



Call for Qualifications Advancing Systemic Changes to Promote Healthy School Environments

Applicant Webinar
October 28, 2016



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Webinar Overview

- RWJF's Strategic Vision: Building a Culture of Health
- Overview of Healthy Children, Healthy Weight Strategy and Where Healthy Schools Align
- Application Elements and Guidelines
- Timeline
- Q&A



New Way Forward at RWJF

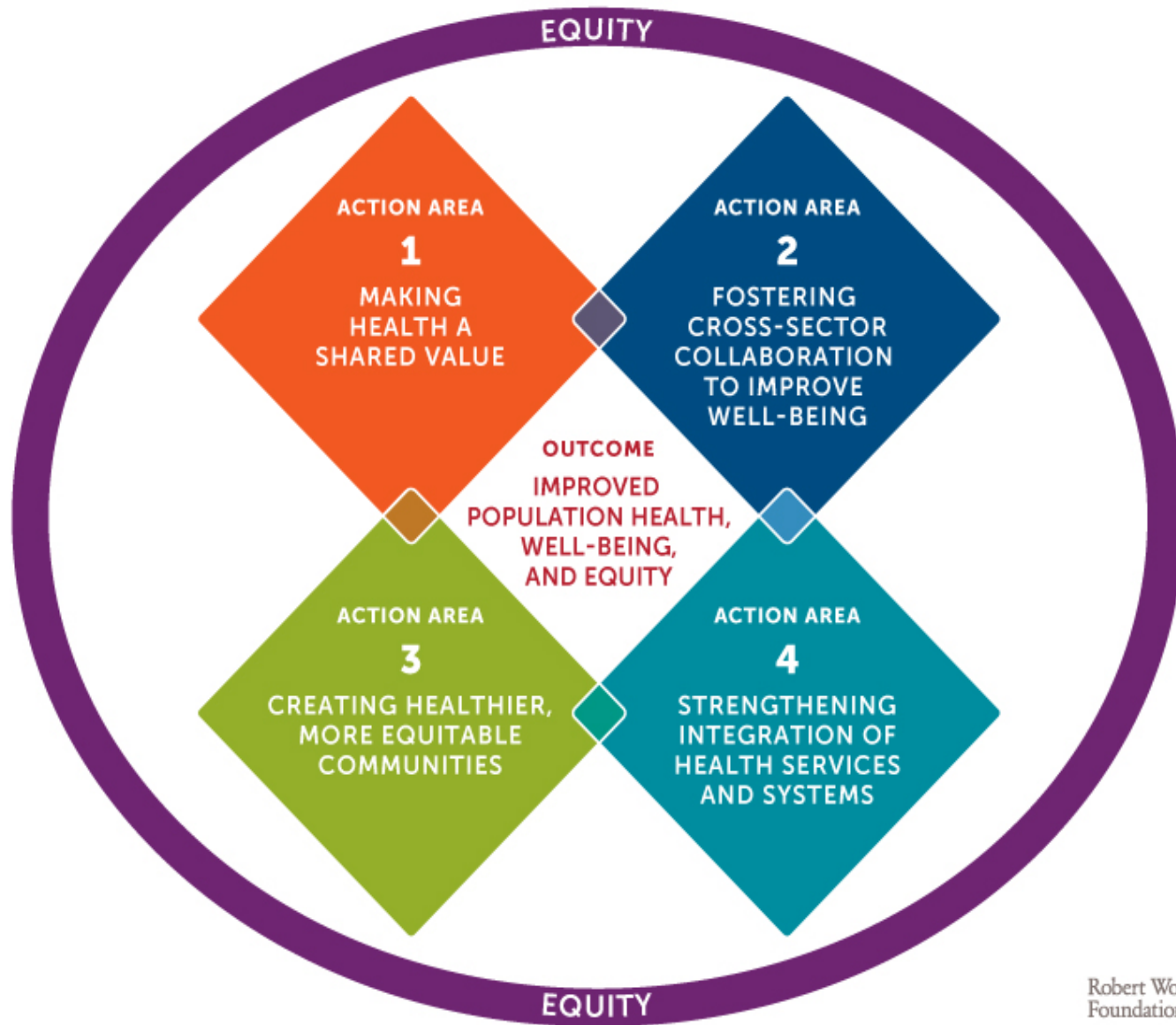


Our vision to build a Culture of Health requires new ways of doing our work:

- We will place an even stronger emphasis on **systemic change**.
- There is **no one way** to achieve our goals.
- **Working together** is critical to our success.
- We will not have success without achieving **health equity**.



