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SCHOLARS

PROGRAM

Descriptions of
Project Options



Empowering Tomorrow's
Healthcare Leaders Today



ASSOCIATION FOR PREVENTION TEACHING AND RESEARCH

Project Proposal Options

Due to COVID-19 restrictions, project options are expanded to include a health communications or policy initiative, or a research paper including a Community Health Needs Assessment (CHNA). APTR understands that COVID-19 has put limitations on community interactions, and we want to make accommodations to address potential challenges. The project proposal requirements listed in the application packet ([Application Packet](#)) still apply, and **you will need to identify a health promotion or disease prevention topic**. The guides below have been adapted to include these options:

Health Communications Guide

1. Project description should emphasize how your health communications approach will positively contribute to your efforts and impact health literacy or health behavior.
2. Explain how your project will address the list of topics in the application packet and Healthy People 2030 Objectives.
3. Explain why this is a public health issue within your community.
4. Describe resources at your institution or among community-based partners that you might use to develop and implement your project.
 - For a health communication focus, these resources can also include a variety of virtual platforms, social media toolkits, or online surveys.
 - If you decide to create a public health campaign on your topic, we encourage you to detail a plan regarding partners involved, coordinated messaging based on your target audience, any promotional materials being used, and a feasible timeline. Depending on limitations with public interaction, this campaign can be virtual.
5. Predict the anticipated impact of your final project (if any) on your selected community.

Policy Initiative Guide

1. Project description should emphasize how this topic or issue is recognized by policymakers in the community as a problem that needs advocacy or legislative attention.
2. Explain how your project will address topics in the application packet and Healthy People 2030 Objectives.
3. Explain why this is a public health issue within your community.
 - Justify your proposed solution or policy-alternative(s) based on your research and what is feasible in your community.
4. List resources at your institution or among community-based partners that you might use to develop and implement your project.
 - For a health policy focus, identify political players that you will be reaching out to in the community based on their knowledge, participation, and advocacy or legislative experience with the topic/issue.
 - To learn more about this topic in the community you must conduct your own phone or Zoom interview with a public official, community leader, advocate, or key informant who currently works on this issue.
 - Sample Questions:
 - How did you get involved with this topic/issue? What is your current experience with this issue? What is getting better, what is getting worse, what is stagnant?

- What are some current proposed solutions to this issue and what sector, or discipline are they coming from?
 - What solutions do you think are feasible based on your experience? What do you predict will happen if this issue is not resolved in the next decade?
 - Interdisciplinary collaboration is important when working on issues that span health and policy. What are your recommendations for collaborations that need to be part of the solution, if any?
- 5. Impact of your final project (if any) on your selected community.
- Optional materials to include:
 - E-advocacy methods section
 - Please detail any use of online activism that will accompany your project including social media efforts, web outlets within your school or community to conduct outreach, or even digital advocacy surveys or petitions.
 - Legislative brief that includes the following items:
 - Section 1: Background and overview of chosen issue.
 - Section 2: Synthesize research findings to explain methods used in studies to explain how the issue impacts the target population.
 - Section 3: Describe the current policy that this research could benefit from and explain who will be affected and how this can improve health within the population.
 - Section 4: Based on your research and any interviews conducted, please describe your recommendations on how this policy can be supported or improved.
 - Section 5: Contact information

Research Paper and Community Health Needs Assessment (CHNA) Guide

1. Project description should address a public health issue in your community based on your initial research of the history of the issue in your community.
2. Describe how your project will address topics in the application packet and Healthy People 2030 Objectives.
3. Explain why this is a public health issue within your community. Incorporate demographic characteristics with a focus on population health.
 - Select at least 4 community features that connect to your chosen topic:
 - Health and human services
 - Health status indicators
 - Recreation
 - Education
 - Religious systems
 - Social and cultural factors
 - Criminal justice system
4. List resources at your institution or among community-based partners that you might use to develop and implement your project.
5. Predict the anticipated impact of your final project (if any) on your selected community.