U.S. Department of Health & Human Services



## **Outreach Plans and Priorities for CSR**

Bruce Reed, Ph.D. Director, Division of Neuroscience, Development and Aging September Council, 2018

# **Presentation Outline**

Talk content

- Background
- 2018-19 priorities
- Current Outreach Activities

**Request to Council** 

• Feedback on messages, priorities and approach



# **Outreach Committee**

- Revised Outreach Committee Charter requires
  - Develop and implement a strategic plan for CSR outreach
- From the 2019 Plan

- "The Outreach Committee seeks to disseminate information about CSR and peer review processes to the external scientific community to promote the mission of CSR and build strong relationships. It seeks to help applicants write better grant applications, to increase the engagement in and knowledge of peer review among investigators, to encourage potential reviewers to serve, and to help recruit high quality people to work at CSR.... The focus is on formal and informal presentations to scientific societies, universities, research institutes, and the scientific small business research community"

Key messages, priorities, and activities identified



# Four messages for 2018-19

### **1.** CSR plays a critical role in promoting creative, high quality science

- The idea is to convey our role at NIH and in the process of science, the value of our mission, and the professionalism of our staff.
- The role of peer review is to judge scientific merit, independently of Institute priorities
- CSR enables NIH to encourage the grass roots creativity and initiatives of individual scientists and teams
- CSR wants the quality of science to drive review scores, not grantsmanship or differential knowledge of review and NIH policies.



# Four messages for 2018-19

### **2.** Peer review basics

- our most requested topic
- CSR has a strong interest in people understanding how peer review works.

### 3. Communicating new and prioritized NIH/CSR policies

- Our talks should serve to promote larger NIH priorities
- the impact of those policies in review is a useful point of engagement
- 4. CSR is a great place to work



# **Other priorities**

- Priority Groups for CSR Outreach
  - Early Stage Investigators
  - Underrepresented Minorities (URM)
- Venues
  - Develop a list of priority venues based on IRGs
- Combine Outreach with reviewer recruitment
  - CSR encourages SROs to consolidate outreach activities with attendance at scientific meetings
- Encourage collaboration with NIH program staff on outreach.
  - Combining program and review perspectives draws larger audiences



## **1.** Communicating with CSR

- The Outreach Committee does not serve as a gatekeeper for outreach activities.
- The Outreach Committee has resources to make outreach easier and better
- New webpage

http://inside.csr.nih.gov/Places/Committee/Internal/Pages/Communications/Outreac hCommittee.aspx



### Outreach Committee

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Outreac	h Comm	ittee N	/em	oers

Bruce Reed Methode Bacanamwo UnJa Hayes Rajiv Kumar Yujing Liu Don Luckett Linda Macarthur Tamara McNealy Antonello Pileggi Shiv Prasad Amy Wernimont Scott Wright

#### **Helpful Outreach Links**

CSR Outreach Resources

CSR Core Slides CSR Slide PowerPoint Template

**CSR Public Resources** 

Guide for Applicants Insider's Guide to Peer Review Become a Reviewer Early Career Reviewer Program Become an SRO CSRNIH (YouTube)

NIH Resources NIH Grants (YouTube)

#### About the CSR Outreach Committee

Quick Links

The Outreach Committee seeks to disseminate information about CSR and its peer review processes to the external scientific community and to the ICs in order to promote the mission of CSR and build strong relationships. It seeks to help applicants write better grant applications, to increase the engagement in and knowledge of peer review among investigators, to encourage potential reviews to serve, and to help recruit high quality people to work at CSR. More broadly it seeks to promote CSR and the virtues of peer review at NIH.

Updated 2018

#### **Communications Priorities**

- The role of CSR in promoting creative, high guality science.
- 2. Peer review basics.
- 3. New and prioritized NIH and CSR policies.
- 4. Employment at CSR.

#### What to do if you are invited to an outreach event

- · Get approval from your Chief, DD, and Ethics Officer.
- Use your Core Slide set or other Outreach resources to develop your presentation.
- Follow the guidelines at the beginning of the Core Slide set.ollow the guidelines at the beginning of the Core Slide set.ollow the guidelines at the beginning of the Core Slide set.ollow the guidelines at the beginning of the Core Slide set.
- Consult with CSR's Communication Director if:

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- Your presentation will be recorded or your slides will be posted/published.
- Anyone wants exclusive rights to your presentation or to copyright it-this cannot be done.
- · Practice your talk. The Outreach Committee is happy to be your audience and help polish talks, but its up to you (and your chief) whether you use this resource.

Committee Plans and Minutes	Coming Soon	
Outreach Committee Priorities and Plans FY2019	CSR Outreach Activities	
Meeting Minutes	Peer Review Poster	
September 5, 2018		



# 2. Collaboration with NIMHD for outreach to minority schools and professional societies

- NIMHD and CSR share an interest in reaching under represented minorities.
- Met with NIMHD in August
- Agreed on plan to develop joint presentations to four groups
  - Annual Biomedical Research Conference for Minority Students (ABRCMS)
  - Society for Advancement of Chicanos/Hispanics & Native Americans in Science (SACNAS)
  - National Medical Association (MNA)
  - National IDeA Symposium of Biomedical Research Excellence (NISBRE)
- Timeline: start with NISBRE in June, 2019



### 3. Developing Outreach Resources

- Core slides
- Assembling slide sets from recent talks for special audiences, e.g. Review Basics for SBIRs
- increase use of committee to practice talks
- Create CSR Peer Review Basics posters for use by SROs at scientific meetings
  - $\circ$  Generic drafted, more planned



### The Nuts and Bolts of NIH Peer Review Center for Scientific Review



Council /

Funding

Desinguing.

