2021 RWJF Culture of Health Prize
Call for Applications Informational Webinar
August 6, 2020

Presenters

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

What Will We Cover Today?

- What is the purpose of the RWJF Culture of Health Prize?
- What does the application involve?
- What types of communities are eligible to apply?
- What are the Prize selection criteria?
- How do we apply?
- How can we learn more?
- Resources
We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthier lives, now and for generations to come.

Building a Culture of Health

A Culture of Health recognizes that where we live — such as our access to affordable homes, quality schools, good jobs, and reliable transportation — affects how long and well we live.
What Is the Purpose of the Prize?

The RWJF Culture of Health Prize honors and elevates U.S. communities working at the forefront of advancing health, opportunity, and equity for all.

RWJF Culture of Health Prize Winners 2013-2019
What Do Prize Winners Receive?

- $25,000 prize
- Customized communications materials
- Communications funds to help share their story
- National and local promotion of their Prize selection
- Engagement with other Culture of Health Ambassadors

What Does the Application Involve?

1. Phase I Application
   All U.S. communities invited

2. Phase II Application
   Select Phase I applicants invited

3. Site Visits
   Select Phase II applicants named as finalists and invited to host site visit

Learn more about the Prize application process and criteria at rwjf.org/prize
Overall Timeline and Key Dates

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**Phase I Application Deadline**

**October 15, 2020**  Phase I applications due by 3 p.m. ET

**Other Key Dates**

- **November 13, 2020**  Select communities invited to Phase II
- **December 21, 2020**  Phase II applications due by 3 p.m. ET
- **February 16, 2021**  Select communities invited to site visits
- **Spring 2021**  Site visits with finalist communities
- **Fall 2021**  2020-2021 Prize winners announced

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What Types of Communities Are Eligible to Apply?

The RWJF Culture of Health Prize honors whole U.S. communities.

A geographically defined jurisdiction within the U.S. that falls into one of the following categories:

- County, parish, borough, city, town, village, or other municipality with a publicly-elected governing body
- Federally recognized tribe or 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

- Neighborhoods and states are not eligible to apply.
- Applicants representing the work of a single organization are not eligible to apply.
What are the Prize Selection Criteria?

Prize winners are selected based on six criteria:

1. Defining health in the broadest possible terms.
2. Committing to sustainable systems changes and policy-oriented long-term solutions.
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health.
4. Maximizing the collective power of leaders, partners, and community members.
5. Securing and making the most of available resources.
6. Measuring and sharing progress and results.

1. Defining health in the broadest possible terms
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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 criterion includes ways communities are acting across multiple areas that influence health, such as but not limited to the factors in the County Health Rankings model: health behaviors, clinical care, social and economic factors, and the physical environment.

Communities are also encouraged to show how they respond to their local 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, community safety, and housing are considered crucial elements to achieving a Culture of Health.
2. Committing to sustainable systems changes and policy-oriented long-term solutions

Committing to sustainable systems changes and policy-oriented long-term solutions means making thoughtful, data-informed decisions that include a strategic mix of policy, programmatic, and systems changes designed to last.

This criterion involves communities taking 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, addressing causes of problems, and taking coordinated action to implement solutions that have staying power.
Moving Toward Systemic Change

3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health
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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 barriers that limit opportunity, in collaboration with those who are most directly impacted by local challenges.

This criterion includes ways that communities value diverse perspectives and foster a sense of security, belonging, and trust among all residents.

Communities are encouraged to demonstrate:

1) specific actions to remove obstacles to better health and increase the ability of residents who have been historically excluded from opportunities to fully participate in problem solving; and

2) examples of shared power and leadership with residents traditionally absent from decision-making processes.

Partnering with Residents to Address Disparities

- What actions are being taken to remove obstacles to better health?
- How do residents historically excluded from opportunities participate in problem solving?
- How is power and leadership shared with residents traditionally absent from decision making?
Maximizing 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 criterion includes efforts to build diverse and robust partnerships across business, government, residents, and nonprofit organizations, and fostering inclusive civic engagement and leadership 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

Securing and making the most of available resources means adopting an enterprising spirit toward community improvement.

This criterion includes efforts to critically examine existing and potential resources to maximize value, with a focus on leveraging existing assets; 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.
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 criterion includes collective efforts to:

1) establish shared goals across sectors and partners;

2) agree on definitions of success, with attention to reducing disparities;

3) identify measurable indicators of progress; and

4) continuously use 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.
How Do We Apply?

