



Robert Wood Johnson
Foundation

2019 RWJF Culture of Health Prize

Call for Applications from Communities

Application Deadline:
November 1, 2018 at 3 p.m. ET



Past Winners

2018 winners

To be announced on
September 18, 2018

2017 winners

Algoma, WI
Allen County, KS
Chelsea, MA
Garrett County, MD
Richmond, VA
San Pablo, CA
Seneca Nation of Indians (NY)
Vicksburg, MS

2016 winners

24:1 Community, MO
Columbia Gorge Region, OR/WA
Louisville, KY
Manchester, NH
Miami-Dade County, FL
Santa Monica, CA
Shoalwater Bay Indian Tribe (WA)

2015 winners

Bridgeport, CT
Bronx, NY
Everett, MA
Kansas City, MO
Lawrence, MA
Menominee Nation (WI)
Spartanburg County, SC
Waaswaaganing Anishinaabeg
(Lac du Flambeau Tribe) (WI)

2014 winners

Brownsville, TX
Buncombe County, NC
Durham County, NC
Spokane County, WA
Taos Pueblo (NM)
Williamson, WV

2013 winners

Cambridge, MA
Fall River, MA
Manistique, MI
Minneapolis, MN
New Orleans, LA
Santa Cruz County, CA



The Robert Wood Johnson Foundation Culture of Health Prize

The RWJF Culture of Health Prize honors and elevates U.S. communities that are making great strides in their journey toward better health for all.

The RWJF Culture of Health Prize (the Prize) recognizes communities that have come together around a commitment to health, opportunity, and equity through collaboration and inclusion, especially with historically marginalized populations and those facing the greatest barriers to good health. The Prize honors those communities that are working to give everyone the opportunity to live well, including residents that are often left behind. A Culture of Health recognizes that where we live — our access to affordable and stable homes, quality schools, reliable transportation — makes a difference in our opportunities to thrive, and ultimately all of this profoundly affects our health and well-being. The Prize elevates the compelling stories of community members who are working together to transform neighborhoods, schools, businesses, and more — so that better health flourishes everywhere, for everyone.

In this seventh round of the annual Prize competition, up to 10 winning communities will:

- Receive a \$25,000 cash prize;
- Receive customized communications materials about their community including videos, photos, and stories captured by journalists and other communications professionals;
- Receive strategic communications counsel leading up to, during, and in follow-up to the Prize winner announcement;
- Receive national and local promotion of their stories and successes to inspire others' efforts, including outreach to media, policy stakeholders, and organizational networks; and
- Engage in opportunities to build knowledge with other national and community leaders working to build a Culture of Health, including past Prize winners through the Prize Alumni Network.

People in communities throughout the country are working together in new ways to ensure that everyone in the community has the opportunity to be as healthy as possible, regardless of who they are, where they live, or how much money they make. This is happening in diverse places — in cities, tribes, and small rural towns — facing a myriad of physical, economic, and demographic challenges. These places and their journeys look different but they all show us what a Culture of Health can look like.

This Call for Applications seeks communities that exemplify the six Prize criteria (described on pages 6 and 7) through their collective accomplishments and journey to build a Culture of Health.

“We made a big commitment to the Prize competition because we’re committed to this work. We want to be a part of the network. We want to learn and contribute. We’re not in it for the glory, not for the money, but for the long haul.”

– Prize applicant

What Does the Application Process Involve?

Through the RWJF Culture of Health Prize application process, a community comes together to reflect on, learn from, and tell their inspiring stories of collaboration, action, and results.

To be competitive, it is imperative that Prize applicants showcase the breadth of work and collaboration happening across the entire community and across sectors, through all phases of the competition.

Communities should understand they are applying for a prize and not a grant. The Prize recognizes work that has already been accomplished so there is no required workplan or budget.

“The best part of the RWJF Prize application process has been to identify and acknowledge the amazing things our leaders have accomplished with and for us. We often forget to stop, smell the roses, and reflect on our endeavors and the Prize experience has allowed us to do just that.”

– Prize applicant

Who Is Eligible to Apply?

