For the purpose of informing interested faculty, please be aware of the following opportunity:

**HRSA-10-033: Public Education Efforts to Increase Solid Organ Donation Program**

The Health Resources and Services Administration, Department of Health and Human Resources, is soliciting proposals to educate the public about the need for solid organ donation and to encourage positive donation decisions, documentation, and family discussions. Projects funded under this grant program are to support public education and outreach interventions that have already been shown to be effective in increasing the number and rate of individuals who choose to be donors and enroll in State donor registries or projects that consist of the two campaign components demonstrated in professional literature as being critically important for generating behavior change. These two elements are a strong and population-appropriate set of interactive and motivational community strategies and a synchronized and reinforcing media outreach component.

Applications for this program must propose a project to implement one of the following two types of public outreach interventions.

**Category 1: Replication of Empirically Validated Interventions.** In recognition of the numerous interventions that have been shown to be effective in increasing donor designation or in changing other types of behavior, applicants may replicate in their own areas specific interventions that have been demonstrated through research studies to increase public commitment to donation or may adapt strategies or components of interventions that have demonstrated effectiveness in promoting behavior change in other disciplines. A replication should be conducted in an area or with a population that is different from the original study.

**Category 2: Combined Community Outreach Interventions.** In recognition of the well demonstrated link between behavior change and carefully designed outreach strategies consisting of grassroots motivational interventions and reinforcing media outreach strategies, applicants may construct a project that contains both of these elements in a coordinated and well justified approach for increasing public commitment to donation. Media may be radio, television, print, or Internet-based and must be appropriate for reaching the population(s) targeted in the application. As an example, viral marketing such as Facebook and YouTube might be especially good venues for reaching today’s youth. Identification and justification of each strategy as either grassroots or media is required.

For more information about this opportunity (HRSA-10-033), please see the full solicitation (attached).
It is anticipated that approximately $1M will be available in FY 210-2011 to support up to 3-4 awards. Cost sharing is not required. Complete award information is found in the full solicitation.

**Deadline for Proposal to OR-Sponsored Programs:** 2/3/2010
(Please see the solicitation for complete application & submission information.)

Please contact Sponsored Programs (4-2402) with questions regarding proposal submission requirements.

**Deadline for Proposal Submission to Agency:** 2/10/2010

If you have any questions regarding this announcement please contact:

**Dr. James Lloyd**  
Professor and Coordinator of Electronic Research Administration  
UT Knoxville Office of Research  
Phone: (865) 974-0390  
E-mail: jlloyd@utk.edu