S-Greenthe-

CSR Training Grant

Review.

Sponsors and Collaborators

Research Training Plan

Institutional Environment

Training Patential

and Commitment.

PD.

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compact PO flor.

Grant Types:

F30, F31, F32, F33

Applicant

Review Criteria:

questions.

Mission: To see that NIH grant applications receive fair, independent, expert, and timely reviews – free from inappropriate influences – so NIH can fund the most promising research.

Induction

Approximation

1.3 constitution

Review/ Assignments

How To Find A Study Section

Institute web pages / Program Officers managing.

the functing areas that best match your research

Use the Assignment Request Form - for both.

Study Section and Institute recommendations

How You Can Help Your Review

1000

De Time /

CONTROL OF

Assignment.

110

CSR Assisted Refemal Tool (ART)

Check your assignment ASAP

Clear organization and headers

Visually appealing and readable

adequate resolution and size

· Figures, tables, disgrams, flow-charts of

Clearly define abbreviations and acronyms

Cross-reference, label, number everything.

Check for New Policy Updates and Follow!

Watch out for typographical errors --

Complete, all sections uploaded in the correct.

Mailed

bees.

Manthe

interests.

place.

Prostread!

Host current forms

MH Reporter.

What Happens to Your Application? Peer Review Timeline

Resign Panel.

1.5 months.

Gnant Types:

SERSTIR

Review Criteria:

Significance

Investigator.

Environment.

Innovation

Approach

CSR Research Grant

**Review** 

R01, R03, R15, R21, R25, R13,

Discussion.

SRO.

Evaluation:

and Criticase

Television.

3.1.1. Secondary

#### Role of CSR

- Manages >80% of all applications that come into NIH
- Ensures that applications are compliant and responsive to funding opportunities
- Promotes opportunities for all scientists.
- Supports individual P1 initiatives

#### Your SRO at CSR:

- Provides a unique role in assisting applicants
- Identifies expert peer reviewers
- Manages entire peer review process.

#### What Reviewers Look for

- Significance and impact
- Eaciting ideas, clearty explained.
- A well-prepared application
- Realistic aims and timelines.
- Brevity with things that everybody knows
- Potential problems and alternative strategies
- Appropriate expertise with strong supporting letters
- Documentation of necessary resources and access to the resources
- Human subjects, vertabrate animals, and biohazards sections are addressed
- Statistical basis for statles (reproducibility)

#### Common Problems

- Lack of new or original ideas
- Buitiple or unclear objectives
- · Absence of an acceptable scientific rationale
- · Lack of sufficient experimental detail
- Lack of experience in the essential
- methodology • Lack of knowledge of published relevant work
- Questionable reasoning in experimental
- approach
- Unrealistically large amount of work
  Uncertainty concerning future directions.

#### Useful Websites:

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#### Be Aware of Policy Updates

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and release

Add Seconds

- NOT-00-18-192 Maintaining Integrity in NIII Poor Review: Responsibilities and Consequences
- · NOT-OD-18-011: Rigar and Transparency
- NOT-00-16-009: FORMS-E Grant Application Forms & Instructions Must be Used
- NOT-OD-17-118 New Review Criteria for Research Project Applications involving Clinical Triats
- NOT-00-18-109: Policy on Funding Opportunity Announcements (FGA) for Clinical Trials
- NOT-OD-17-132: Review Criteria for NRSA Individual Fellowship Applications Involving Research Experiences in Clinical Trials
- NOT-OD-18-110: Inclusion of Individuals Across the Lifespan as Participants in Research
- NOT-00-18-138: Updated Appendix Policy Eliminates Clinical Trial-Related Materials
- NOT-OD-17-088: Policy on Past Submission Material
- HOT-00-15-039: Policy for Late Application Submission
  HOT-00-17-042: NIM Continuous Submission Palloy
- Context Information:

Carried Inform

### 4. Tracking Outreach Activities

- Need for systematic tracking
- Data base shell developed, procedure developed, data call out to chiefs.
- 2019 goal is a list of science and audience based meeting priorities; Identify outreach needs.



# Synergy between Outreach and Communications

### **Outreach Committee**

- Outreach presentations by CSR staff to scientific and professional societies, research institutions
- Outreach Committee
  - Chair: Bruce Reed,
  - Ex officio Don Luckett
  - Reed attends CC meetings
  - Exchange of plans

### **Communications Committee**

- Development and use of broad distribution media: CSR website, YouTube, webinars, Peer Review Notes
- Communications Committee
  - Chair: Don Luckett,
  - Ex officio Bruce Reed
  - Luckett attends OC meetings
  - Exchange of plans

Many other people and groups take part in outreach, generally with a specific focus and as part of another role, e.g. Karyl Swartz (workforce development), SBIR, Fellowship Coordinators



## **Feedback and Questions**

