

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



Robert Wood Johnson
Foundation

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Presenters



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Foundation



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University of Wisconsin
Population Health Institute



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University of Wisconsin
Population Health Institute



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In It Together – Building a Culture of Health

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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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

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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.



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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.



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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.



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RWJF Culture of Health Prize Winners 2013-2019



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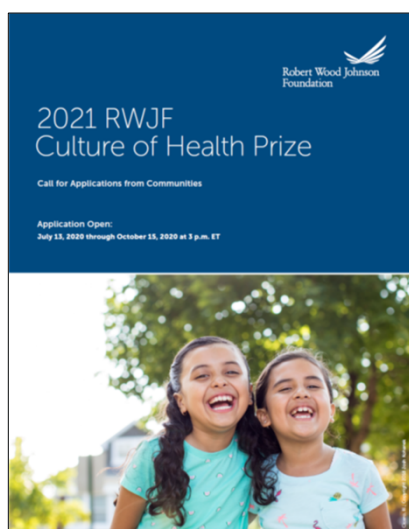
What Do Prize Winners Receive?

- \$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



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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



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Overall Timeline and Key Dates

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.



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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.



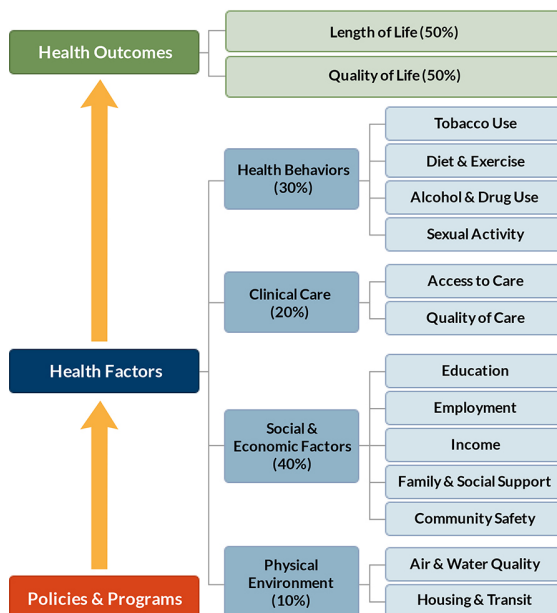
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1. Defining health in the broadest possible terms



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County Health Rankings Model



County Health Rankings model © 2014 UNPH

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1. Defining health in the broadest possible terms

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.



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



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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.

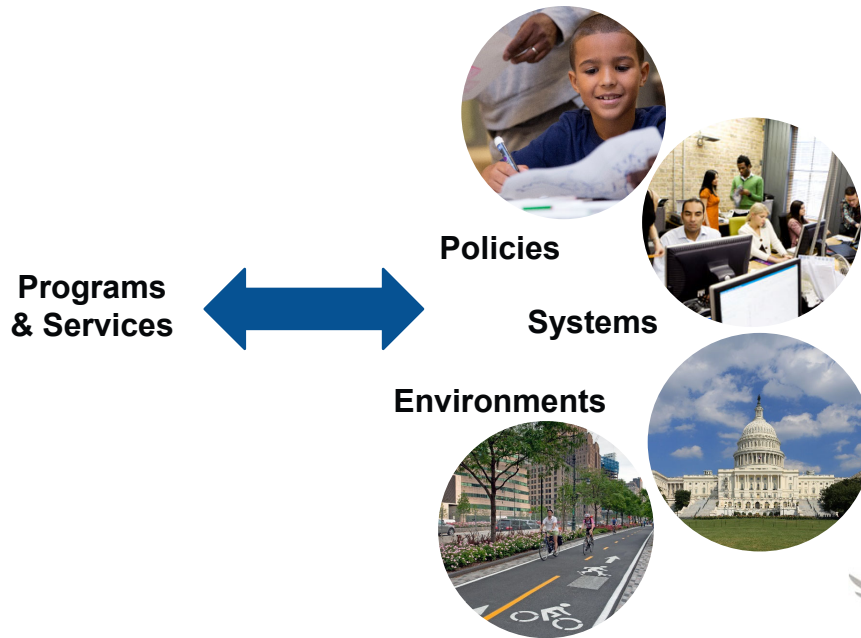
This criterion involves communities taking a strategic approach to problem-solving that recognizes the value of evidence and the promise of innovation.

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.



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Moving Toward Systemic Change



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



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

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.



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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?



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4. Maximizing the collective power of leaders, partners, and community members



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4. Maximizing the collective power of leaders, partners, and community members

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.



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5. Securing and making the most of available resources



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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.



