



American
Heart
Association.

Health Care  Food™

Planning Grant Request for Proposals Informational Webinar


1/31/2025



Agenda

Overview and Highlights

Application Resources



Speakers



Kevin Volpp, MD, PhD, FAHA
HCXF Scientific Lead



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Chief Clinical Science Officer



Jenn Robinson, MA
Sr. Research & Grant Administrator

Food Is Medicine (FIM) Approach

- ❖ FIM is the provision of healthy food to prevent, manage, or treat specific clinical conditions in a way that is integrated with the health care sector

Purpose of the RFP:

- ❖ Support the development of trial protocols and grant submissions to federal agencies or major funders.
- ❖ Focus on testing the efficacy of FIM interventions in improving health outcomes.

Support for Investigators:

- ❖ Salary and resources for 12 months to optimize trial design and draft a competitive grant proposal.
- ❖ Primary deliverable: A rigorous and highly competitive proposal for \geq \$3M funding from government agencies, industry, or foundations.
- ❖ Proposals for industry or foundation support are allowed but must include justification.

Trials must align with the Food Is Medicine (FIM) definition, involving:

- ❖ Provision of food (e.g., medically tailored meals, healthy food prescriptions, and/or medically tailored groceries).
- ❖ Identification of eligible individuals through the healthcare system.

Clinical focus areas include (but not limited to):

- ❖ Individuals with Heart Failure
- ❖ Individuals with High-Risk Pregnancy
- ❖ Individuals with Cardiovascular-Kidney-Metabolic Disease
- ❖ Brain Health, including stroke, dementia, depression, and other neurological or mental health disorders.

Other areas of interest:

- ❖ Critical benefit design components:
 - Includes dose, duration, tapering strategies, integration of choice in interventions
 - Ancillary services to enhance efficacy in clinical focus areas
- ❖ Implementation in rural settings
- ❖ Use of machine learning and artificial intelligence or other technologies in FIM interventions for cost-effective personalization health care at scale
- ❖ Other approaches for precision health care delivery at scale / mass customization
- ❖ Testing of ways to achieve sustained behavioral change

Proposals should have a strong focus on inclusion of diverse and underserved populations.

Target Agencies and Funders

Applicants must specify the intended submission venue for their final proposal and any relevant RFPs under which these proposals may be submitted.

Target funders may include:

- ❖ Federal agencies (NIH, PCORI, ARPA-H, USDA, and others)
- ❖ State agencies
- ❖ Non-governmental funders
 - foundations with substantial capacity and history of funding clinical trials
 - Industry partners

Note: Letters of support from potential collaborating organizations or funders where feasible are welcome but not required.

Who Should Apply?

- ❖ Must hold a doctoral-level degree.
- ❖ Must hold a faculty-rank position or equivalent of any level.
- ❖ AHA Professional membership required
 - Please note: Membership processing may take **3-5 business days**.
- ❖ AHA research awards are limited to U.S.-based non-profit institutions, including:
 - medical, osteopathic and dental schools
 - veterinary schools
 - schools of public health
 - pharmacy schools
 - nursing schools
 - universities and colleges
 - public and voluntary hospitals
 - Other institutions that **can demonstrate the ability to conduct the proposed research**

AHA strongly supports diversity and inclusion and encourages proposals by women, underrepresented racial and ethnic groups in the sciences, military veterans, people with disabilities, members of the LGBTQ community, and those who have experienced varied and non-traditional career trajectories.

Award Amount and Duration

- ❖ **Grant amount: up to \$100,000**
 - Up to \$25,000 can be allocated to additional data acquisition, information, and/or other necessary resources with justification.
- ❖ **Funding period: 12 months**
 - Includes up to 10% for institutional indirect costs.

Note: this award is **not** eligible for no-cost-extensions.

Submission Requirements

- ❖ **Scientific plan (≤ 5 pages):** Develop and finalize a clinical trial protocol and budget for a rigorous, appropriately powered randomized Food Is Medicine trial.
- ❖ **Proposal should include:**
 - Rationale and preliminary trial design (population, intervention, outcomes).
 - Recruitment plan for representative participants.
 - Incorporation of lived experience into study design.
 - Statistical design and sample size estimates
 - Timeline and milestones for the planning year.
 - Statement of additional data acquisition, information, and/or other necessary resources with justification
- ❖ **References (not included in 5 pages of plan)**
- ❖ **Statement of Qualifications of the PI and study team (1 page)**
- ❖ **Biosketches of PI (NIH format, unless otherwise justified) and key personnel**
- ❖ **Budget for the 12-month planning grant**
- ❖ **Target agencies and funders for Final Proposal Submission**
- ❖ **Letters of support (as appropriate)**
- ❖ **Non-scientist summary of the work proposed**

Distributed Peer Review Approach

All applicants who submit a proposal will be required to serve as a peer reviewer within this program and will be assigned 4-6 proposals for review.

- ❖ PIs will be provided ~30 days to complete review and scoring of their assigned proposals
- ❖ Only reviewers who complete their reviews on time will have their proposals considered for funding

Peer Review Scoring Criteria:

- ❖ **Significance:** Alignment with the RFP goal of planning a study to improve clinical outcomes through a FIM approach and impact on science, practice, and health equity
- ❖ **Approach:** Feasibility, methodological rigor, and integration of lived experiences in study design.
- ❖ **Innovation:** Novel approaches and inclusivity of diverse populations and lived experience
- ❖ **Investigator and Team:** Expertise and experience of PI and team, and potential for strategic partnerships
- ❖ **Environment:** Successful study setting with unique populations or collaborations
- ❖ **Impact:** Significance to the field, relevance to AHA's HCXF program, and effectiveness in communicate with a lay-audience.
- ❖ **Non-Scientist Summary:** Clearly conveys research and impact to a non-scientific audience

Requirements for Awardees

Awardees must:

- ❖ Engage with cooperative studies task forces
- ❖ Incorporate common measures from [AHA Health Care by Food website](#)
- ❖ Collaborate with the Lived Experience Group for proposal feedback.
- ❖ Report progress against milestones on a quarterly basis
- ❖ Ensure all publications resulting from AHA funding should be freely available in PubMed

Application Resources

- ❖ [Award Guide](#)
- ❖ [Application Resources Guide](#)
- ❖ [Proposal Central Guide](#)

Questions? Email: HCXF@heart.org

RFP Posted:

January 6, 2025

Application Deadline:

March 11, 2025

Peer Review:

March 21 – May 2, 2025

Notification of Awards:

May 19, 2025

Award Start Date:

July 1, 2025

Proposals must be received before 3 p.m. Central Time on the deadline date.

Q&A

Please submit questions in the "Q&A" Tab



Thank you

Questions: HCXF@heart.org