Go to: rwjf.org/prize

2021 Call for Applications

The Culture of Health Prize honors and elevates U.S. communities working at the forefront of advancing health, opportunity, and equity for all.

OPEN: 2021 Call for Applications

We want to hear from communities that have placed a priority on health and are creating powerful partnerships and deep commitments to provide everyone, especially those facing the greatest challenges, with the opportunity to live the healthiest life possible.

If your community is using innovative ways to catalyze and sustain positive change, take the time to learn more about what it takes to be an RWJF Culture of Health Prize winner.

Application Deadline

October 15, 2020, 3:00 p.m. ET

APPLY ONLINE

Key Materials

- Preview a sample application before submitting
- Full Funding Opportunity (.pdf)
- Full Funding Opportunity, Spanish (.pdf)
- Frequently Asked Questions

Key Contacts

E-mail: info@cotp.rwjf.org
Tel: (800) 680-2045
Apply Via the my.rwjf.org Portal

If you have not already, you will be required to register.
Apply Via the my.rwjf.org Portal

2021 Culture

Apply Via the my.rwjf.org Portal

Deadline: Oct 15, 2020 03:00 PM ET
94 days remaining
## Community Demographic Information

1. **Population Size**

2. **Racial and Ethnic Breakdown**

3. **Children in Poverty Rate**
   - This is not included in the 5-page essay limit.
   - Responses must not exceed the size of the text box. Reviewers will not be able to see additional information.
   - You may refer to the Census Information link and/or report from other community data. If data is limited, feel free to include your best estimates.

## Phase I Essay

1. **Introduce Your Community**
   - Suggested length = 1 page
   - Provide an overview of your community that touches on each of the following:
     - Key physical, social, demographic, and economic characteristics
     - Important historical and cultural context
     - Vital assets, strengths, pressing needs and challenges
     - Information about who in the community is most affected by poor health outcomes and what root causes are driving community health conditions
     - When and what catalyzed collective action toward better health (such as an event, opportunity, or decision)
Phase I Essay

2. Describe Four Community Accomplishments

• Suggested length = 3 pages (approx. ¾ page per accomplishment)

• Showcase four accomplishments – specific policies, programs, or strategies – that, taken together, demonstrate how your community is defining health in the broadest possible terms, as described in criterion 1

• Describe each accomplishment’s significance to the community, including how it relates to identified local challenges; how it may impact historically excluded populations or geographic areas in the community; and its impact to date or expected future impact

Accomplishments may be:

• Well-established or relatively new policies, programs, or strategies

• Individual OR integrated OR closely-related collection of policies, programs, or strategies

Accomplishments may NOT be:

• Planning or convening processes such as coalition development, community health assessments, or improvement plans
Phase I Essay

3. Describe how these four accomplishments represent your community’s commitment to **sustainable systems changes and policy-oriented long-term solutions**, as described in criterion 2.
   - Suggested length = ½ page

4. Describe how these four accomplishments demonstrate **creating conditions that give everyone a fair and just opportunity to reach their best possible health**, as described in criterion 3.
   - Suggested length = ½ page
Phase I Summary Worksheet

1. Provide accomplishment name
2. Offer brief description (500 characters or less per accomplishment)
3. Underline primary health factor area(s)
4. Indicate approximate year initiated

Apply Via the my.rwjf.org Portal

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<tr>
<th>Status</th>
<th>Section</th>
<th>Description</th>
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<tbody>
<tr>
<td></td>
<td>Identify Your Community</td>
<td>Provide your community name and state.</td>
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<tr>
<td></td>
<td>Community Demographic Information</td>
<td>Provide information to describe your community.</td>
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<td>Contacts for Your Application</td>
<td>Provide information for two contact people for your application.</td>
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<td>Phase I Essay</td>
<td>Provide an essay in support of your application.</td>
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<td>Summary of Accomishments</td>
<td>Provide information summarizing your accomplishments.</td>
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<td>How You Learned about the Prize</td>
<td>Provide information about how you learned of the Prize.</td>
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Insights from Past Applicants – Phase I Application

• The majority of applicants found the application process to be very valuable for their community and the work they are doing.

• The majority of applicants spent between 4 to 14 days in total preparing their community’s application.