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6. Measuring and sharing progress and results



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6. Measuring and sharing progress and results

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.



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How Do We Apply?

Go to: rwjf.org/prize



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.



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How Do We Apply?



Robert Wood Johnson Foundation

[How We Work](#) [Our Focus Areas](#) [About RWJF](#)

Funding Opportunities

2021 Culture of Health Prize

Call for Applications

Release Date: July 13, 2020 | Application Deadline: Thu, 15 Oct 2020

PURPOSE

The Robert Wood Johnson Foundation Culture of Health Prize recognizes communities working at the forefront of advancing health, opportunity, and equity for all.

SELECTION CRITERIA

There are characteristics shared by communities that catalyze and sustain positive change. Because the Prize recognizes whole communities, applicants must think beyond their own individual organizations and initiatives to what has been accomplished across the community. Reviewers use the following criteria as the lens to evaluate all applications.

Application Deadline

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

APPLY ONLINE

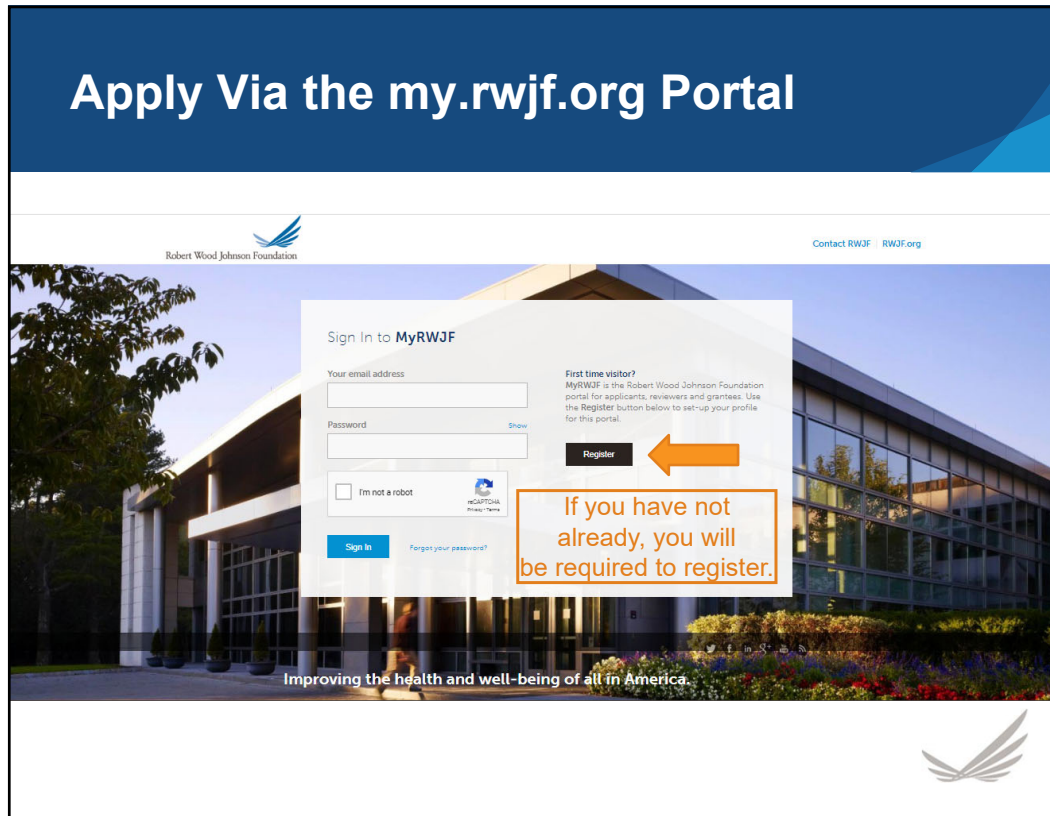
Key Materials

- [Preview a sample application before submitting →](#)
- [Full Funding Opportunity \(PDF\) →](#)
- [Full Funding Opportunity, Spanish \(PDF\) →](#)
- [Frequently Asked Questions →](#)

