



THIS IS PUBLIC HEALTH GLOBAL GRANT PROGRAM

Request for Applications

In 2008, the Association of Schools and Programs of Public Health (ASPPH) launched the social media campaign This Is Public Health® (TIPH) to raise awareness about the field of public health and the range of professions that are encompassed by the field. Over time, this campaign has gained momentum as a platform for educating students and the public and recruiting new students to study public health. In 2019, ASPPH partnered with the Association of Schools of Public Health in the European Region (ASPHER) to launch a pilot project focused on enhancing the visibility of public health across Europe: TIPH Europe. The TIPH Europe project produced innovative educational campaigns and resources, as well as many just-in-time offerings in response to the COVID-19 pandemic.

Building on the success of TIPH Europe, ASPPH is expanding this effort under the auspices of the **Global Network for Academic Public Health** (Global Network),

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FOR ACADEMIC PUBLIC HEALTH

with the new TIPH Global campaign. The goal of the Global Network, launched in 2020 by six regional associations that represent schools and programs of public health around the world, is to enhance academic public health worldwide through mutual learning and collaborations. The COVID-19 pandemic has dramatically increased awareness of the underlying issues that affect the public's health and the need to work together as a global community to combat public health threats. TIPH Global recognizes the importance of global collaboration and local action to protect the health of the public.

The Global Network, with the support of Dr. Richard and Mrs. Linda Riegelman, is pleased to issue this Request for Applications (RFA) for the TIPH Global: Grant Program. **This one-year grant program will provide twenty (20) awards of up to US \$5,000 to academic public health institutions to develop TIPH Global campaigns that increase the visibility of public health in a region outside of the United States.** TIPH Global projects should promote awareness of public health issues, education, and career opportunities worldwide, with a specific emphasis on local communities. Applicants are encouraged to engage other academic institutions, community organizations, students, and/or public health professionals in their projects, if appropriate. This grant is a matching award, meaning applicants must identify and describe matching funds and/or in-kind support that is equivalent to the amount requested in your budget proposal, up to US \$5,000. The maximum award amount is US \$5,000.

Applicants to this grant program may also nominate a current student to participate in the first TIPH Global Ambassador program. This program will amplify the voices of public health students worldwide to

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bring awareness to public health issues and drive interest in public health education. Global Ambassadors will have an online forum to connect with fellow student ambassadors around the world. Global Ambassadors will be responsible for writing one or more blog posts about their experience in public health, sharing a video about why they love public health, and providing a headshot and answers to a questionnaire that will be featured on ASPPH's [profiles in public health](#) webpage. The Global Ambassadors can also be a resource for dissemination of communications developed as part of the TIPH Global project.

About the Award

There are two parts to the award: Part A is required for every application, and Part B is optional. Each application should be **submitted in single-spaced text in 12-point font with no less than 1-inch margins**. Part A has a two-page limit; Part B has a one-page limit. Acceptable file types to upload are: Doc, Docx, PDF. Submissions in English are strongly preferred. If this is not feasible, please contact globalnetwork@aspph.org to discuss alternatives.

The details of the two parts are described below. Applicants may be approved for Part A only or Parts A & B. However, those approved for Part A will not necessarily be selected for Part B.

Applicants should follow the specific usage guidelines for TIPH Global that will be provided to awardees. Awardees will also be provided a TIPH Global Toolkit with digital images and examples of successful campaigns, as well as a learning session with the ASPPH Marketing and Communications team about how to use the resources in the toolkit to build their TIPH Global campaigns. If awarded funding, social media posts or any marketing materials may be in the language most appropriate for your audience. The phrase This Is Public Health can be translated to fit your needs through this process, in collaboration with ASPPH.

Budget proposals should be submitted in single-spaced text in 12-point font. Applicants are asked to **identify matching funds and/or matching in-kind support for your Part A project. In-kind support is a contribution of goods or services other than money such as voluntary staffing or donated goods (e.g. printing of materials).**

The deadline to submit an application is **Sunday, December 20, 2020 at 11:59 PM ET (USA)**. The grant period runs from February 15, 2021 through February 14, 2022. Each awardee will be required to submit a mid-year update of progress toward their project goals, as well as a final evaluation and a detailed description of their costs. Each grantee will be awarded half of their grant on March 1, 2021; the remainder will be distributed following approval of their mid-year report. **Grantees will have the opportunity to showcase their final projects through the ASPPH Annual Meeting 2022, as well as on the [This Is Public Health website](#).**

Award Details: Part A (Required)

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The monetary award is attached to Part A. This is where applicants will describe their plans for raising awareness about public health issues, education, and career opportunities worldwide, with specific emphasis on their local community. Applications will be assessed based on creativity, quality of proposal, and potential impact.

