



*Saving lives through research and education*

**Request for Proposals:** Moving from Simple Traffic Safety Education to Behavior Change

**Topic Area:** Driver Behavior and Performance

**Deadline:** Monday, July 2, 2018, 5 PM EDT

### **Background**

After nearly a decade of work and millions of dollars spent, the well-known “Got Milk?” campaign failed to deliver increased milk consumption even though almost everyone was familiar with the catchy slogan. Unfortunately, this challenge of shifting consumer behavior through education is common, especially when budgets for such campaigns are tight and are not sustainable.

In the fields of public health and safety, there exists a legitimate need for and a great motivation to provide education as a means to influence public behavior. Desired outcomes might include getting a flu shot, losing weight, buckling the seat belt, or driving sober. However, what is often not well understood is that education alone is not sufficient as a means to producing any desired behavioral outcome. That is, the primary value of health promotion campaigns is to help shape the knowledge, attitudes and beliefs around a particular issue (e.g., driving sober) such that the target audience is more receptive to or more motivated to change behavior.

### **Objectives**

Health promotion campaigns are important to achieving desired health outcomes. Unfortunately, they are often developed without the benefits of formative and summative research required to ensure that messaging utilize best practices in health promotion campaigns. There are full textbooks that cover these best practices in great detail, however in-the-field practitioners rarely have time to leverage these resources.

This projects aims to succinctly document what makes consumer safety education most effective in the scope of traffic injury prevention and to spotlight some of the most common pitfalls.

### **Methods**

The AAA Foundation for Traffic Safety envisions that the objectives of this research could be met through various methods. These might include, but are not limited to, surveys or interviews with key public health promotion experts or review of the technical literature.

Ultimately, the final product should result in a reference tool to help list and prioritize best practices in effective health promotion campaign design. Further, this resource also should document and direct practitioners to additional supportive resources in the field to assist with their campaign planning, research and implementation.

The results of this research would serve to aid traffic safety practitioners in properly developing their public education campaigns, making the best use of limited resources.

The AAA Foundation envisions that a project of the intended scale would likely take 12-15 months to complete.

## **Suggestions for Proposal Content**

Each year, AAA Foundation for Traffic Safety solicits proposals on traffic safety topics related to one or more of its four focus areas (Emerging Technologies; Vulnerable Road User; Driver Behavior & Performance; and Roadway Systems & Drivers). Proposals will be evaluated based on criteria described below. Funding for selected proposals will be available beginning in January 2019. The body of your proposal should be no longer than five (5) pages (not including title page, CVs, appendices, or any budget information) and should contain the sections listed below. Failure to follow these instructions may result in the proposal being disqualified.

### 1. Title page:

- Title of the proposal.
- Names and affiliations of all investigators.
- Address, telephone number, and email of the primary investigator and/or the individual to whom correspondence regarding the proposal is to be addressed.
- An abstract, not exceeding 300 words.

### 2. Objectives

### 3. Approach:

Proposals should provide detailed description of the proposed project methods, the expected results, and potential limitations. When applicable, proposals must describe how subjects or respondents will be identified and recruited.

### 4. Timeline and supporting environment:

Describe the project timeline, where the activities/program(s) will take place, and what facilities and resources will be used (if applicable). Please present all timelines in terms of calendar year and month. For planning purposes, assume a January 7, 2019 start date and an end date of December 31, 2019 (or whatever appropriate end date, in cases of longer, multi-year project proposals). Note that actual dates will be determined at the contract agreement stage.

### 5. Evaluation of project process and deliverables:

Describe how specific objectives and project outcomes will be measured and evaluated.

Describe anticipated deliverables including final report(s), key meetings, etc. Note the final deliverable must include a complete report that fully describes the research effort and results, intended for publication on AAA Foundation for Traffic Safety's website.

### 6. Project budget request and indirect costs rates:

The AAA Foundation has an annual budget of a few million dollars to fund all projects. Only proposals of high quality and significance will be awarded.

Please include a detailed budget including indirect costs. Your proposal may provide multiple options for study designs that differ in scale and budget.

Please note that, for awarded contracts, invoices should be based on actual expenses linked to project deliverables. Progress reports will be required. All travel request line items should be documented and justified. Conference travel may or may not be justifiable depending on the purpose and scope of work.

The AAA Foundation is a charitable entity and is not committed to matching the indirect cost rates of the U.S. government or other entities. However, since the AAA Foundation has an important relationship with many universities and organizations to perform valuable projects, including (but not limited to) discovery research and intervention development/evaluation, universities and organizations can request a limited amount of indirect costs. Current allowable rates are:

- 0% rate for government agencies, other private foundations, and for-profit organizations;
- Up to a 20% rate for U.S. universities, U.S. colleges; and
- Up to a 25% rate for non-governmental organizations (NGOs).

