

# TRDRP

## Applicant Informational Webinar

### 2025 Maternal Smoking Cessation Initiative Award (MSCI)

#### Award Mechanisms

**August 6, 2024**

Danyetta D. Anderson, Ph.D., Program Officer, TRDRP

Marjannie Akintunde, Ph.D., Program Officer, TRDRP

Tracy R. McKnight, Ph.D., Director, TRDRP



**TOBACCO-RELATED DISEASE  
RESEARCH PROGRAM**

# Webinar Overview

## Programmatic Overview

- TRDRP's Mission and updates to 2025 Call for Applications
- The MSCI Initiative and Awards
- Scoring Criteria
- Key Dates & Additional Guidance to Applicants

## Q & A (end of this webinar after Q & A)

## Pre-recorded SmartSimple Application Overview

How to Submit a Proposal in SmartSimple (LOI and Full Application)

Recording of both overviews available on our website: <https://trdrp.org/funding-opportunities/>

# Tobacco Excise Tax Supports CA Tobacco Control

**1988 Proposition 99**

The Tobacco Tax and Health Protection Act



**2016 Proposition 56**

The California Healthcare, Research and Prevention Tobacco Tax Act



Approx  
\$45M  
per year



**Research**

Univ. of California



**Prevention**

CA Dept. of Education



**Health Promotion/Treatment**

CA Dept. of Public Health

**TRDRP Mission:** Transform tobacco taxes into cutting edge research to reduce commercial tobacco use and tobacco-related diseases while strengthening and informing the California tobacco control community for the benefit of our diverse populations.

## Maternal Smoking Cessation Initiative Award (MSCI)



- Prioritizes research dedicated to developing, implementing, and evaluating culturally-tailored commercial tobacco cessation interventions specifically designed to improve health outcomes for pregnant individuals who identify as Black, Indigenous, and People of Color (BIPOC), American Indians, and Alaska Native (AIAN).
- The core objective is to cultivate sustainable interventions that effectively address the unique needs and challenges faced by these populations.

# Details on MSCI Award Mechanism

- This RFA will support two award mechanisms to address two different TRDRP strategic objectives:
  - The **Partnered Maternal Smoking Cessation Initiative Award (Partnered-MSCI Award)** will support a hypothesis-driven research project that focuses on the development and implementation of culturally-tailored interventions for smoking cessation among pregnant individuals from BIPOC and AIAN communities.
  - The **Single Investigator – Maternal Smoking Cessation Initiative Award (Single Investigator-MSCI)**, will investigate smoking behaviors among the cohort identified with the purpose to generate data that supports the creation of an open access data repository.

# Overview: MSCI Award Mechanism

## *Partnered-MSCI*

- Academic Co-PI, Community Co-PI
- Community Advisory Board
- Collaborative Agreement
- Dissemination Strategy

## *Single-Investigator MSCI*

- Principal Investigator
- Data Repository
- Open Access Tools

## Partnered-MSCI Award (MSCI)

All Partnered-MSCI (*CPPR model*) awards require involvement with a community of interest and inclusion of a Community Advisory Board (CAB) to provide feedback on all phases of the project.

Community is a multifactorial social construct and is defined here as a group of people who share a common characteristic including:

- race or ethnicity
- age
- sex
- gender, sexual, or cultural identity
- School or health system
- outpatient clinic or residential program
- mental health, disability, or disease status or risk level
- socioeconomic status
- geographical region
- organizational affiliation

## Partnered-MSCI Award (MSCI)

Collaboratively developed and led by:

- One Community Co-Principal Investigator
- One Academic Co-Principal Investigator\*

Strong Partnered-MSCI teams commit to engaging in bi-directional learning among the community and academic members involved in the project.

This builds capacity for future engagement in Partnered-MSCI teams for community and academic organizations involved in the project

*\*The "Applicant PI" and the "Co-PI" roles in SmartSimple are determined by who submits the LOI/application. Submitting PI = Applicant PI*



## Partnered-MSCI Award (MSCI)

The spirit of the Partnered-MSCI Award means that the Community Co-PI and Academic Co-PI closely collaborate on all aspects of the research process including:

- Identifying and developing the research question(s)
- Transforming community concerns into research questions
- Active, transparent, and frequent communication
- Working closely with Community Advisory Board members
- Writing and submitting the research proposal
- Developing a plan for sustainability beyond the proposed project
- Designing and implementing the research project
- Analyzing and interpreting findings
- Preparing and submitting progress reports to the funder
- Co-authoring summaries for communities, scientific papers, policy briefs, and presentations
- Disseminating results to community and scientific audiences to foster collective impact in the community