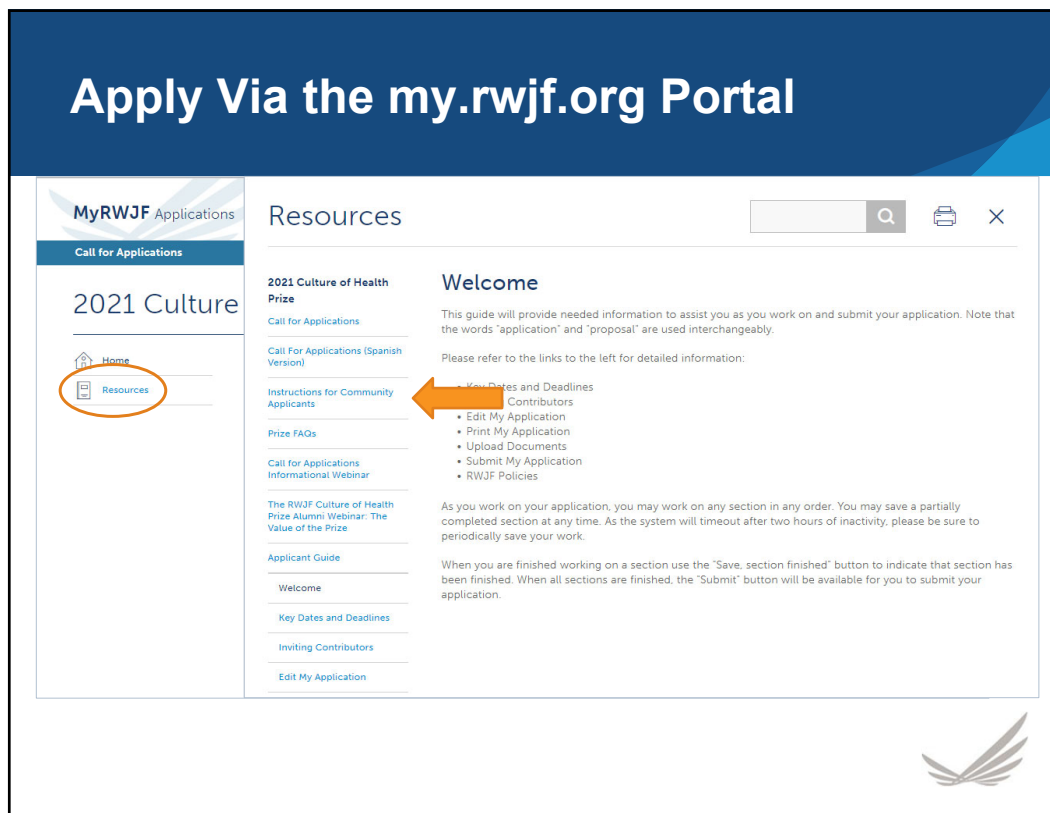
Key Contacts

E-mail: info@cohprize.wisc.edu
Tel: (608) 890-2045

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Apply Via the my.rwjf.org Portal

MyRWJF Application

Call for Applications

2021 Culture

Home

Resources

Invite Contributors

Cancel My Application

Invite Contributor

Enter contributors email address and click Next:

Email*

Next Clear Email Cancel

Invite Contributor

After you invite a contributor they will receive an automated email describing how to register and where to find the link to this.

Contributor to be invited:

Email Address oliviali_01@yahoo.com

First Name* Olivia

Last Name* Little

Allow Contributor to?

☒ View

☒ Edit

☒ Submit

Invite Clear Email Cancel

welcome to the online application

- You may submit your Phase I Application by **Eastern Time**.
- Complete the sections shown below (in any order) to provide information for your application.

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Apply Via the my.rwjf.org Portal

Deadline: Oct 15, 2020 03:00 PM ET
94 days remaining

Submit

Status	Section	Description
✓	Identify Your Community	Provide your community name and state.
✓	Community Demographic Information	Provide information to describe your community.
✓	Contacts for Your Application	Provide information for two contact people for your application.
🕒	Phase I Essay	Provide an essay in support of your application.
✓	Summary of Accomplishments	Provide information summarizing your accomplishments.
✓	How You Learned about the Prize	Provide information about how you learned of the Prize.

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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.

Community Name and State:
Phase I (24)

Community Demographic Information

Responses must not exceed the size of the text box. Reviewers will not be able to see additional information.

1. Indicate your community's population size, using the Census Information link below. Find your community's population size by clicking on this [Census Information link](#). Be sure to enter your community's population size as a number (e.g., 123,456).

Type Response here

2. Briefly provide information about the racial and ethnic breakdown of your community. You may refer to this [Census Information link](#) and/or report from other community data. If data is limited, feel free to include your best estimates.

Type Response here

3. Indicate the child poverty rate in your community. The rate of children living in poverty is a measure that helps reviewers understand economic factors in your community related to income and poverty. You may refer to this [Census Information link](#) and/or report from other community data. If data is limited, feel free to include your best estimates.

