

# **The Lord Leonard and Lady Estelle Wolfson Foundation**

## **Summary**

The *Lord Leonard and Lady Estelle Wolfson Foundation* seeks to support world class research that promotes health and well-being in UK/developing world/internationally. We aim to support projects that prevent disease developing in the first place and allow people to enjoy longer and healthier lives. In particular we are interested in supporting new interventions, products and technologies that lead to clear, sustainable and cost-effective impacts on public health.

## **The need for change**

Up to half of all deaths in the UK are caused by the health choices people make. Unhealthy choices such as smoking and overeating contribute to a large proportion of disease and death that are now seen in our communities. The cost of such choices that run into the billions of pounds is also a strong driver to find sustainable solutions.

## **What kind of projects are we looking to support?**

Significant gains in health can be achieved by relative changes in the choices people make. We are particularly interested in researchers looking to trial and evaluate behaviour change interventions that lead to long-term changes in preventative health behaviours that are cost-effective and can be scaled up across the populations. Research in the last decade has brought a greater understanding of human decision-making and the key barriers and drivers to sustained behaviour change. Latest insights from the behavioural sciences and the technology and design sector are encouraging the development of evidence-based interventions and we are looking to support innovative projects grounded in the latest science. We are looking to fund projects that test new behavioural theories as well as the implementation and evaluation of new products and technologies that seek to change behaviour.

## Proposals

We will invite proposals once a year from reputable higher education institutions in UK/Europe/worldwide and other non-profit or third sector organisations. It is envisaged that we will fund up to 30 projects per year and will support costs up to £250,000 per project. A specific theme will be set every year (e.g. smoking, obesity challenge). Specific themes will be chosen on an annual basis by the Trust's advisory group. We will fund/not fund FEC/facilities costs/hardware. Following similar criteria set out by the Medical Research Council we will measure proposals against the following core criteria. A mark out of 5 will be given for each domain and the highest scoring proposals will be taken through to the next stage of the assessment.

- Importance – is the research question of importance, can the project be rapidly scaled up
- Resources requested – are funds requested justifiable, do the funds requested represent an effective use of resources
- Scientific potential – is the project likely to add to the scientific literature and evidence base
- Risk – is there significant risk that the project will not achieve aims
- Ethics – are there any ethical concerns or risks to human or animal participants that need further consideration

## Assessment procedure

We envisage a three-stage process to assess applications and will aim to use an online application process that minimises administration costs

- Stage 1 – Triage: We expect a high number of applications and a panel made up of internal and external reviewers will reject unsuitable applications at an early stage
- Stage 2 – Panel assessment: Each application will be evaluated by at least one internal and one external reviewer who will assess the application against a specific scoring system. Rejected projects will receive feedback.
- Stage 3 – Interview/Multimedia: Successfully shortlisted applicants will be invited either to interview or to submit a multimedia presentation providing further information about their project.