

Appendix B: Project Narrative – Application

The project narrative and work plan describe your organization and details what you intend to accomplish through the grant program. Successful grant applications will include the following information.

Organization Contact Information

Organization's Legal Name:

Organization is a community-based organization: ☐ Yes ☐ No

Organization is a non-profit: ☐ Yes ☐ No

Organization is a local public health entity: ☐ Yes ☐ No

Contact Name and Title:

Mailing Address:

Street Address (if different from mailing address):

Phone:

Email:

Website:

SECTION 1: Organizational Capacity (typed 2-page limit)

1. Summary of organization's history, mission, and values.
2. Description of the administrative structure of the organization, including a list of staff who will conduct the project and their training and expertise
3. Description of past and/or current education programs and services provided by the organization.
4. Describe key elements that show organizational capacity to implement a skin lightening products public awareness and education program, including:
 - a. Previous experience implementing skin lightening products awareness and education initiatives
 - b. Capacity to serve the targeted population
 - c. Capacity to apply learnings from evaluation in order to strengthen the project
 - d. Describe any anticipated start-up time that might be involved
5. Projects may collaborate with other organizations, businesses, or entities to achieve project goals, but collaboration is not required. If there is a collaboration, provide description and purpose of collaborators.

SECTION 2: Project Narrative (typed 4-page limit)

1. Description of the geographic area in Minnesota in which you propose to conduct a skin lightening products public awareness and education project.
2. Identify target population and describe the need for a skin lightening products public awareness and education project.
3. Summary of the project and how the project enhances awareness and education about skin lightening products over the next two years.
4. Statement of the proposed goals and outcomes of the project.
5. Describe public awareness and education activities that are culturally specific, community-based, and focus on any or all of the following:
 - a. Chemical exposures from skin lightening products
 - b. The dangers of exposure to mercury, steroids, and/or hydroquinone through dermal absorption, inhalation, hand-to-mouth contact, and through contact with individuals who have used these skin lightening products
 - c. The signs and symptoms of mercury poisoning
 - d. The health effects of mercury poisoning, including the permanent effects on the central nervous system and kidneys
 - e. The dangers of using these products or being exposed to these products during pregnancy and breastfeeding to the mother and to the infant
 - f. Knowing how to identify products that contain mercury
 - g. Proper disposal of the product if the product contains mercury
6. Describe any innovative approaches to raise public awareness and education. Examples of innovative approaches include:
 - a. Community engagement
 - b. Audio
 - c. Audiovisual
 - d. Graphics
 - e. Translation
 - f. Social media
7. Other creative approaches
8. Describe scientific and credible sources of where you will collect your information from.
9. Plans for documenting project outcomes (for example: collecting pictures at an event, issuing a press release, collecting participant stories, copies of developed materials, analytics from social media and web, headcount at events, etc.).

10. Summary of how the project will be evaluated; how success will be measured, recorded, and reported. **Grant applications that do not evaluate their project will not be considered.**

SECTION 3: Work Plan (no page limit)

Use the provided Appendix C: Work Plan template to note program objectives, the activities by which you will achieve those objectives, a timeline for activities, and associated evaluation activities. The work plan should be feasible, and objectives should be measurable. The work plan will be reviewed, revised and approved by MDH and the final work plan will be incorporated in the contract.

SECTION 4: Budget and Budget Justification (no page limit)

- Budget includes an accurate, itemized projection of costs for each task, deliverable, and product.
- Complete the following budget forms:
 - Due Diligence Review Form
 - Budget Justification Form

SECTION 5: Equity and Diversity in Grant Making

Per Office of Grants Management (OGM) Policy 08-02, “Competitive grant review criteria and standardized scoring systems must include and identify how a state agency’s grant process will implement diversity in grant-making... The scoring system must include weighted criteria that identifies verifiable and measureable diversity, equity, and inclusion in grant-making outcomes and/or grantee performance.” Please refer to [OGM Policy 08-02 \(PDF\)](https://mn.gov/admin/assets/08-02%20Grants%20Policy%20Revision%20September%202017%20final_tcm36-312046.pdf) (https://mn.gov/admin/assets/08-02%20Grants%20Policy%20Revision%20September%202017%20final_tcm36-312046.pdf) to read the full policy including procedure steps, definitions, and scope.

- Description of how this grant addresses unmet needs or includes a needs assessment to identify needs is included.
- Skin lightening products impact many communities of color. Applications may demonstrate service to diverse populations beyond racial and ethnic communities, such as:
 - LGBTQI communities
 - Disability status
 - Veterans
 - People living in poverty
 - Children

APPENDIX B: PROJECT NARRATIVE – APPLICATION

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To obtain this information in a different format, call: 651-201-5662.