



**LETTER OF INTENT INSTRUCTIONS:
INNOVATIVE, DEVELOPMENTAL, &
EXPLORATORY AWARDS (IDEA)**

The **IDEA LOI submission** deadline is Thursday, **October 25, 2018**, 12 noon Pacific Daylight Time, which is 3 pm Eastern Standard Time as shown on proposalCENTRAL's (<https://proposalcentral.altum.com/>) website. CBCRP will not extend the submission deadline!

Step #1: Upload your **project outline, biosketch and advocate letter** in PDF format.

Step #2: Validate and submit.

For LOIs that result in an invitation to submit an application, the deadline for submission of the complete application is Thursday, **March 7, 2019**, 12 noon Pacific Daylight Time.

Overview:

Applications for funding may be submitted only after an invitation from CBCRP upon receipt and review of a Letter of Intent.

LOI Content:

In Section 1 (Title Page), please add the following information:

- **Project Title**
- **Priority Issue** – name the CBCRP priority issue that the research addresses (Community Impact of Breast Cancer; Etiology and Prevention; Biology of the Breast Cell; or Detection, Prognosis and Treatment).

In addition, three separate uploads must be submitted to complete the LOI:

1. **Project Summary** (2-page maximum length) must include the following categories and discussion points using the provided template:

- **Project title**
- **Project summary** (1-2 sentences) – in no more than two sentences provide an overview of the topic being studied and its specific connection to breast cancer.
- **Specific aims**– list the proposed aims of the project.
- **Innovative elements** (10-20 sentences)– describe the project's innovative qualities (paradigms being challenged, new concepts being tested, novel topics brought to bear on breast cancer, application of new research tools, or a high risk-high reward approach that will allow a breakthrough in knowledge specific to breast cancer). What innovative strategy will be employed to overcome barriers to success?
- **Critical path** (10-20 sentences)– describe the (need) for the project specific to breast cancer, previous work on the topic, and what additional work would be required to

achieve practical application at either the patient (risk reduction/prevention or treatment) or community level? What eventual impact may there be on public health outcomes?

- **Investigative team** (4-6 sentences) – describe the PI’s background and qualifications specific to breast cancer, the topic being studied, or collaborations planned to support the research project.
- **Involvement of advocates** (4-6 sentences) – name the advocacy organization that you plan to work with on the full application, why the organization is appropriate for your proposed research project, and who you have communicated with at that organization. Describe the role of advocate(s) in the project design, implementation, interpretation, and dissemination of the study results. If you need assistance identifying an appropriate organization, contact the CBCRP staff.

Health and medical research projects greatly benefit from being directly informed by the experiences and knowledge of those affected: those who have or had the disease, those who care for people with the disease, or those who represent a specific community impacted by the disease. Therefore, CBCRP requires breast cancer or other appropriate community advocates be actively involved in the research we fund. Applicants are expected to work with advocate(s) affiliated with an advocacy organization. LOIs and applications are evaluated on the extent to which advocates are substantively involved in the project.

2. **PI biosketch (5-pg maximum)** Include the biosketch for the PI only. It should include a list of the most recent, relevant publications and of current grant support. Identify any existing grants on the proposed research topic, and discuss any overlap issues. Please use the current NIH form.

3. **Advocate Documentation (1-pg maximum)** an email or letter from the advocate or representative of the advocacy organization demonstrating their willingness to explore participation in the research application, should the LOI be approved.

IDEA LOIs will be evaluated by CBCRP Council on the following criteria:

- **Aims and specificity to breast cancer:** Are the aims consistent with an IDEA-level project. Are the aims specific to breast cancer?
- **Innovation:** The degree of innovative aspects of the proposed project. Is the project distinct from incremental (R01-type) research? Does it challenge paradigms? Does it propose and test novel concepts? Is it high risk with potential high reward? Are innovative techniques or strategies employed?
- **Critical Path:** Is the path to implementation of something of practical value at the patient (risk reduction/prevention or treatment) or community level clear and well-described?
- **Investigative team:** Does the PI have demonstrated expertise in breast cancer research, or are collaborations proposed to address this issue? Does the PI have other grant support in the topic/aims of the project?

- **Involvement of advocates.** Has the PI contacted an appropriate advocacy organization about the proposed research question? Are advocates adequately involved in the design, implementation, interpretation, and dissemination of the results? If you need assistance identifying an appropriate organization, contact the CBCRP staff.

LOIs that lead to invited applications score well on all of the criteria. If an LOI is turned down the most common reason are:

- The project is described in technical language. It is critical to describe your project in a way that makes its relevance and potential impact clear to anyone regardless of whether they are experts in your field of research.
- A lack of demonstrated breast cancer expertise or focus. If breast cancer research expertise isn't clear from the materials submitted for the PI, emphasize the qualifications in the description of the investigative team. If the research can be applied to other types of cancers, explain why it is particularly important to conduct the investigation on breast cancer.
- An unclear description of the critical path.

You will receive an email notification whether the LOI is accepted in December 2018. If you are invited to submit, you will have access to the full set of application forms and instructions.

Minimal feedback will be provided to PIs who have not been invited to submit a full application.