The RWJF Culture of Health Prize honors U.S. communities; submissions representing the work of a single organization will not be considered.

To be eligible to apply for a Prize, a community must be a geographically defined jurisdiction within the United States* that falls into one of the following categories:

- City, town, village, borough, or other municipality with a publicly-elected governing body
- County or parish
- Federally-recognized tribe or a state-designated Indian reservation
- Native Hawaiian organization serving and representing the interests of Native Hawaiians in Hawaii
- Region defined as geographically contiguous municipalities, counties, and/or reservations

** Communities within U.S. territories are welcome to apply. Communities in places that may have unique governance structures (such as U.S. territories, Alaska, and Hawaii) should contact the Prize program with eligibility questions well in advance of the application deadline.*

Neighborhoods and states are not eligible to apply.

Except for previous Prize winners and 2018 finalists, all past applicants are eligible to reapply for 2019 (2018 finalists may reapply in 2020).



Communities will be asked to select two contact people for their application, preferably from two different organizations. Each individual will indicate the type of organization with which they are affiliated, such as:

- Business
- Community coalition, grassroots, advocacy, or resident group
- Hospital or health care organization
- Local foundation
- Government agency or department
- School
- Non-profit community-based organization
- Community development organization

Each applicant community will be required to designate a local U.S. governmental entity or tax exempt public charity operating in its community to accept the \$25,000 Prize on the community's behalf, should they win. Community partners can decide together how to use the funds to benefit the community; budget reports on Prize expenditures are not required.

“The introspection involved in writing the application served as a significant motivator for us. When we saw on paper how much we actually accomplished it invigorated us to forge forward.”

– Prize applicant

What Are Judges Looking For?

The RWJF Culture of Health Prize celebrates *what* communities have done as well as *how* they have done it.

There is no single path forward to building a Culture of Health. Each community has distinct strengths, challenges, and approaches to change. Solutions are wide-ranging and everyone has a role to play. However, there are characteristics shared by communities that are catalyzing and sustaining positive change. These characteristics are reflected in the criteria for the RWJF Culture of Health Prize, serving as the lens through which all Prize applications are evaluated. Judges will assess submissions for evidence of accomplishments across the six Prize criteria. Judges are particularly interested in the extent to which accomplishments reflect the first three criteria.

RWJF Culture of Health Prize Criteria

Phase I Applications Should Emphasize the First Three Criteria

1

Defining health in the broadest possible terms ...

... means using comprehensive strategies to address the many things that contribute to health, opportunity, and equity in our communities. This includes acting across multiple areas that influence health, such as the factors in the County Health Rankings model (page 11): health behaviors, clinical care, social and economic factors, and the physical environment. Communities are also encouraged to show how they respond to key challenges and build on the strengths of their community. Given the importance of social and economic factors in influencing health outcomes, strategies addressing education, employment/income, family and social support, and community safety are considered crucial elements to achieving a Culture of Health.

2

Committing to sustainable systems changes and policy-oriented long-term solutions ...

... means making thoughtful, data-informed, policy, programmatic, and systems changes that are designed to last. This involves having a strategic approach to problem-solving that recognizes the value of evidence and the promise of innovation. Communities are encouraged to demonstrate how residents, leaders, and organizations are collectively identifying priorities and taking coordinated action to implement sustainable solutions to the health and equity challenges they face.

3

Creating conditions that give everyone a fair and just opportunity to reach their best possible health ...

... means intentionally working to identify, reduce, and ultimately eliminate disparities in health, in collaboration with those most affected by poor health outcomes. This includes cultivating a shared commitment to equity across the community; valuing diverse perspectives; and fostering a sense of security, belonging, and trust among all residents. Communities are encouraged to demonstrate: 1) how residents from excluded or marginalized populations and those most affected by poor health are involved as full participants in making decisions and driving solutions; and 2) what actions the community is taking to remove obstacles and increase opportunities for all to be healthy.

4

Harnessing the collective power of leaders, partners, and community members ...

