

(May 6, 1982)

TACTICS FOR COMPETITIVE RENEWAL OF MHHP (A LA STANFORD EXPERIENCE)

One object is to go in early enough to have time to keep the group together in case we don't make it on the first renewal application.

Another is to go in late enough to have data indicating that we've been able to achieve an effect. Early enough translates into: July 1, 1984 termination, March 1984 council winter review cycle, last reasonable submission time, first of November, 1983? That's two years intervention in Mankato and one year in Fargo-Moorhead!

Need to hit hard for community penetration and maximal effect in first year of intervention in Fargo.

R02 instructions may not require provisional budgets for all years. They should be provided anyway and we should know every anticipated expense and overwhelm them with budget planning.

We should describe each piece of education with the anticipated risk factor change to be obtained, indicating that interaction and degree of local response should be an "extra" contribution.

We should talk about planning for not "hoping for" or "believing in." We should probably limit presentations to one or two individuals, to show that leadership is knowledgeable. We should keep cool, non-defensive, non-paranoid, respectful of all questions and attitudes, with prepared summary answers to every possible question immediately available and reference to more complete data and answers in nearby available detail.