Applicants will provide general information via an online form:

- Name of lead institution
- Regional association affiliation(s)
- Lead grant contact information
- Affiliated social media handle(s) and/or website(s)

In addition, applicants will upload their proposal for Part A to the online form. Proposals should be no more than two (2) pages, submitted in single-spaced text in 12-point font with no less than 1-inch margins (in Doc, Docx, or PDF format). The proposal should include:

- Project description
- Goal(s) and/or outcomes
- Target audience(s)
- Activities/strategies for implementation
- List of collaborators or partners and their role in project – if applicable
- List of other individuals (name, title/position, institution, email) involved in project – if applicable
- Evaluation plan

Award Details: Part B (Optional)

TIPH has established a successful student ambassador program in the United States. Grant applicants may nominate one student for the new TIPH Global Ambassadors program, which is an extension of the existing program. There are no funds associated with Part B. The TIPH Global Ambassadors will be administered by ASPPH as part of the larger TIPH Ambassadors program.

Students will be selected based on their ability to communicate about public health and their interests in the field. Nominees should have a functional knowledge of English in order to participate fully in the program and engage with their fellow ambassadors.

Grant applicants will provide nominee information via an online form:

- TIPH Global Ambassador nominee information:
 - Full Name
 - Email Address
 - Institution
 - Degree Program
 - Area of Study
 - Anticipated Month and Year of Graduation
- Brief explanation of 1) why you are nominating this person and 2) how they would add value to

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the TIPH Global Ambassador program.

- Note: this should be answered in a brief essay of no more than 100 words. The essay can be written directly into the online form or copied and pasted from another source.

In addition, applicants will upload one essay incorporating responses to the following questions, written by the **nominated student**. Essays should be in English, in single-spaced text in 12-point font, with no less than 1-inch margins, and totaling no more than one page.

- What area of public health are you passionate about and why?
- What are you enjoying most about studying public health?
- What are your career goals?
- Which social media platform(s) do you use most frequently? Please name the platforms and briefly describe your comfort level/usage of each one.

Award Details: Budget

Applicants will upload a proposed budget for the project described in Part A. Budget proposals should be submitted in single-spaced text in 12-point font. Acceptable file types to upload are: Doc, Docx, PDF. The budget proposal will include:

- Full amount requested for the grant award (up to \$5,000)
- Line item budget description
- Description of matching funds and/or matching in-kind support
 - Financial matching contributions must identify a specific dollar amount that the institution will donate to this project. Contributions must be reported as a US dollar amount (US \$), with conversion if applicable.
 - In-kind matching contributions must be listed in the application form showing the calculations (including currency conversion, if applicable) such as donated goods, at regular price, or staff salary rate per hour. Contributions must be reported as a US dollar amount (US \$).
 - A combination of financial and in-kind matching contributions may be identified as long as the final matching amount is equal to the amount requested for the grant award.

Eligibility

All projects submitted for this award must impact a community outside of the United States.

Applicant institutions based in the U.S. must identify a local partner in the target community outside of the U.S. Eligible applicants for this award must be an academic public health institution that is a member of one of the regional associations that belong to the Global Network for Academic Public Health. These regional associations are:

- Alianza Latinoamericana de Salud Global (ALASAG)
- Asia-Pacific Academic Consortium for Public Health (APACPH)
- Association of Schools of Public Health in Africa (ASPHA)
- Association of Schools of Public Health in the European Region (ASPHER)

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- Association of Schools and Programs of Public Health (ASPPH)
- South East Asia Public Health Education Institutions Network (SEAPHEIN)

Review & Selection

Applications are due by Friday, December 4, 2020 at 11:59 PM ET (USA).

Timeline	
December 4, 2020	Applications Due
December 5, 2020 – January 29, 2021	Review Period
February 5, 2021	Notification of Awards via Email

Representatives from the Global Network will evaluate Part A submissions based on the following criteria:

Creativity in approach and messaging (30%)	Well-defined action plan, goals, and measures of success (30%)	Potential Impact (30%)	Ability for TIPH team to produce or support the proposal (if required) (5%)	Appropriate usage of TIPH Global per guidelines (5%)
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Submissions for Part B will be evaluated based on the following criteria:

Ability to Communicate about Public Health (60%)	Communication Skills (Overall) (20%)	Professionalism (10%)	Social Media Proficiency (5%)	Nominator Recommendation (5%)
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Contact

For questions about this award, please contact Dorothy Biberman, director of global engagement and executive initiatives, at globalnetwork@aspph.org.

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