# Eligibility for Community/Academic Co-PIs

## Community Co-PI

- Based in California. Affiliated with a tribal organization/tribe, California-Native-led nonprofit community-based group, or institution (i.e., they cannot be a lone person who is not connected to relevant community-based groups) that primarily provides services or resources to people in a community in California.
- Committed to representing the views of the community
- A Letter of Support is required indicating support of their organization, nonprofit, or institution to serve as Co-PI
- No requirement for a degree
- U.S. citizenship is not a requirement, California residency is required

## Academic Co-PI

- California academic or nonprofit research institution. University faculty appointment or a community research scientist designation
- Research scientists and community-oriented academics working at a nonprofit, non-university research organization can serve in this role
- Must have PI status and a Letter of Support from the institutional for grants management
- Committed to long-term community research partnership
- U.S. citizenship is not a requirement, California residency is required

## Partnered-MSCI Award (MSCI)

- **One Award** with two budgets.
  - SmartSimple, TRDRP's grant management system, treats funded Partnered-MSCI awards as **one project with two budgets**.
  - One budget will be prepared by and awarded to the community Co-PI's organization or institution.
  - A second budget will be prepared by and awarded to the academic Co-PI's organization or institution.
- **Subcontracts** are allowed for each Co-PI organization; must be fully justified.
  - All **out-of-state** subcontracts and collaborations must be well-justified.
  - *Please note that funding for out-of-state expenses are extremely limited and TRDRP does not encourage such expenses.*
- **One organization** will elect to be responsible for officially submitting grant materials.
  - The submitting applicant must be able to support grants management activities. (Applicant Principal Investigator)

# Partnered-MSCI Applications

- **Maximum award amount per year:** \$500,000 per year (Direct Costs).
  - Community Co-PI budget max: \$250,000 per year.
  - Academic Co-PI budget max: \$250,000 per year.
- **Maximum duration:** 2 years.
- **Allowable direct costs**
  - Salaries, trainee/internship costs, fringe benefits, supplies, participant incentives, costs to develop print and digital intervention materials, sub-contracts, equipment (costing more than \$5,000), travel, publishing costs and other dissemination activities.
- **Travel**
  - Project-related travel: As needed in each Co-PI budget (must be fully justified).
  - Travel to TRDRP conference (Mandatory): \$750 for the Community Co-PI; \$750 for the Academic Co-PI.
  - Scientific conference travel: maximum of \$2,000 per year for the Community Co-PI; maximum of \$2,000 per year for the Academic Co-PI.
- **Indirect costs**
  - Full indirect costs are allowed to non-UC institutions.
  - Indirect costs to UC campuses are capped at 35 percent, or 25 percent for projects conducted off-campus.

# Collaborative Agreements

- Collaboratively prepared by the Community and Academic Partners informed by their respective perspectives, needs, and constraints.
- Describes how the proposed Partnered-MSCI team will work together and share power, budget, resources, and outcomes with each other in:
  - Ownership of data
  - Handling disagreements
  - Plans for broader community involvement in all phases of the research project
  - Team communication plan
  - Decision-making process for community and academic Co-PIs
  - Plans for turn-over of personnel
  - Plans to evaluate the strength of the research partnership
  - Plans for dissemination of findings
  - Plans to sustain the research partnership beyond the life of the grant

# Community Advisory Board

- Describes the composition of recruited CAB members at the time of application submission and members/expertise for future recruitment.
- The CAB should be comprised of individuals with expertise in tobacco control and other areas relevant to the project who can provide helpful feedback to the team on both community and scientific aspects of the project.
  - Recruited CAB members must be named with a description of their organizational affiliation and proposed contribution for the project in relation to their role on the CAB.
  - If designating CAB roles are yet to be determined (TBD), please describe areas of expertise your team will seek to recruit at a future time during the project.

# MSCI Peer Review Criteria Sets

- Standard NIH scoring system that is based on the 1-9 scale

## **Criteria Set-1 (40% scoring weight) – “Research”**

- Statement of Goals, Research Questions, and Specific Aims
- Background, Significance, and Relevance to a Tobacco-Related Area
- Research Plan: Research Design, Conceptual Framework, and Data Analysis Plan

## **Criteria Set-2 (40% scoring weight) – “Partnership”**

- Partnership Collaboration Plan and Team Communication Process
- Potential for the Proposed Work to Benefit the Community and Lead to an Intervention
- Community Engagement and Capacity Building
- Dissemination Approaches and Sustainability Plan
- Statement of Future Goals

## **Criteria Set-3 (20% scoring weight) – “Resources”**

- Investigative Team
- Environment, Facilities, and Resource Availability
- Community Assets

*See the 2025 MSCI Call for Applications  
for detailed description of review criteria*

## MSCI & Cornelius Hopper Diversity Supplements (CHDS)



The Cornelius Hopper Diversity Supplements (CHDS) are intended to support trainees and California residents from underrepresented communities and/or those who wish to pursue careers in research focused on underserved communities.