CULTURE OF HEALTH ACTION FRAMEWORK



Healthy Children, Healthy Weight Strategy Overview

Goal of HCHW

- TO ENSURE THAT ALL CHILDREN AND THEIR FAMILIES HAVE THE OPPORTUNITY FOR OPTIMAL HEALTH AND DEVELOPMENT.

Strategy

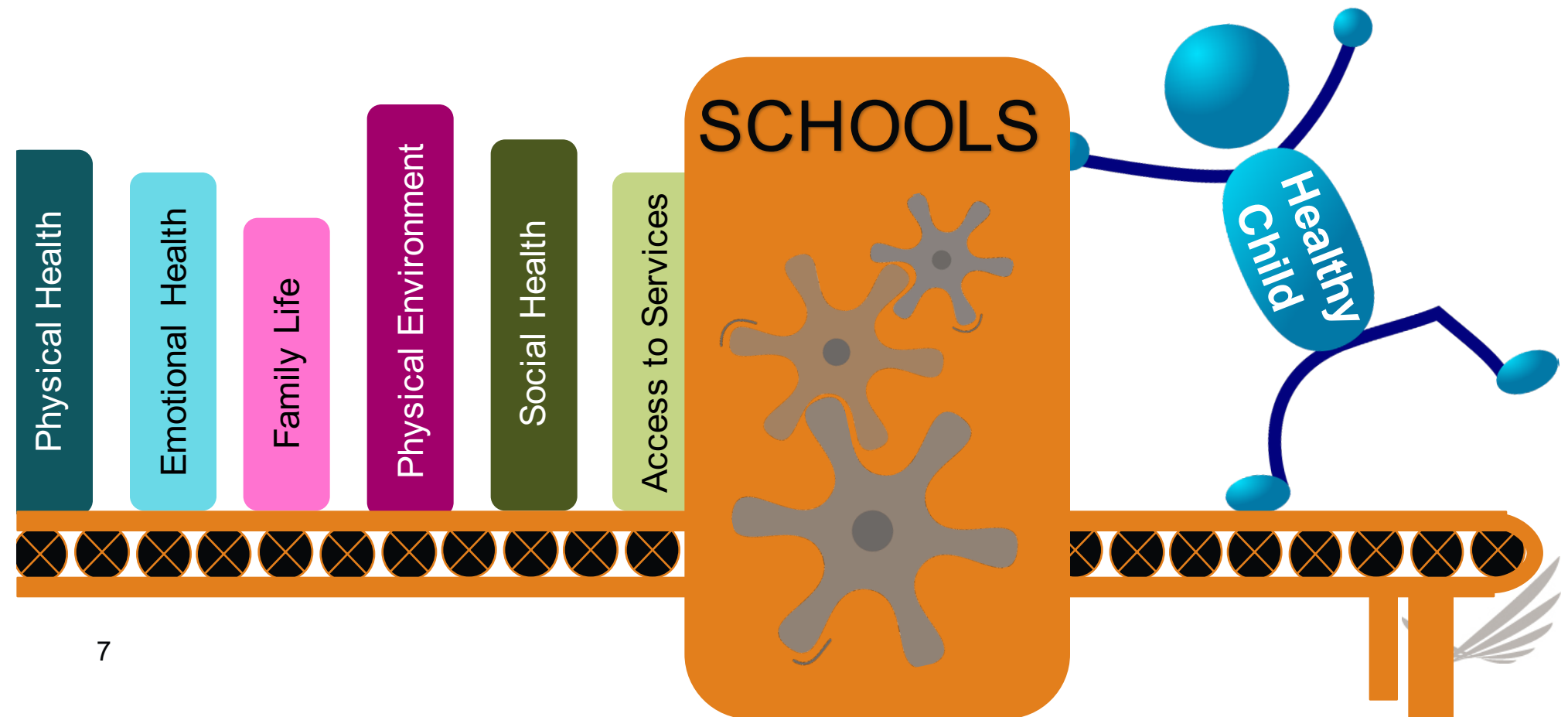
- CREATE A SHARED VALUE FOR THE HEALTH OF ALL CHILDREN AND THEIR FAMILIES

Overall Approach

- INVESTING IN SYSTEMS CHANGE, BUILDING CONDITIONS FOR INVESTMENTS IN HEALTH AND CHILD DEVELOPMENT AS A NORM

Our Approach to Schools

- **Health and wellbeing must be addressed in a holistic manner** in the context of the environments where children are.