... means that individuals and organizations across sectors and disciplines are all working together to provide everyone with the opportunity for better health. This includes building diverse and robust partnerships across business, government, residents, and nonprofit organizations, and fostering leadership skills and capacity among all community members. Communities are encouraged to demonstrate how they are: 1) inspiring people to take action to support change for better health; 2) developing methods for buy-in, decision-making, and coordinated action; 3) building a shared sense of accountability; and 4) continuously communicating about community improvement efforts.

5

Securing and making the most of available resources ...

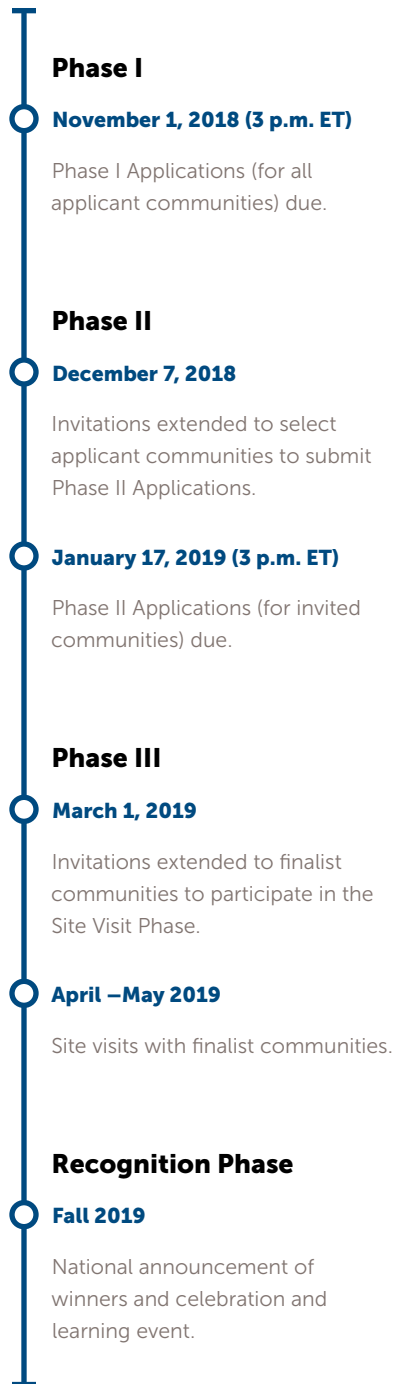
... means adopting an enterprising spirit toward community improvement. This includes critically examining existing and potential resources to maximize value, with a focus on leveraging existing assets; prioritizing upstream investments that address social and economic factors that influence health; making equitable decisions about how to invest resources; and cultivating a strong belief that everyone in the community can be a force to improve the community so that all people can live their healthiest lives possible. Communities are encouraged to demonstrate how they are creatively approaching the generation, allocation, and alignment of diverse financial and non-financial resources to improve the community's health and well-being.

6

Measuring and sharing progress and results ...

... means beginning with the destination in mind and a commitment to measuring the quality and impact of coordinated efforts. This includes: 1) establishing shared goals across sectors and partners; 2) agreeing on definitions of success, with attention to reducing disparities; 3) identifying measurable indicators of progress; and 4) continuously using data to improve processes, track outcomes, and change course when necessary. Communities are encouraged to demonstrate how they are developing systems for collecting and sharing information, determining impacts across efforts, and communicating and celebrating successes when goals are achieved.

Key Dates and Deadlines



The RWJF Culture of Health Prize application has three distinct phases:

Phase I Application

For Phase I, keeping in mind that health is broadly defined (as outlined in Criterion 1 on page 6), applicant communities are asked to submit a brief essay up to five single-spaced pages in length to:

1. Introduce their community by describing:
 - Key community demographics, characteristics, strengths, and challenges, including who in the community is most affected by poor health outcomes and what root causes are driving community health conditions;
 - How the community's health improvement journey began and what catalyzed collective action (such as an event, opportunity, or decision).
2. Showcase four accomplishments — specific policies, programs, or strategies — that best reflect their response to identified community needs and progress toward better health for all.