Rates and limitations would be applied to both the primary applicant and any sub-grantees and subcontractors. Each respective organization may receive indirect costs up to the rate applicable to their organization. If a U.S. university is the primary contractor and includes an NGO as a subcontractor, the university can receive up to a 20% rate, while the NGO can receive up to a 25% rate for indirect costs. The rates provided above are the maximum rates allowed under the AAA Foundation's policy. A contractor with an actual indirect cost rate lower than the maximum rate provided above should not increase the funding request to the maximum allowed.

### **Evaluation Criteria**

Proposals are assessed based on three criteria: (1) *innovation*, (2) *approach*, and (3) *team experience and supporting research environment*. Each criterion will be weighted (a proposal can be scored a maximum of 100 points). The following briefly describes some of the assessment questions posed for each criterion and the respective weight.

*Criterion 1: Innovation* (weight 1-20 points):

Does the applicant propose novel theoretical concepts, methods, instrumentation, or interventions? Is the proposed work expected to have impact on progress in the relevant fields and/or enhance programmatic initiatives?

*Criterion 2: Approach* (weight 1-60 points):

Does the application clearly respond to the RFP request (i.e., provide a concise background of the problem or area to be studied, clearly state the objective(s), etc.)? Are the overall strategy, methodology, and analyses well reasoned, technically sound, and appropriate to accomplish the objective(s) of the project? Have the investigators presented strategies to ensure an unbiased approach, as appropriate for the work proposed? Are potential problems, alternative strategies, and benchmarks for success presented? Is there appropriate discussion of the possible/potential results, what they may mean and how they will affect further work? Is the estimated work duration adequate to complete the work scope?

*Criterion 3: Team Experience and Supporting Environment* (weight 1-20 points):

Are the Principal Investigators (PIs) and proposed personnel well suited to the project? If the project is collaborative, do they have complementary and integrated expertise? Does the team have the necessarily skills and experience? Has the applicant demonstrated an ongoing record of accomplishments that have advanced the field? Are the institutional support, equipment, and other physical resources available to project personnel adequate for the project proposed?

Project budget requests will be assessed to determine whether they are appropriate for the work proposed. As noted above, a proposal may include multiple options for study designs that differ in scale and budget.

### **Proposal Format**

Your proposal must meet the following formatting requirements:

- Use standard letter-sized page (8.5 x 11 inch), with at least one-inch margins on all sides.
- All text should be single-spaced and aligned to the left, in 12-point Arial font.
- Do not use any headers or footers, with the exception of page numbers.
- Do not use footnotes or endnotes.
- The body of the proposal (excluding title page, CVs, charts, appendices, and budget material) must not exceed five (5) pages.
- Please submit the proposal as a PDF.

### **Proposal Submission**

<b>Deadline: Monday, July 2, 2018, 5:00 PM EDT.</b>
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Submit your proposal electronically to [RFP@aaaafoundation.org](mailto:RFP@aaaafoundation.org)

Please fill the subject line with “2018 Proposal.”

When sending your proposal to the AAA Foundation, please give your electronic files names that can help identify them. File names that include the last name of the principal investigator and a shortened title are preferred, such as:

Smith-NoviceDriverSupervisedPracticeHours.pdf

Smith-Appendix.pdf

Please do not use generic file names such as Proposal.pdf or AAA\_Proposal.pdf.

### **Other Suggestions**

The body of the proposal should be self-contained; it should be able to be understood by a reviewer without any supporting appendices.

Those who will be reviewing your proposal are knowledgeable about most major traffic safety topics. It is important that you demonstrate awareness and understanding of literature and ongoing research most relevant to your proposal; however, it is not necessary to provide an exhaustive review or cite statistics to convince reviewers that traffic safety (in general) is important. It is far more important for you to describe in detail what questions your proposal seeks to answer, how your project will accomplish tasks in a timely manner, what methods you will use, and how the results of your study will be used to achieve real-world improvements in traffic safety.

### **Questions**

An FAQ document is available at this [link](#), which includes common questions from previous years.

If you have other questions, please email them to [RFP@aaafoundation.org](mailto:RFP@aaafoundation.org) and fill the subject line “Questions.” AAA Foundation will accept questions until 5:00 PM EDT, June 1, 2018. Answers to these questions will be posted on the AAA Foundation website no later than 5:00 PM EDT June 8, 2018.

### **About the Sponsor**

Established in 1947 by the American Automobile Association, the AAA Foundation for Traffic Safety is an independent, publicly funded 501(c)(3) charitable research and education organization dedicated to saving lives by preventing traffic crashes and reducing injuries. The Foundation’s mission is to prevent traffic deaths and injuries by conducting research into their causes and by educating the public about strategies to prevent crashes and reduce injuries when they occur. Additional information about the AAA Foundation for Traffic Safety can be found at [www.aaafoundation.org](http://www.aaafoundation.org).