

English 105

Instructor: Ben Bolling, Ph.D.

Fall 2016

Unit 2: Natural Sciences

Public Health Interventions and the NC TraCS Pilot Grant Program

Early in your undergraduate career, it may seem that the most important type of writing you do in the natural sciences is the lab report. Writing a successful lab report teaches many of the key skills used in scientific writing such as detailed description, classification, and the use of logic and observable evidence. In the larger scope of scientific discourse, however, the skills learned by writing lab reports are most often applied to a variety of other forms. For instance, many scientists spend a great deal of time and energy procuring funding for research projects.

In this unit, we will engage the field of public health, a discipline at the intersection of the natural sciences, social sciences, and medicinal research. Public health is broadly defined as the field of medicine that addresses the health of communities through educational outreach, preventative medicine, the reduction of environmental hazards, and risk reduction strategies.

For the purposes of the assignments in Unit 2, imagine that you are an undergraduate research assistant in UNC's Gillings School of Global Public Health. You work with a research scientist concerned with the major public health issues facing the UNC undergraduate population. Your supervisor asks you to research a public health concern prevalent among UNC undergraduates (e.g meningitis, sleep deprivation, HIV, eating disorders, unintended pregnancy, HPV, etc.) and write a proposal for the North Carolina Translational and Clinical Sciences Institute's (NC TraCS) Pilot Grant Program in which you request \$2,000 to fund a "community intervention" to address the problem of your choosing.

The assignments in this unit should challenge you to 1.) critically examine the conventions of various forms of public health discourse, 2.) explore the ways in which audience and context dictates the form, tone, and style of your writing and 3.) analyze and synthesize various forms of scientific data for your specific research goals.

| Genre | Purpose | Audience | Writer's Role | Rhetorical Situation |
|----------------|--|--|---|--|
| Grant proposal | To secure funding for a community intervention that addresses a public health concern prevalent among UNC undergraduates | NC TraCS Pilot Grant Program selection committee | undergraduate research assistant in UNC's Gillings School of Global Public Health | Assist a UNC research scientist in applying for a NC TraCS grant to address an undergraduate public health issue |

Feeder 2.1

Literature Review

Literature Review for Grant Proposal

600-700 words

Workshop Draft Due Thursday, September 29th in Class

Final Draft Submitted to Sakai before 9AM on Tuesday, October 4th

The literature review is one of the most challenging but important genres of scientific writing. The general purpose of the literature review is to provide an overall picture of the current work that is being done on a given topic. The literature review is sometimes used as a thumbnail sketch of a field, as a springboard for new research, or as an analysis of trends in current research. The literature review is also an important component of many grants written to secure funding for scientific research.

Keep in mind that the public health concern that you choose to research should be pertinent to UNC undergraduates (so Alzheimer's Disease, for instance, probably wouldn't be the best choice), but remember to choose a topic that interests you because you will be working with this subject matter for the entire second unit.

For your NC TraCs Pilot Program grant proposal, you need to write a concise literature review that addresses current research regarding interventions or preventative measures for your public health concern. Your review should address at least **five** separate studies and present *at least two different* interventions that have been evaluated for efficacy. You may organize your literature review in any way you see fit, but you should ultimately advance an evidence-based thesis promoting one form of prevention/intervention over others. Please see the Writing Center's Handout on Literature Reviews for guidance on different organizational strategies: <http://writingcenter.unc.edu/handouts/literature-reviews/>.

When writing your literature review, you should consider the following:

- Does your thesis concisely argue for a distinct perspective regarding the material being reviewed?
- How current are your sources?
- Where were your sources printed? Are they respectable sources? Could they be biased for any reason?
- Do you summarize and synthesize the most important points of each source?

Feeder 2.2

Brochure

Digital Brochure

300-400 words and at least four images

Workshop Draft Due Thursday, October 13th in Class

Final Draft Submitted to Sakai before 9AM on Tuesday, October 18th

When writing any sort of grant, you shouldn't assume that the people judging your proposal are intimately familiar with your topic. Some panels that dole out grant money are comprised of an eclectic mix of academics, experts, philanthropic "laypersons," interested community members, and bureaucrats. So, as a part of your formal grant proposal, your advisor asks you to create a brochure suitable for the general public that outlines the basic facts about your public health issue *and* proposed intervention.

Though your public health intervention may require specialized knowledge, your brochure should use clear, non-scientific language. Draw on the research you completed while writing your literature review in U2F1 to explain your public health concern and proposed intervention to a general audience. Imagine that you are designing a pamphlet to be distributed by UNC's Campus Health Services.

Some questions you might consider in researching your topic and designing your brochure are:

- What is the single most important fact that a general audience should know about your public health concern?
- Can you define your public health concerns to a reader with a sixth-grade reading level?
- What are the causes of your public health issue?
- Can your public health issue be treated? Cured?
- How can individuals prevent exposure to or the spread of your public health concern?
- What resources are available for those individuals concerned about this issue?
- Is your brochure clearly and cleanly designed? Does it keep the viewer engaged and interested while presenting its information in a straightforward manner?

Unit 2 Project
Grant Proposal
Modified NC TraCS Pilot Program Grant
800-1000 words (not including your literature review or brochure)
First Draft Due for In-Class Workshops on Tuesday, October 25th
Second Draft Due for In-Class Workshops on Thursday, October 27th
Final Draft Submitted to Sakai before 9AM on Tuesday, November 1st

For your NC TraCS Pilot Program Grant Proposal, you will create an action plan for implementing the intervention/preventative measure that you found most successful in U2F1 and solicit the Grant Committee for financial support. Your grant should include **five sections**: title page, abstract, introduction, project narrative, and budget. Your literature review from U2F1 and brochure from U2F2 will be included in your final draft, but these documents do not count toward the 800-1000 word goal for the rest of the grant. We will address each of the sections of the grant in class, but you should use the Writing Center's handout on "Grant Proposals" as a reference guide:

<http://writingcenter.unc.edu/handouts/grant-proposals-or-give-me-the-money/>

Be creative in proposing the implementation of your intervention, but use the studies you read in your research as models for successful action plans. Your budget should be concrete (i.e. cite where your price estimation comes from) so as to determine the scope of your intervention. For instance, if you are handing out condoms and pamphlets in the Pit to raise awareness for syphilis prevention you should price condoms and printing costs to determine how many students you hope to reach. If you suggest installing hand sanitizer stations in all UNC Libraries to curb the spread of H1N1, you may be limited by the cost of supplies, so you should price your materials before determining the scope of your program. Remember that you have a \$2,000 limit.

A successful proposal will address the intended audience of the Grant Proposal Committee which is made up of scholars, doctors, as well as community members with no scientific background. The proposal will also offer clear and concise analysis of previous studies while outlining the ways in which your proposed intervention will draw upon the precedents of successful programs treated in your research.