



**Entrepreneurial
Training & Consulting**

What is the NIH Project Narrative (aka the Public Health Relevance Statement)?

As you begin to plan your proposal for the Sept. 5 NIH deadline, you'll want to be thinking about how to frame your Project Narrative. The Project Narrative is the section of the proposal where you explicitly describe **the relevance of the proposed project to public health**. This is, after all, a proposal to the National Institutes of Health whose mission is "*to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce the burdens of illness and disability.*" NIH uses these public health relevance statements for portfolio analyses, to identify research highlights to Congress, and to make the importance of the research clear to the public.

The instructions for this section are as follows:

Using no more than two or three sentences, describe the relevance of this research to public health. In this section, be succinct and use plain language that can be understood by a general, lay audience. Make sure that your statement is clear about how the technology you are developing is addressing a health-related problem!

A good way to start this section would be, "In this SBIR, SmallPharmacorp plans to develop a..."

Here are a few examples from NIH's Reporter Database:

- Company X has developed a wireless media-based behavior management technology to improve the quality of life and independence of Americans with Alzheimer's disease and related dementias as well as reduce the care burden for nearly 15 million family caregivers. This research will test the desktop SimpleC Companion, and a new mobile tablet device, the SimpleC Wellness Coach, in the aging in place, in-home market.
- The objective of this project is to create an optimized therapeutic vaccine for walnut and pecan allergies. Such a vaccine is needed to treat the expanding number of walnut and pecan allergy sufferers.
- The objective of this STTR is to assess effectiveness of a patented electronic travel aid called NewGlasses® in reducing the number of head and upper body injuries sustained by blind people who currently use a cane and/or a guide dog for mobility. Our solution is expected to improve the safety and independence of travel by blind people and is designed by an expert team who are uniquely qualified to bring the system to market.
- This project will deliver a new product that introduces cost-effective augmented reality to Hazardous Operations field-based simulation training. The system is developed using the latest low-cost technology in mobile and location based computing in order to improve the realism and immersion of participation in simulated disasters.
- The work in this proposal focuses on the development of effective interventions for noise-induced hearing loss. More than 30 million people in the United States are exposed to hazardous levels of noise on a regular basis. This proposal will develop a new nutraceutical to prevent and treat

NIHL, and, if successful, provide sufficient preclinical data for future clinical studies to ameliorate NIHL.

- Wound infection is one of the most important factors impeding wound healing, in particular due to formation of microbial colonies called biofilms. The inherent tolerance of biofilms to classical anti-infectious treatments, including systemic and topical antibiotics and general topical biocides, significantly impairs the wound healing process and prolongs the patient recovery time. The goal of the current SBIR is to develop prototype dressings that will assist the wound healing process to enhance treatment efficacy and facilitate quicker patient recovery and improve outcomes.

The Project Narrative needs to be attached to Field #8 of the RESEARCH & RELATED Other Project Information form. Like other attachments, this is a document created in Word, but converted to a pdf before it is attached to the application forms. It is one of the easier parts of the proposal, once you know what's required, but people still love to overthink it. Don't be one of them!