

Policies for a Healthier, More Equitable New Jersey
Frequently Asked Questions

This document will be updated as new questions are asked.

New questions will be listed first within each subsection in brown font.

Last Updated 1/09/2020

Programmatic Questions

Q: Can I schedule a call to discuss my questions about the CFP or project?

A: Due to the high volume of inquiries and in fairness to all applicants, we are unable to respond to questions by phone. Please submit your inquiries to Njpolicy@rwjf.org and we will respond as soon as possible.

Q: In a proposal, with the lead organization being located and solely focused on New Jersey, but that includes a partner organization not based in New Jersey, is it required that the lead organization be the organization to physically receive the funding (or can the partner organization be the fiscal agent)?

A: Yes, the lead organization must be the one receiving the funding and must be based in New Jersey. As stated in the call for proposals, "The successful applicant organizations should be based in New Jersey and serve the residents of New Jersey; organizations not based in New Jersey will not be considered. However, in the case of a national or regional organization with an active chapter in New Jersey which is not separately incorporated, the national or regional organization may apply if the work is focused on serving the residents of New Jersey."

Q: Does the project have to be expected to take a full two years?

A: No, it does not necessarily have to extend for two years if the applicant thinks that the work can be completed in a shorter period of time.

Q: Can an organization serve as a subcontractor on more than one proposal? Will it hinder applicant's chances of selection if they propose to work with the same subcontractor as others?

A: Yes, an organization is able to serve as a subcontractor on more the one proposal and having a similar subcontractor will not hinder an applicant's chance of success.

Q: How many grants will be awarded?

A: Up to nine, two-year projects will be awarded, which includes:

- Up to 3 “policy change awards” of up to \$500,000 each; and
- Up to 6 “policy field-building awards” of up to \$175,000 each.

The Foundation is interested in proposals developed by teams of organizations, but one entity must be named as the project lead (i.e., the organization responsible for administering the grant).

Q: How does the work supported in this CFP relate to the Foundation’s New Jersey policy report?

A: This opportunity ties back to a report the Foundation released in April 2019 -- "[Building a Culture of Health: A Policy Roadmap to Help All New Jerseyans Live Their Healthiest Lives](#)" -- with the [Center for State Health Policy](#) and the [John J. Heldrich Center for Workforce Development](#) at Rutgers University. The “Roadmap” identifies 13 policy priorities for building a Culture of Health in New Jersey to ensure everyone has a fair and just opportunity for health and well-being regardless of race, income, gender, and geography among other factors.

The goal of this funding initiative is to advance the Roadmap’s statewide policy recommendations through a range of strategies, including, but not limited to, policy advocacy and analysis, strategic communications, community organizing and resident engagement, and technical assistance provided to state agencies.

Q: What are the report’s policy priorities?

A: The report identifies 13 priorities for building a Culture of Health in New Jersey in three areas:

Healthy Children and Families

1. Improve maternal and infant health outcomes by enhancing care, supports, and prevention
2. Ensure maximum uptake of the recently expanded paid family leave benefit, particularly among low-income workers
3. Increase access to high-quality early education for all of New Jersey’s 3- and 4-year-olds, with a continued focus on children living in poverty
4. Boost the incomes of families support by low- and moderate-wage workers to promote financial stability and economic opportunity

Healthy Communities

5. Ensure New Jerseyans have equitable access to safe, affordable, and stable housing in the communities where they choose to live
6. Prevent childhood lead poisoning by maximizing state and federal funding and ensuring properties are lead-safe through inspection, remediation, and enforcement
7. Expand equitable access to healthy food in communities and schools
8. Ensure all roads, sidewalks, and public transit systems are safe and accessible to all potential users
9. Reduce tobacco use disparities through price increases and cessation programs

High-Quality, Equitable Health and Social Service Systems

10. Shift the health care system's focus toward delivering whole-person care, working with other systems to promote overall health and well-being
11. Ensure access to comprehensive, integrated mental health and addiction services
12. Improve access to health and social services throughout the state by leveraging technology
13. Foster collaboration within and across state agencies to improve health equity

The report Roadmap includes **detailed policy recommendations** for each of these 13 priority areas, and proposals should be tied to specific recommendations. The full report and all the recommendations are [here](#).

Q: What types of projects are eligible under this Call for Proposals?

A: This Call for Proposals will fund two types of projects: **policy change awards** and **Policy-field building** awards. They can be focused on policy adoption and/or policy implementation and enforcement. Proposals related to research and evaluation of new or existing policies will NOT be eligible for funding. The Foundation is developing a separate process for addressing policy research and evaluation needs.

Q: What's the difference between policy change and policy field-building?