How the application process helped Past Applicants…

Reflect on the community’s shared accomplishments

Affirm the ways in which the community is working on improvement

Strengthen their commitment to ensuring everyone in the community has a fair and just opportunity for health

Insights from Past Prize Winners – Phase I Application

Some Past Prize Winners shared what helped them…

Include a Variety of Sectors

• Gather different views on what the community is doing well
• Be transparent with community stakeholders
• Include diverse perspectives and partners that reflect the whole community

Determine Type of Community

• Make sure your jurisdiction / community type aligns with your accomplishments (e.g., if the accomplishments focus on a city within a county, apply as a city)

Consider Your Community’s Accomplishments

• Consider using your CHA and CHIP as a starting point
• Consider how the accomplishments demonstrate the Prize criteria
• Consider what makes your community unique
Summary of the Characteristics of Stronger Applications

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<th>Stronger applications demonstrate:</th>
<th>Applications that are less competitive:</th>
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<tr>
<td>• A community-wide focus</td>
<td>• Focus on work of a single organization, initiative, program, or neighborhood</td>
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<td>• Responsiveness to community needs and disparities in a way that builds on community strengths</td>
<td>• Feature fewer than four accomplishments, such as including a planning/convening process as an accomplishment on its own</td>
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<td>• A strong focus on addressing social and economic factors (education, employment, income, family &amp; social support, community safety)</td>
<td>• Include a limited breadth of accomplishments that do not reflect work across health factors (such as a primary focus on health behaviors and/or clinical care)</td>
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<td>• Evidence of policy, systems, and environmental changes</td>
<td>• Emphasize programs and service delivery without policy and systems change</td>
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<td>• Specific actions to remove obstacles and increase opportunities for all to be healthy</td>
<td>• Lack information about who in the community is experiencing poor health and how disparities are being addressed</td>
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<td>• Residents, especially from historically excluded groups, engaged in making decisions and implementing solutions</td>
<td>• Lack specific examples of how residents experiencing inequitable health outcomes are engaged in driving solutions</td>
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Diverse Approaches to Advancing Equity

- **Creating Equitable Conditions**
  - Comprehensive approach to improving health and well-being
  - Efforts that address upstream/root causes of health disparities
  - Substantive efforts to improve social and economic conditions
  - Strategies targeted to residents most affected by poor health outcomes

- **Engaging Residents Most Directly Impacted by Inequities**
  - Residents most affected by an issue regularly informing priority-setting and decision-making processes
  - Residents with lived experience actively designing and/or implementing programs/services to address an issue
  - Intentional relationship-building with organizations and networks representing historically excluded groups
  - Engagement processes and practices that reduce barriers and provide targeted supports to encourage resident participation

- **Building and Supporting Resident Leadership**
  - Capacity building and support for community organizing and resident mobilization
  - Resident and youth leadership development activities
  - Residents most affected by an issue serving on related boards, committees, etc. with decision-making power
  - Residents from underrepresented groups elected or appointed to formal positions of power
  - Structures to hold formal leaders accountable to equity goals

- **Changing Policies, Systems, Institutions, and Structures**
  - Use of equity frameworks at governmental and institutional levels
  - Community organizations and networks aligned around shared goals and agendas that address inequities
  - Institutional-level offices or positions dedicated to advancing equity
  - Equitable processes to distribute resources

- **Fostering Inclusion and Cultural Resilience**
  - Community awareness building, education, and critical analysis around structural inequities
  - Equity training for government organizations, staff, stakeholders, decision-makers
  - Creating connections across groups that experience different levels of privilege and inequality
  - Community-level commitment to inclusivity
  - Mentoring and drawing on cultural and artistic traditions

- **Tracking and Measuring Progress Toward Equity**
  - Use of disparities data as a call to action
  - Data-driven approaches to targeting and improving efforts
  - Regular tracking and sharing of disparities data
  - Demonstrated measurable outcomes that show progress toward reducing disparities
Stories from Prize-Winning Communities

For more examples from Prize-winning Communities, go to the UWPHI reports at www.countyhealthrankings.org/prize

The Value of the Prize

“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.”

Join us for a webinar featuring Prize winners!

The RWJF Culture of Health Prize Alumni Webinar: The Value of the Prize

September 15th from 2-3 pm ET

https://zoom.us/webinar/register/WN_hf7RBtiqSd-z3MbG49s6PA
Resources

General information, application, and Prize Winners Gallery:
www.rwjf.org/prize

Call for applications:
https://anr.rwjf.org/viewCfp.do?cfpId=1542&cfpOverviewId=

FAQs:

Application questions:
Contact the UWPHI Prize Team
Email: info@cohprize.wisc.edu
Phone: 608-890-2045

Thank you for joining us today and for your valuable contributions to your communities!

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