



SIU SCHOOL
of MEDICINE
FORWARD. FOR YOU.



Specific Aims

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Specific Aims Page

- Page purpose and content
- Selling your idea
- Characteristics of successful Specific Aims
- Resources

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Purpose and Contents



The Most Important Page of your Application

- Grab the reviewer's attention so s/he understands, appreciates and is persuaded your idea is unsurpassed
- Illuminate the 'big picture' of the problem and your solution
- Impart confidence you are the best person/team to advance science in this field with your preliminary data



Contents

- Significant human health problem
- Goals of proposed research (short-term and long-term)
- Gap in knowledge and potential project impact
- Hypothesis
- Specific Aims
- Expected outcome(s)



Page Template

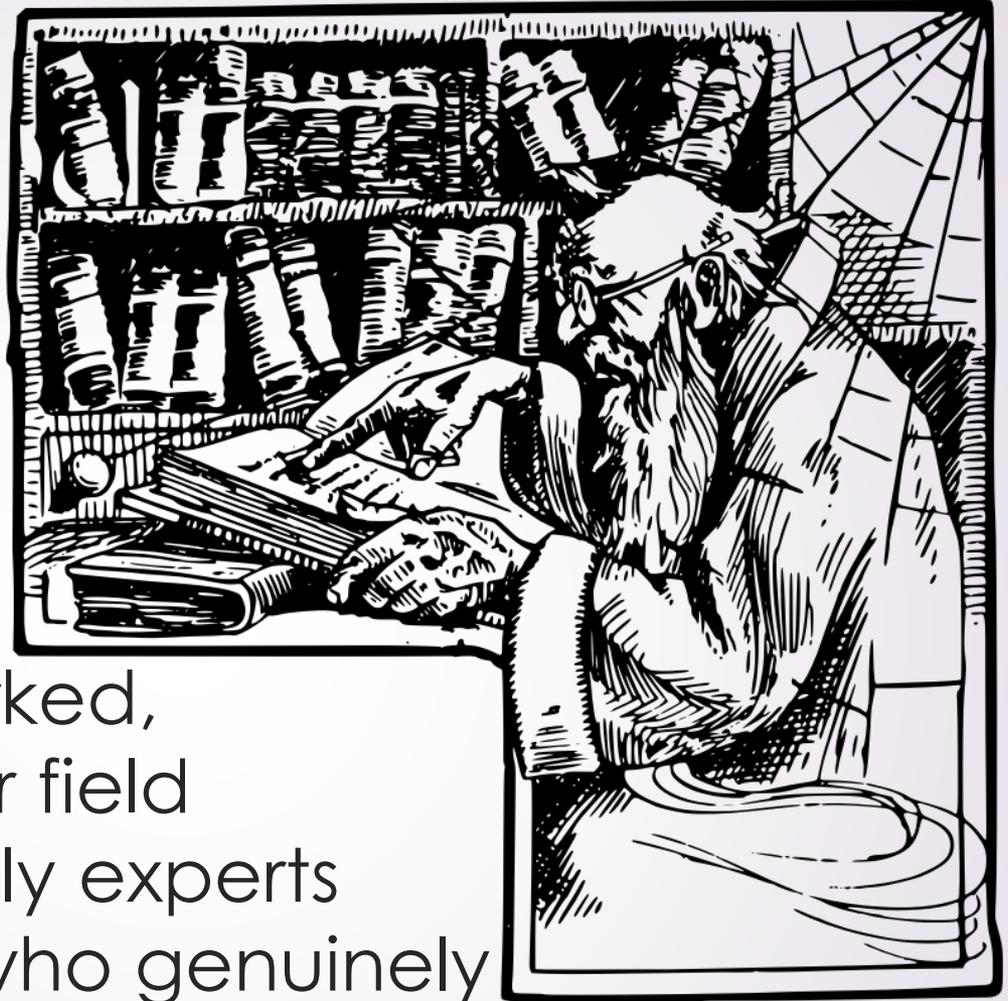




Sell Your Research



Simple message
Enthusiastic presentation



Tired, overworked, experts in their field (not necessarily experts in your field) who genuinely want to understand each application through your enthusiastic, organized, concisely written presentation.



* Strategic Tip

“The Specific Aims section should be written to create a ‘partnership’ with the assigned reviewers who will represent you at the review-panel meeting. You provide a conceptual framework, on which the assigned reviewers will hang the details when they make their oral presentations at the meeting.”

Russell SW & Morrison DC. 2016. The Grant Application Writer's Workbook; Grant Writer's Seminars and Workshops, NIH Forms-D edition; pg 62



Preliminary Review

Scientific and Non-scientific

Peers and Colleagues



Scientific experts can provide the best check of your Specific Aims page – **given enough time to review.**

Scientific Review Questions

- ▶ Does the page grab your attention?
- ▶ Are the goals, significance and specific aims clearly written and easy to understand?
- ▶ Are the aims:
 - ▶ Related?
 - ▶ Independent?
 - ▶ Measureable?
 - ▶ Realistic?

The Layman Review





Sample Layman Review ?s

1. What health concern does this project address?
2. What does the project hope to contribute and/or change?
3. Will aims answer the hypothesis?
4. Can all aims be completed even if one fails?
5. Can each aim reach a conclusion?