Applicant communities are encouraged to keep the following in mind:

- The Prize recognizes communities and applicants who think and act beyond their own individual organizations and initiatives.
- An accomplishment may be a relatively new or a well-established policy, program, or strategy. The application should convey the accomplishment's significance to the community and the impact to date or expected future impact.
- An accomplishment may be an individual policy, program, or strategy, or an integrated or closely-related collection of policies, programs, or strategies.
- While judges recognize the tremendous value of planning and convening, communities should NOT consider coalition development, community health assessments, or improvement plans as "accomplishments" for this submission.

To begin the application process, please visit www.rwjf.org/prize and use the "Apply Online" link. If you have not already done so, you will be required to register at <http://my.rwjf.org>. All applicants should log in to the system and familiarize themselves with the application process and the online submission requirements well in advance of the submission deadline. Applicants are also encouraged to begin the process early to allow adequate time to collaborate with community partners. The submission process may be substantially slower when many users are simultaneously trying to submit their applications. Staff may not be able to assist all applicants in the final 24 hours before the submission deadline.

To be accepted, applicants must submit completed proposals by the time and date of the deadline. Reasons such as lack of Internet connectivity, applicant server problems, confusion about time of deadline, or difficulty working with partners, are not grounds for exceptions.



By submitting an application, whether you are selected to advance or not, you give permission to RWJF and the University of Wisconsin Population Health Institute (UWPHI) to use your submission, in whole or in part, to promote your community improvement efforts and/or for other non-commercial purposes related to RWJF's work to build a Culture of Health.

Phase II Application

A select group of Phase I applicant communities will be invited to compete for a finalist slot by submitting a Phase II Application. For Phase II, invited community applicants will:

- Build on their Phase I essay with additional information about community improvement efforts and how they are meeting all six Prize criteria.
- Prepare a four-minute community video featuring the voices and perspectives of residents and leaders involved in the community's work.
- Draft a site visit itinerary to give judges a sense of what they might see and who they might meet should their community be selected as a finalist.
- Designate a local governmental entity or U.S. tax exempt public charity operating within the community to accept the \$25,000 prize on the community's behalf, should their community win.

Phase III Site Visit

Up to 16 Phase II applicants will advance as finalists in the competition and be invited to host a site visit. Detailed guidance will be provided to communities invited to advance in the competition.

National Announcement of Winners

Immediately following the selection process, Prize winning communities will work closely and collaboratively with Prize program staff to prepare for a national release of Prize winners' stories and media outreach around the announcement of the Prize winners, as well as preparing for local and national celebration events.

How Will Winners Be Selected?

The RWJF Culture of Health Prize will be awarded to up to 10 communities.

Judges will evaluate each applicant individually, considering demonstrated progress relative to the Prize criteria. Judges will consider each community's unique challenges, opportunities, resources, and stage of improvement. Judging will be conducted by staff at RWJF and UWPHI, along with a panel of national experts serving on the Prize National Advisory Group. Final decisions will be made by RWJF.

RWJF reserves the right to disqualify a community or its designated Prize recipient should RWJF learn of circumstances involving that community or designated Prize recipient that conflict, in fact or in spirit, with RWJF's goals or values.

Where Can My Community Learn More About the RWJF Culture of Health Prize?

Learn more about how winning communities are building a Culture of Health by visiting the RWJF Culture of Health Prize Winners Gallery: www.rwjf.org/prize.

Visit us online at www.rwjf.org/prize, view our webinar, or contact us by email or phone. Please note that the Frequently Asked Questions (FAQs) located on the Prize website contain important details regarding the RWJF Culture of Health Prize and should be reviewed by each community before applying.

Online Resources:

- RWJF Culture of Health Prize, FAQs and Winners Gallery: www.rwjf.org/prize
- This resource on health equity from RWJF includes several definitions and concepts included in the Prize criteria and may serve as a helpful reference to applicants: <http://www.rwjf.org/en/library/research/2017/04/what-is-health-equity-.html>

2019 RWJF Culture of Health Prize Phase I Informational Webinar:

Join us for an informational webinar on the 2019 RWJF Culture of Health Prize Call for Applications on **September 25, 2018 from 3:00 – 4:00 p.m. ET**. To register, go here: https://chrr.zoom.us/webinar/register/WN_qYfg0aFcRLy8OkDP-Kjixg. A recording of the webinar will be posted within a week at www.rwjf.org/prize.