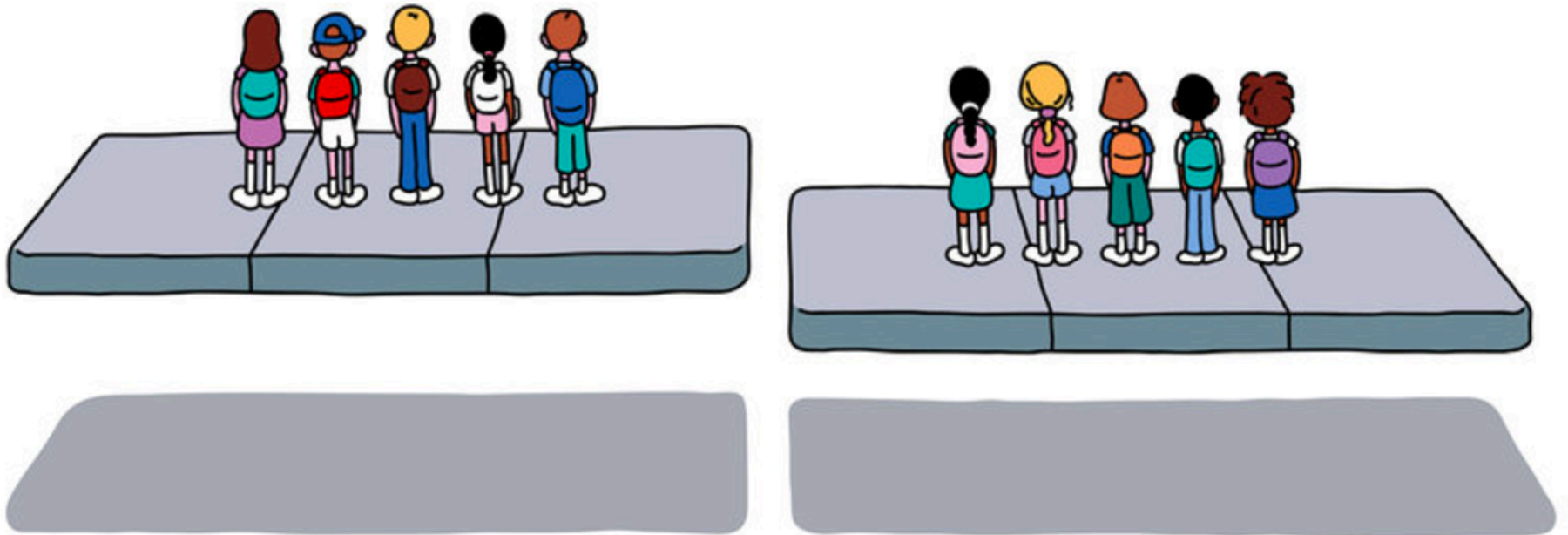
WHOLE SCHOOL, WHOLE COMMUNITY, WHOLE CHILD

A collaborative approach to learning and health



Our Approach to Schools

- We recognize that there are serious inequities in children's health and educational outcomes.



Healthy School Environments

Strategic Objectives

What do we want to do?

- **Advance systemic changes** that create conditions to build health in school environments.
- **Build demand** to make healthy school environments the norm and not the exception across the U.S..
- Help to ensure children's social and emotional well-being, their ability to achieve a healthy weight, and school climates that **support the conditions necessary to achieve** these and related health outcomes.



Healthy School Environments

Funding Objectives

RWJF seeks:

1. **Increases in decision-maker awareness** about the links between conditions and outcomes in health and education.
2. Opportunities for **alignment across sectors** to integrate approaches for physical, social, and emotional well-being in schools.
3. Identification and elevation of **federal, state, and local policy changes** that support physical health and social and emotional development.



Healthy School Environments

Funding Objectives

4. **Elevation of best practices** that integrate health in educational settings.
5. **Increased demand by direct stakeholders** to advance schools with a commitment to healthy environments.
6. **Prioritization of health equity** both in approaches and outcomes.