Specific Aims Review

- Related
- Independent
- Measureable
- Realistic



Related and Focused Aims

Answer the **hypothesis**
and only the **hypothesis!**

Related Aims – PBJ Study

Hypothesis: Use of one knife for peanut butter and a separate knife for jelly creates the PBJ that elementary students prefer. To test this hypothesis, we propose the following Specific Aims:

RELATED Aim 1: Identify elementary students' preference for single- or double-knife prepared PBJ .

UNRELATED Aim 2: Determine feasibility of double-knife method in elementary school cafeterias.

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Independent Aims

Each can be completed without dependence on results of another aim.

Dependent Aims in Community Health

- *Specific Aim 1*: Create a local community network to engage parents in selecting an evidence-based physical activity (PA) program.

DEPENDENT *Aim 2*: Utilize the community network to select and implement the PA intervention.

DEPENDENT *Aim 3*: Evaluate the cost and effectiveness of the PA intervention.

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Measurable Aims

An achievable endpoint marks each aim as complete.

Measurable PBJ Aims

Hypothesis: Use of one knife for peanut butter and a separate knife for jelly creates the PBJ that elementary students prefer. To test this hypothesis, we propose the following Specific Aims:

Measurable¹: Determine elementary students' PBJ preference by single or double knife preparation.

Not Measurable^{*2}: Sample the association of student gender with PBJ preparation method.

***no predictable endpoint for 'sampling'**

Realistic Aims



Realistic Aims

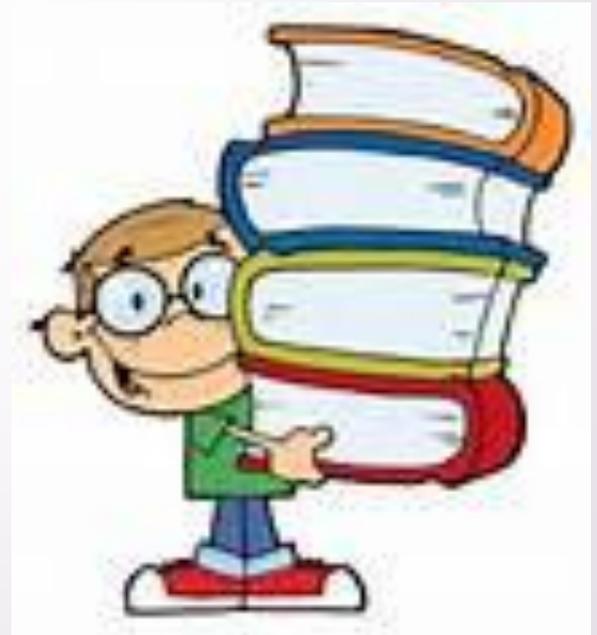
Hypothesis: Use of one knife for peanut butter and a separate knife for jelly creates a PBJ sandwich preferred by elementary students. To test this hypothesis, we propose the following Specific Aims:

Realistic Aim 1: Identify preferred PBJ method of students at Enos Elementary.

Too Ambitious* 2: Determine jelly flavor preference by gender.

***Limitless variables (jelly flavors)**

Resources





ADR

Grants & Contracts Office

Use the team e-mail to reach Gabbie, Pam and Susan with one note

grants@siumed.edu

Instructions, forms and templates are available on the updated website:

<http://www.siumed.edu/adrfa/grantinformation.html>

Online Federal Resources

- NIH/NIAID Draft Specific Aims
<https://www.niaid.nih.gov/grants-contracts/draft-specific-aims>
- NIH RePORTER
<https://projectreporter.nih.gov/reporter.cfm>
- NIH Grants & Funding, Writing Your Application
http://grants.nih.gov/grants/writing_application.htm
- NIH Grant Writing Tip Sheets
http://grants.nih.gov/grants/grant_tips.htm
- National Institute of Allergies and Infectious Diseases, Apply for a Grant: <https://www.niaid.nih.gov/grants-contracts/apply-grant>
- National Institute of Neurological Disorders and Stroke
<https://www.ninds.nih.gov/Funding/Apply-Funding/Grant-Application-Overview>

SIUSOM Library Resources

- Gerin W & Kapelewski CH. 2006. Writing the NIH Grant Proposal: A step-by-step guide. Thousand Oaks, CA: Sage. W20.5 G355w
- Gitlin LN & Lyons KJ. 2004. Successful Grant Writing: Strategies for Health and Human Service Professionals. 2nd Ed. NY, NY: Springer. W20.5 G536s
- Goodman NW, Edwards MB, Langdon-Neuner E. 2014. Medical Writing: a prescription for clarity. WZ345 G653m
- Hulley SB, Cummings SR, Browner WS, Grady D, Hearst N, Newman TB. 2001. Designing Clinical Research. Philadelphia, PA:Lippincott. WA950 D457
- Keinholz ML & Berg JM. 2014. How the NIH Can Help You Get Funded: An Insider's Guide to Grant Strategy. Oxford: Oxford University Press. W20.5 K47h
- Matthews JR & Matthews RW. 2014. Successful Scientific Writing. WZ345 M439s
- Rogers SM. 2014. Mastering Scientific and Medical Writing. WZ39 R729m