. **Significance** [page 2]

Does the project address an important problem or a critical barrier to progress in the food policy field within the Bloomberg Philanthropies’ FPP? If the aims of the project are achieved, how will scientific knowledge, technical capability, and policy advocacy be improved globally or regionally? How will successful completion of the aims change the concepts, methods, technologies, and policy advocacy that drive this field? You might conceive of this as a review of the key issues often with a brief overview of the general topic. Address the significance for substantive and methodological issues here.

**Potential for policy impact**

Does the application challenge and seek to shift current policy paradigms by using novel regulations and laws? Are the concepts, approaches and methodologies, instrumentation, or intervention novel to the policy evaluation field in a broad sense? Will this law or regulation impact this region or food policy globally?

**IV. Research plan, including tables and figures** [pages 3-6]

***Note:*** *Most scholars use each of these items in the order presented here.*

* 1. **Preliminary studies and investigator(s).**Provide a sense of your team’s ability to handle this project and the preliminary work you have done to justify taking it on. Include previous work on this topic and other relevant work. Are the Principal investigator [or co-PI’s if 2 institutions], collaborators, and other researchers well suited to the project? If early stage investigators or new investigators, do they have appropriate experience and training? If established investigators, have they demonstrated an ongoing record of accomplishments that have advanced their field(s)? If the project is collaborative or multi-Principal Investigator, do the investigators have complementary and integrated expertise, and are their leadership approaches, governances, and organizational structures appropriate for the project?  
       
     **Note:** If truly relevant and the project uses a cohort or methods you have applied before, you might mention some specific preliminary studies, but this must be tight and brief.  **Considerations:**
     1. Summarize any previous work you have done on this topic.
     2. Summarize the investigators’ qualifications to carry out this study but be brief.
  2. **Approach.**Are the overall strategy, methodology, and analyses well-reasoned and appropriate to accomplish the specific aims of the project? Are potential problems, alternative strategies, and benchmarks for success presented? If the project is in the early stages of development, will the strategy establish feasibility, and how will you manage particularly risky aspects?

**BIOGRAPHICAL SKETCHES for Key Investigators***Note: Your CV is an alternative if you include these components and   
remove miscellaneous components.*

Provide the following information for the senior/key personnel and other significant contributors (maximum 5 people).

Follow this format for each person. **Please do not exceed 3 pages per person.**

**NAME:**

**POSITION TITLE:**

**EDUCATION/TRAINING:** *(Begin with baccalaureate or other initial professional education, such as nursing, and include postdoctoral training and residency training if applicable. Add/delete rows as necessary.)*

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| **INSTITUTION AND LOCATION** | **DEGREE**  *(If applicable)* | **Start Date**  MM/YYYY | **Completion Date**  MM/YYYY | **FIELD OF STUDY** |
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| **A. Personal statement: Career focus and research to date** |
| *[answer here]* |
| **B. Positions (employment) and honors** |
| *[answer here]* |
| **C. Current funding: Grants** |
| *[answer here]* |
| **D. Publications in journals and books in the last 5 years** |
| *[answer here]* |