The Supplement should support trainees' initial entry into the field of tobacco-related research or within the stated TRDRP research priorities.

- During the prefunding process, only MSCI applicants will be invited to apply for training support via CHDS.
- MSCI applicants whose grants are deemed scientifically meritorious following peer review and selected for funding will be invited to apply for CHDS supplements during the prefunding process.
- Supplements are funded above the MSCI Award cap



# Success in Community-Partnered Research

## Trust among partners

- Invest time to build collaboration history that establishes integrity, curiosity for partners' values, and openness for honesty.

## Mutual respect

- Demonstrate respect for partners' time, commitment, efforts, and contributions.
- We encourage partners to understand and respect any differences in assets, workflow processes, strengths, and organizational constraints.

## Effective, frequent communication

- Ensure partners' mutual access to each other through frequent, well-structured communications to facilitate building of trust and momentum.

## Shared vision, goals, and/or mission

- We encourage commitment to continual work on the problem and long-term focus on shared vision, goals, and/or mission.
- We encourage recognition that community buy-in, competing issues, actual partnership growth may not always feel linear.

## MSCI: Submit a Letter of Intent (LOI)

A letter of intent (LOI) is required for both the *Partnered-MSCI* and the *Single-Investigator* MSCI grant types to assess the application against TRDRP eligibility requirements.

The Community Co-PI or Academic Co-PI must be identified at time of LOI submission; however, it is acceptable to identify the Co-PI after LOI submission. (Applicant PI submitting LOI and Full Application on behalf of the team)

The LOI must be submitted electronically using the SmartSimple system described in the second half of this webinar.

Deadline: *August 22 at 12:00 noon*

# Single-Investigator MSCI Awards Overview

The Single Investigator-MSCI award will investigate smoking behaviors among the cohort outlined in the RFA with the goal of generating data that supports the creation of a TRDRP-managed open access data repository.

- **Maximum award amount per year:** \$250,000 (direct costs)
- **Maximum duration:** 2 years
- **Allowable direct costs:** Salaries, fringe benefits, supplies, publishing, sub-contracts\*, equipment (costing more than \$5,000), and travel.
- **Travel:**
  - **Project-related travel:** As needed (must be fully justified)
  - **Travel to TRDRP conference:** \$750 (mandatory)
  - **Scientific conference travel:** Up to \$2,000 per year (excluding a mandatory allocation of \$750 in one year of the project for travel to the TRDRP conference)
- **Indirect costs:** Full indirect costs are allowed to non-UC institutions. Indirect costs to UC campuses are capped at 35 percent, or 25 percent for projects conducted off-campus.
- **Letter of Intent Requirement:** A Letter of Intent is required for the Pilot Award mechanism. It will be used to assess the application eligibility requirement of tobacco-relatedness.
- **Award requirements:**
  - Applicants must have a PI-status at the sponsoring institution.
  - Awardees are required to commit at least 10 percent of their effort each year to activities supported by this award.
  - U.S. citizenship is not a requirement.

# Scoring & Review Criteria

## Single-Investigator (Pilot Award) Mechanism

- Standard NIH scoring system that is based on the 1-9 scale
- Each application is scored on these criteria:

### **Criteria Set-1 (30% scoring weight)**

- Responsiveness to intent of the award type
- Tobacco-relatedness
- Innovation

### **Criteria Set-2 (50% scoring weight)**

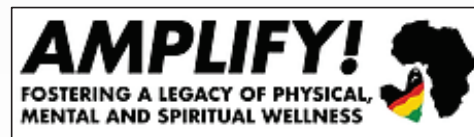
- Significance
- Approach
- Near-term leveraging potential (Pilot & New Investigator Awards)

### **Criteria Set-3 (20% scoring weight)**

- Investigators (New Investigator Awards: status & research team)
- Environment
- Community engagement

# Community Engagement Plan

- A community engagement plan is expected to be integrated into both MSCI awards at a level appropriate to the type of research being proposed
- Scientific Meetings ≠ Community Engagement
- Include physically distanced, contract-free, or virtual options
- Funds may be included in the project budget
- Review Appendix E of 2025 Core Call for examples



## Key Guidance to Applicants

- *LOI Submission Deadline:*
  - **Thursday, August 22, 2024 at 12 p.m. NOON PT**
- *Invited Application Due:*
  - **Wednesday, October 30, 2024 at 12 p.m. NOON PT**
- LOI are required for ALL applications
- Please refer to the MSCI RFP throughout the LOI and application process
- Contact [trdrp@ucop.edu](mailto:trdrp@ucop.edu) with any questions

**Thank you!**  
**Questions?**