A: **Policy change awards** focus on statewide policy adoption or implementation that can be meaningfully advanced in the next several years. For illustrative purposes only, below are a few examples of projects that would be considered for policy change awards:

- A statewide advocacy campaign to increase by 20 percent the number of high-quality, state-funded pre-K slots for children in low-income communities;
- A statewide initiative to increase awareness and utilization of nutrition assistance programs and the earned income tax credit among immigrant families and people living in rural communities; and
- Broader adoption of Medicaid payment models that promote integration of physical health and behavioral health care services.

Policy field-building awards focus on laying the groundwork for statewide policy change that may require more time to come to fruition. These projects might involve early stages of the policy change process, such as bringing public attention to an issue; empowering residents, particularly from marginalized communities, to help set the policy agenda through organizing and power-building; and developing and vetting various policy solutions. For illustrative purposes only, below are a few examples of projects that would be considered for policy field-building awards:

- A multi-community grassroots organizing effort to support low-income renters in engaging in their municipalities' housing and community development decisions;
- A statewide polling and strategic communications campaign to increase awareness of wage theft and the need for more active statewide enforcement of minimum wage and labor laws;
- Developing new models by which state agencies can equitably engage residents in designing, implementing, and assessing key policies and programs.

Q: Can applications address more than one priority area?

A: Yes. Applications may be related to multiple priority areas and recommendations, but there should be a clear rationale for why the applicant is seeking to address multiple issues in a coordinated way.

Q: Can applications address *policy priority areas* that are not specified in the report?

A: No. All applications should be tied to specific priority areas and recommendations detailed in the full report.

Q: Can applications address *policy recommendations* that are not specified in the report?

A: No, unless applicants can make a compelling case for why a different policy recommendation is appropriate for funding.

Q: Can organizations outside of New Jersey apply for funding? Can national organizations apply for funding?

A: No, unless you are a national or regional organization with an active chapter in New Jersey that is not separately incorporated and cannot, therefore, apply as a lead grantee. In the case of a chapter not separately incorporated, the national or regional organization outside of New Jersey may apply to do work focused on serving the residents of New Jersey.

Q: Are national organizations eligible as subcontractors for this opportunity?

A: Yes. While there are restrictions on national organizations serving as the grantee (see the above question), national organizations or organizations based outside of New Jersey may serve as subcontractors or subgrantees.

Q: Can organizations partner together to submit an application?

A: Yes, although the application must be submitted by one lead organization that has the capacity to administer the grant.

Q: How will grantees be evaluated?

A: Grantees are expected to meet RWJF requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. We may ask project directors to participate in periodic meetings and give progress reports on their grants. At the close of each grant, the lead organization is expected to provide a written report on the project and its findings suitable for wide dissemination.

For more information on the Foundation's grant monitoring and evaluation process, please see our [Funding Process and FAQ page](#).

Q: Can grant funds be used to support research and analysis that's specifically noted as needed in the roadmap?

A: No. We will not use these grant funds to support research and analysis. We recognize that there were recommendations in the report that were research and analysis oriented, however, this specific grant proposal mechanism is focused on policy adoption and implementation and will not fund that type of work.

Q: Does the policy being implemented have to be enacted statewide or could it be enacted in a specific region?

A: For policy change awards, we are looking for policy work that is statewide--regardless of whether it addresses policy adoption and policy implementation.

For policy field-building awards, we are open to applications that focus on a number of cities or a region if there's a clear indication of how work in those places can build toward statewide changes. In addition, applications that focus on policy change in one specific community may not be as competitive for either of the two categories of awards.

Q: Would applying for this opportunity impact an organization's standing on separate, Foundation-funded projects?

A: No. This is a completely independent funding opportunity and will not impact other Foundation-funded projects.

Q: Will the budget, budget narrative or timeline count toward the 5 page limit?

A: No.

Q: Can an organization submit multiple proposals for one and/or both types of awards?

A: Yes, however it is unlikely that one organization would receive both types of awards.

Q: Can the state departments/agencies support multiple projects or will their support be limited? What level of support will you be looking for?

A: Yes. State agencies can be part of more than one proposal, however we will be looking for a diverse group of grantees across the nine that are chosen. It is up to the state agency to determine which application(s) to partner on. State agencies can also apply as lead applicants.

Q: Will the Foundation engage state leaders in how applications overlap with their existing policy or strategic goals?

A: We will have a diverse review committee for these applications, including both Robert Wood Johnson Foundation staff and experts from the field who will help us understand how the proposed work aligns with other actions and efforts in the state.

Budgetary Questions

Q: Will bringing matching funds to the project boost an application?

A: We would like to understand how your proposal fits into a broader context of work; this includes any funding you may receive for related activities. However, matching funds are not required for **this** funding opportunity.

Q: Can funding be used to compensate community participants?

A: Yes. If community residents will be engaged as part of your proposed activities, they can/should be compensated. Please note that this will need to be included in your budget. Please refer to the RWJF [budget guidelines](#) for additional information.