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# Engaging Businesses for Health

*Building the Evidence Base for Private-Sector Investment in the Health of the Community*

Applicant Informational Webinar  
May 23, 2016



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# Speakers



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Robert Wood Johnson Foundation



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*Moderator*  
Vice President  
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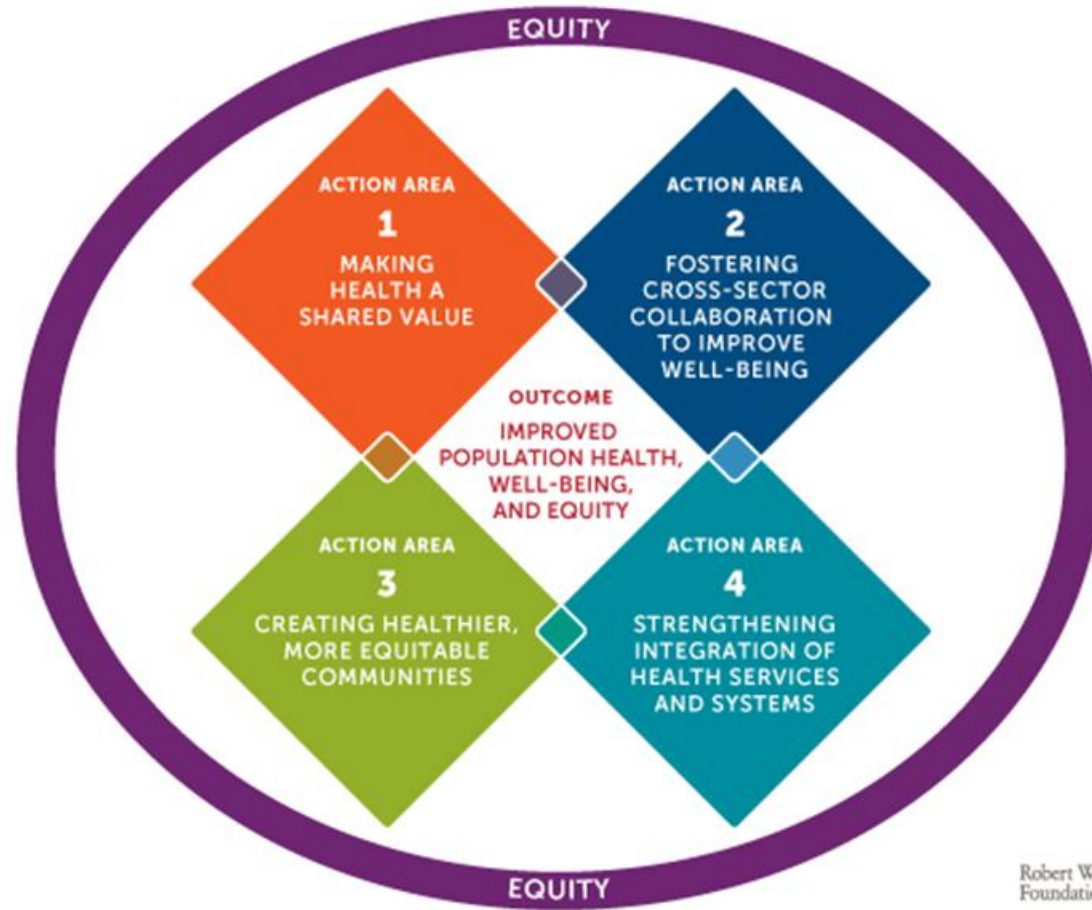
# Technical Assistance

- Questions may be submitted at any time during the presentation using the chat box on the left side of your screen
- A copy of the slides was attached to your reminder email
- A recording of the webinar will be posted on the [RWJF website](#)
- For technical assistance during the webinar, please call Ready Talk at **800-843-9166**

# CULTURE OF HEALTH ACTION FRAMEWORK



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# How can private-sector investment help build a Culture of Health?

- This solicitation seeks to build the evidence base for how private-sector investment can help build a Culture of Health. Funded studies are expected to include rigorous empirical research that will inform the business case for promoting greater well-being and health equity for all.



# Engaging Business for Health: Award Details

- Recommended project funding is up to \$250,000 to accommodate studies of up to 24 months.
- Up to \$2 million will be available under this CFP.
- Up to 8 studies will be funded.
- We expect to fund a diverse range of studies with varying budgets and timelines.

# Applicant Eligibility

- Researchers, as well as practitioners in the public and private sector working with researchers, are eligible to submit proposals through their organizations.
- Preference may be given to public entities or nonprofit 501(c)(3) organizations.
- Applicant organizations must be based in United States or its territories.



# Major Topics of Interest

- Business Investment in Healthy Community Environments
- Community Health and Market Effects on Businesses





# Application Process

- Apply online through [My.RWJF.org](http://My.RWJF.org)
- Stage 1: 4-page brief proposal narrative and a budget estimate
  - Deadline: June 14, 2016 (3 P.M. ET)
- Stage 2: Invited stage 1 applicants submit a 10-page full proposal and a line-item budget and budget narrative
  - Deadline: August 26, 2016 (3 P.M. ET)
- Notification of finalists: December 1, 2016
- Grants start: February 1, 2017

# Selection Criteria

- Importance and significance of the question to be addressed.
- Strength of the proposed methodology and incorporation of rigorous and reasonable empirical methods.
- Appropriateness and demonstrated ability to access necessary data sources.
- Qualifications and expertise of the applicant.
- Thoughtfulness and creativity of the research dissemination plan.
- Appropriateness of the timeline and budget.

# Tips for Writing a Strong Brief Proposal

- Limit background description of issue and focus on significance of research questions.
- Clearly describe research questions, hypotheses and methods.
- Articulate how findings can be used to inform the business case for private-sector investment to help build a Culture of Health.
- Demonstrate ability to access necessary data sources.



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# Questions?

Contact: [engagebusiness@rwjf.org](mailto:engagebusiness@rwjf.org) or 202-292-6795

Apply: <http://www.rwjf.org/cfp/ebh>



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