

Informational Webinar: Consumer Advocacy for Transformation

DAVID ADLER, SENIOR PROGRAM OFFICER, ROBERT WOOD JOHNSON FOUNDATION
SUSAN SHERRY, DEPUTY DIRECTOR, COMMUNITY CATALYST
ANGELA JENKINS, PROJECT MANAGER, COMMUNITY CATALYST



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Web Conference

AGENDA

1. Robert Wood Johnson Foundation and Community Catalyst Overview
2. Consumer Advocacy for Transformation Program Overview
3. Q+A

The Robert Wood Johnson Foundation

For more than 40 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working with others to build a national Culture of Health, enabling everyone in America to live longer, healthier lives.

Transforming Health and Health Care Systems

Goal: To catalyze fundamental change in health and health care systems to achieve measurably better outcomes for all.

We work to strengthen individual systems—health care, public health, and social services—and to help them work smoothly together. Our programs:

- Foster conditions in states and communities that improve outcomes and lower costs
- Strengthen rural and safety-net delivery systems
- Cultivate effective partnerships among health care, public health, and other sectors
- Advance access to health insurance coverage and high-value care

Community Catalyst: Our Mission

To organize and sustain a powerful consumer voice to ensure that all individuals and communities can influence the local, state and national decisions that affect their health.

Community Catalyst: Our Work

- Non-profit health care advocacy organization
- Network of advocates in 40+ states
- Leading broad-based issue campaigns
- Building advocacy infrastructure
- *Consumer Advocacy for Transformation*
National Program Office

Community Catalyst: Our Technical Assistance Approach

COMMUNITY CATALYST SYSTEM OF ADVOCACY



Consumer Advocacy for Transformation: Overall Goal

To fund state-based or local consumer health advocacy projects that aim to develop and insert an organized, influential and permanent consumer voice in state and local health system changes.

Consumer Advocacy for Transformation: Desired Outcomes

- A positive impact on improvements in the cost and quality of care for consumers, advancement of health equity, and access to health coverage
- New or strengthened coalitions focused on increasing value of health and health care
- A better understanding among consumers and consumer advocates of health system transformation efforts that aim to increase value in health care
- A better understanding of infrastructures for meaningful consumer engagement

Consumer Advocacy for Transformation: Program Support for Grantees

- \$275,000 for 24-month projects
- Up to eight organizations
- Funding paired with technical assistance from Community Catalyst

Consumer Advocacy for Transformation: Call for Proposals Process

- Two-phase call for proposals process
 - Brief proposal phase: open to all eligible applicants
 - Full proposal phase: we will invite up to 20 organizations to submit a full proposal
- All brief proposals must be submitted via the RWJF online system by 3 p.m. ET on May 5, 2017
- Questions should be sent to CAT@communitycatalyst.org. We will upload answers to Frequently Asked Questions regularly on the RWJF CAT application page.

Key Dates

- May 5, 2017 at 3 p.m. ET: Deadline for receipt of brief proposals
- May 26, 2017: Applicants notified via email if selected for full proposal phase
- June 23, 2017 at 3 p.m. ET: Deadline for receipt of full proposals
- July 28, 2017: Finalists notified
- September 15, 2017: Grants Start

QUESTIONS?

PLEASE TYPE YOUR QUESTIONS IN THE CHAT BOX

Thank You