Two-Phase Process

PHASE I

Call for Qualifications (CFQ)

- Open to all organizations that wish to submit their qualifications
- *Time Frame:* Mid-October 2016 through early January 2017

PHASE II

Request for Proposals (RFP)

- By invitation only to top CFQ applicants
- *Time Frame:* Early January 2017 through Mid-April 2017

Grants
Awarded
July 2017



Areas of Work



```
graph LR; A[Areas of Work] --- B[Applied Research and Translation]; A --- C[Policy Analysis and Development]; A --- D[Strategic Action and Alignment];
```

Applied Research and
Translation

Policy Analysis and
Development

Strategic Action and
Alignment

Applied Research and Translation

Number of Grant Awards	TOTAL Amount of Grant Funding	Grant Period
One to two	\$1.5 million	July 2017 – July 2019

Overall objective:

- Use research to facilitate the implementation of practices and policies.

Tasked with:

- Conducting timely and relevant research that addresses gaps in the evidence.
- Supporting meaningful translation and dissemination of evidence to research, policy, practice, and other stakeholder channels.



Policy Analysis and Development

Number of Grant Awards	TOTAL Amount of Grant Funding	Grant Period
One to two	\$2 million	July 2017 – July 2019

Overall objective:

- Identify and elevate effective and inclusive policies that generate healthy, safe, and nurturing school climates

Tasked with:

- Building on existing efforts in which RWJF is already invested.
- Aggregate and promote existing policy leverage points and potentially build new ones.

Strategic Action and Alignment

Number of Grant Awards	TOTAL Amount of Grant Funding	Grant Period
One	\$6 million	2 years after planning period

Overall objective

- Expand support from decision-makers, practitioners, and other key stakeholders

Tasked with:

- Conducting a planning phase to map opportunities and develop strategies.
- Developing and fostering stronger alignment and activation of the base of existing stakeholders and new stakeholders

Application Elements and Guidelines

Eligibility Requirements (all 3 work areas)

Established organization, with at least one project lead

Based in the US or its territories, 501(c)3 status

Proven track record

Strong credibility and reputation

Commitment to addressing health equity in education

Strategy development capacity

Emphasis on partnership and bridge-building

Institutional infrastructure, including administrative capacities

Nonpartisan reputation

Conflicts of interest disclosure

Areas of growth

Selection Criteria

Applied Research and Translation

DEEP EXPERTISE IN CORE PRIORITY AREAS

STRONG GROUNDING IN SCHOOL HEALTH
RESEARCH DATA AND METHODOLOGY

STANDING IN RESEARCH COMMUNITY



Selection Criteria

Policy Analysis and Development

KNOWLEDGE OF GENERAL POLICY PROCESSES
AND CORE CONTENT EXPERTISE

DEMONSTRATED EXPERTISE IN POLICY ANALYSIS
AND DEVELOPMENT

ADVOCACY/LOBBYING CAPACITY

***See CFQ for specifics**

Selection Criteria

Strategic Action and Alignment

KNOWLEDGE OF SOCIAL CHANGE APPROACHES
AND CORE CONTENT EXPERTISE

NETWORK AND PARTNERSHIP CAPACITY

ENGAGEMENT OF CORE COLLABORATORS

PROCESS OF CONTINUOUS INPUT AND FEEDBACK
FROM DIRECT STAKEHOLDERS

Selection Criteria

Strategic Action and Alignment

ABILITY TO IDENTIFY LEVERAGE POINTS FOR ACTION AND BROADEN STAKEHOLDER BASE

ABILITY TO REGRANT

ADVOCACY/LOBBYING CAPACITY

***See CFQ for specifics**

Application Contents

Starting an Application

❑ Visit the CFQ homepage at www.rwjf.org/cfp/wsc.

❑ Select the work area you'd like to apply to lead from the blue boxes on the right-hand side of the homepage screen.

❑ You will then be prompted to either log-in or sign up (if a first time applicant) at my.rwjf.org.

Funding Opportunities

Advancing Systemic Changes to Promote Healthy School Environments

Release Date: October 14, 2016

Purpose

RWJF seeks to advance systemic changes that embed health in school environments. To help advance these systemic changes, the Foundation will support a collaborative, multipronged strategy with three complementary areas of work related to Research, Policy, and Strategic Action. This Call for Qualifications (CFQ) represents Phase I of a two-phase selection process designed to identify eligible organizations to lead each area of work, which include:

1. **Applied Research and Translation (one to two grants awarded)** to use research to facilitate the implementation of practices and policies that generate healthy, safe, and nurturing school climates that help to reduce health disparities.
2. **Policy Analysis and Development (one to two grants awarded)** to identify and elevate effective and equitable policies that generate healthy, safe, and nurturing school climates that help to reduce health disparities.
3. **Strategic Action and Alignment (one lead grantee with core partners)** to expand support from decision-makers, practitioners, and other key stakeholders who will ultimately be responsible for establishing and supporting policy, implementing best practices, and embracing school-change efforts that address the real conditions that support or impede children's health and learning.