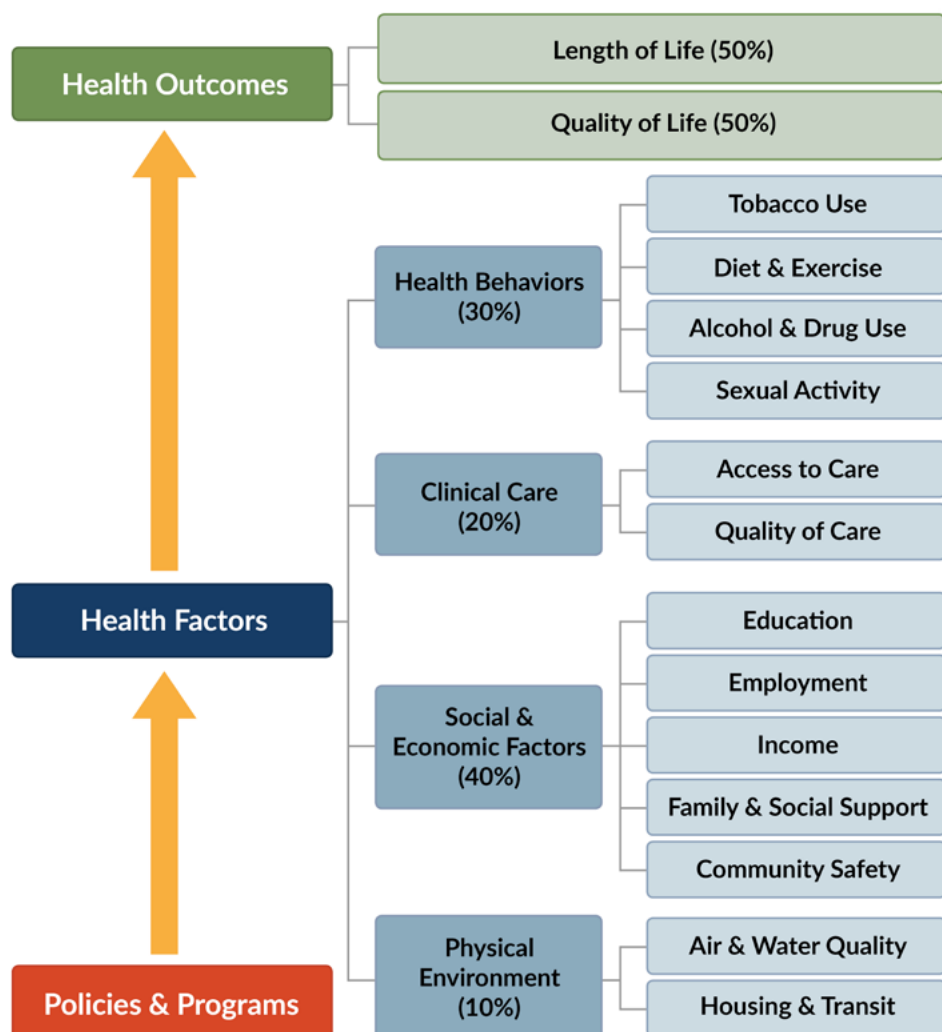
Contact Information:

E-mail: info@cohprize.wisc.edu
Tel: 608-263-6983

Applicant Survey Process

The Applicant Contacts for the application may be contacted after the submission deadline by SSRS, an independent research firm. The Applicant Contacts will be asked to complete a brief, online survey about the application process and applicant characteristics. This voluntary questionnaire will take no more than 15 minutes to complete. Responses provided to SSRS will not impact the decision for your application in any way. SSRS will protect the confidentiality of your responses. RWJF will not receive any data that links your name with your survey responses.

County Health Rankings Model of Health



County Health Rankings model © 2014 UWPHI

Program Direction

The RWJF Culture of Health Prize is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

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