NOTE: An organization may submit qualifications for one or more areas of work. **However, each submission must be separate** (applications for each body of work will be reviewed separately). To apply for an area of work, click on the appropriate link in one of the blue boxes to the right.

SHARE



DEADLINE:
November 30, 2016, 3:00 p.m. ET

Applied Research and Translation

Preview a sample application before submitting →

DEADLINE:
November 30, 2016, 3:00 p.m. ET

Strategic Action and Alignment

Preview a sample application before submitting →

DEADLINE:
November 30, 2016, 3:00 p.m. ET

Policy Analysis and Development

Preview a sample application before submitting →

Application Homescreen

Advancing Systemic Changes to Promote Healthy School Environments

ID: 50976  Print Application

CFQ: Policy Analysis
and Development Home

Reference

- Applicant Webinar
- Applicant Guide
- Call for Qualifications
- RWJF Series on Healthy School Environments
- Program-Specific FAQs
- Troubleshooting Tips
- Contact Us

NOTICE

Close

An applicant webinar will be held with RWJF program staff on Friday, October 28, 2016, from 3:00 p.m. to 4:00 p.m. ET. For registration details, please click on the "Applicant Webinar" link found in the "Reference" box on the left.

Welcome to the RWJF online grant application system for the **Policy Analysis and Development** area of work for the *Advancing Systemic Changes to Promote Healthy School Environments* program. As you work on your Phase I application, you can save a partially completed section at any time.








When you are finished working on a section, use the "Save, section finished" button to indicate that section has been finished.

All sections must be marked as finished for the submit button to be activated.

Deadline: Nov 30, 2016 03:00 PM ET

34 days remaining

Submit

Status	Section	Description
	Eligibility Criteria	Review the eligibility criteria and indicate whether the applicant meets these conditions.
	Applicant Organization	Provide information specific to the applicant organization.
	Conflicts of Interest Disclosure	As appropriate, please respond to the questions listed.
	Project Leads	Provide contact information for your project leads.
	Project Information Questions	As appropriate, please respond to the questions listed.
	Qualifications Narrative	Provide a narrative for your project.
	Supporting Documents	Provide supporting documents for your application.

Application status: In Progress

Last updated on 10/14/2016 by Marianne M. Meyer

Please note: In some cases, we may request additional information and/or materials to complete our review.

Reference section

Submit
button

Sections to complete



Project Lead and Co-Lead

For each area of work that your organization is applying to lead, you are required to submit qualifications that include:

- **Project Lead (required)** – A project lead from the applying organization should be named in your application(s).
- **Project Co-Lead (optional)** – One additional project co-lead can be listed in the CFQ application.

Project Lead *

This is the person with the responsibility for overseeing the project. This person will be the primary recipient of all key Foundation correspondence: copy of award notice, post-award financial and monitoring, and grant closure. Additionally, after the application is submitted, this person will be asked to provide feedback to an independent survey firm on the application process and applicant characteristics in a brief, online survey. RWJF will share this person's contact information, including email address, with the survey firm for the sole purpose of soliciting feedback.

[Select contact information](#)

Email *	<input type="text"/>
Confirm Email *	<input type="text"/>
Prefix *	<input type="text"/>
First Name *	<input type="text"/>
Middle Name	<input type="text"/>
Last Name *	<input type="text"/>
Suffix	<input type="text"/>
Copy address from	<input type="text"/> <input type="button" value="Copy"/>
Degree(s)	<input type="text"/>
Organization *	<input type="text"/>
Position *	<input type="text"/>
School/Department/Unit	<input type="text"/>
Address *	<input type="text"/>
Address (line 2)	<input type="text"/>
City *	<input type="text"/>
Country	<input type="text" value="United States"/>
State / Territory *	<input type="text"/>
Zip or Postal Code *	<input type="text"/>
Office Phone Number *	<input type="text" value="999-999-9999"/>
Cell Phone Number	<input type="text" value="999-999-9999"/>
Fax Number	<input type="text" value="999-999-9999"/>
Phone Extn	<input type="text"/>

[Clear contact](#)



Qualifications Narrative

5 pages, single spaced, 12-point font

- **Qualifications Narrative** – Use this to describe your organizational capacity to lead the area of work.

Address the following:

- Background and expertise
- Collaborators and partners
- Organizational capacity and staffing
- Challenges and areas of growth
- If applicable: advantages and synergies gained by leading more than one area of work

Qualifications Narrative *

* Indicates required

To Begin

Download the template shown below. Follow the instructions included on the template.

To Upload

Upload the completed template by selecting the "Upload document" button in the "Uploaded Documents" column. For assistance with uploading, refer to the "Upload Documents" section of the "Applicant Guide," located in the Reference box to the left.

Description	Templates	Uploaded Documents
<div>Qualifications Narrative *</div> <div>To maintain the original formatting, you must convert your document to a PDF file prior to uploading. For additional information, refer to "Troubleshooting Tips," located in the Reference box to the left.</div> <div>Download the template in the "Templates" column to the right, and follow the instructions carefully.</div>	<div>Qualifications Narrative</div>	<div>Upload document</div>

Save, section finished



Supporting Documents

- **CV/Resume/Biosketch** – Required for Project Lead and Co-Lead (if named); you may provide one additional CV/resume/biosketch, if desired.
- **Letters of Support** – Required for *Strategic Action and Alignment* work area; optional for other work areas (*Applied Research and Translation* and *Policy Development and Analysis*).
- **Appendix** – Other information in support of your application.

Supporting Documents *

* Indicates required

The following three supporting documents are either required or optional, as indicated:

1. CV/Resume (*required*)
2. Letters of Support (*optional*)
3. Appendix (*optional*)

To prepare, upload and submit these documents:

- Be sure to download each template or set of instructions found in the "Templates" column below, and carefully follow the instructions for each.
- Complete the "Identifying Information" section, if requested.
- **You must convert your document(s) to a PDF file prior to uploading.** Converting to a PDF will maintain the original formatting. For additional information, refer to the "Troubleshooting Tips" link to the left.
- Upload the completed documents by selecting the "Upload document" button in the "Uploaded Documents" column. For additional upload instructions, refer to the "Upload Documents" section of the "Applicant Guide" (link on left side of screen).

When you have completed this page, select the "Save, section finished" button at the bottom of the page. Once all sections of your application are complete, you may "Submit" from the Home Page. All uploaded documents may be updated and replaced until you submit your application.

Description	Templates	Uploaded Documents
CV Instructions * See the instructions link in the "Templates" column to the right.	CV Instructions	<div>Upload document</div>
Optional Letters of Support If you choose to submit letters of support, see the instructions link in the "Templates" column to the right.	Letter of Support Instructions	<div>Upload document</div>
Optional Appendix If you choose to submit an appendix, download the template (see link in "Templates" column to the right) and follow the instructions carefully.	Appendix Template	<div>Upload document</div>

Save, section finished

Healthy Schools Environment Initiative

Timeline

Call for Qualifications Due Date	November 30, 2016, 3:00 p.m. ET
RFP Invitations sent	Week of January 9, 2017
Request for Proposals Due Date	February 16, 2017, 3:00 p.m. ET
Semi-finalist site visits	Mid-March – Mid-April 2017
Finalists notified of funding recommendation	Late April 2017
Grant Award Start Date	July 15, 2017
Grantee Kickoff Meeting	Mid-July 2017

FYI: Application Site Maintenance

- On the **weekend of November 5th and 6th**, the RWJF online application site will be intermittently down for routine maintenance. This work will take a good part of the day on Saturday and will spill over into Sunday, as we test all of our systems to ensure proper functionality.



For Additional Assistance & Other Opportunities

- Review the FAQs found on the CFQ website - www.rwjf.org/cfp/WSCC
- A recording of this webinar will be available from the application website and linked on the CFQ website.
- More questions? Email healthyschools@rwjf.org
- Subscribe to Funding Alerts from RWJF: <http://www.rwjf.org/en/how-we-work/grants/funding-opportunities.html>



Post-Webinar Survey

- **Please take 1-2 minutes to fill out a very brief post-webinar survey (3 questions) that will be sent out to your email address**



Questions

- Phone lines are muted.
- To ask a question, please **Press *1** on your phone to get into the operator's queue.
 - **Dial-in #:** (877) 843-6096
 - **Conferenced ID:** 8694 4188
- You may also submit questions via the webinar chat box.
- Unanswered questions will be addressed in an update to the Program-specific FAQs found within My.RWJF.org or the CFQ homepage at www.rwjf.org/cfp/wscq.
- Email healthyschools@rwjf.org with questions at anytime.



Thank you!