Type Response here



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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)



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Phase I Essay

2. Describe Four Community Accomplishments

- Suggested length = 3 pages (approx. $\frac{3}{4}$ 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



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Phase I Essay

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



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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



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Phase I Essay

2021 Culture of Health Prize

ID: 97537 Print Application

- Home
- Resources

APPLICATION

- Identify Your Community
- Community Demographic Information
- Contacts for Your Application
- Phase I Essay**
- Summary of Accomplishments
- How You Learned about the Prize

Phase I Essay *

① Instruction:

To Begin: Download the template shown below. Follow the instructions included on the first page of the template. You may also refer to the ["Instructions for Community Applicants"](#). When you have completed the essay, upload the completed template by selecting the "Upload" button.

The maximum number of pages you can upload for the essay is seven (one page for instructions, one page for the community demographic information table, and five pages for the essay). Do not delete the instruction page.

To Upload: Upload the completed document by selecting the "Upload" button below. To upload, your document **must be converted to PDF format** (please do not submit a scanned document). For instructions on how to convert your document to a PDF, select the "Troubleshooting Tips" link located in the "Resources" section on the left and click on File Formats.

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.

Hide ^

* Indicates required

Description

Phase I Essay *
For complete instructions, use the "Instructions for Community Applicants" link.

Templates

Phase I Essay

Uploaded Documents

Upload

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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

2021 RWJF Culture of Health Prize – Summary of Accomplishments

Community Name: _____ Phase I Application ID: _____

Accomplishment Name <small>Limit: 80 characters (including spaces) per accomplishment</small>	Brief Description <small>Limit: 500 characters (including spaces) per accomplishment</small>	Primary Health Factor Area <small>Underline the health factor area(s) that best reflect(s) each accomplishment</small>	Approximate Year Initiated <small>E.g., 2010</small>
		<ul style="list-style-type: none"> • Health Behaviors • Clinical Care • Social & Economic • Physical Environment • Health Behaviors 	

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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

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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

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Summary of the Characteristics of Stronger Applications

Stronger applications demonstrate:	Applications that are less competitive:
<ul style="list-style-type: none"> A community-wide focus 	<ul style="list-style-type: none"> Focus on work of a single organization, initiative, program, or neighborhood
<ul style="list-style-type: none"> Responsiveness to community needs and disparities in a way that builds on community strengths 	<ul style="list-style-type: none"> Feature fewer than four accomplishments, such as including a planning/convening process as an accomplishment on its own
<ul style="list-style-type: none"> A strong focus on addressing social and economic factors (education, employment, income, family & social support, community safety) 	<ul style="list-style-type: none"> 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)
<ul style="list-style-type: none"> Evidence of policy, systems, and environmental changes 	<ul style="list-style-type: none"> Emphasize programs and service delivery without policy and systems change
<ul style="list-style-type: none"> Specific actions to remove obstacles and increase opportunities for all to be healthy 	<ul style="list-style-type: none"> Lack information about who in the community is experiencing poor health and how disparities are being addressed
<ul style="list-style-type: none"> Residents, especially from historically excluded groups, engaged in making decisions and implementing solutions 	<ul style="list-style-type: none"> Lack specific examples of how residents experiencing inequitable health outcomes are engaged in driving solutions

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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
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/organization staff, stakeholders, decision makers	Creating connections across groups that experience different levels of privilege and inequity	Community-level commitment to inclusivity
Tracking and Measuring Progress Toward Equity	Use of disparities data as a call to action	Data-driven approach to targeting and improving efforts	Regular tracking and sharing of disparities data	Honoring and drawing on cultural and artistic traditions
				Demonstrated measurable outcomes that show progress toward reducing disparities

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Stories from Prize-Winning Communities

Read stories and watch videos about Prize Winners at rwjf.org/prize



2019 Winner / Suburban
Broward County, Florida
Broward County, Florida, is "going big" in its efforts to eliminate barriers to health and economic well-being for its residents. *Easafoi disponible.*
[Explore the complete story →](#)



2019 Winner / Rural
Gonzales, California
The residents of Gonzales, California, share a can-do attitude and passion to make their community a healthier, more sustainable place to live and work. *Easafoi disponible.*
[Explore the complete story →](#)



2019 Winner / Urban, Suburban
Greenville County, South Carolina
Greenville County, South Carolina, is engaging around public transportation, affordable housing, and education to improve the community's health and well-being. *Easafoi disponible.*
[Explore the complete story →](#)

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



Actions Toward Equity
Full Report



2018 RWJF Culture of
Health Prize-Winning
Communities



2017 RWJF Culture of
Health Prize-Winning
Communities



2016 RWJF Culture of
Health Prize-Winning
Communities

Coming Soon! 2019 RWJF Culture of Health Prize-Winning Communities Report

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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



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Resources

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

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

FAQs:
<https://anr.rwjf.org/templates/external/2021%20Prize%20FAQs.pdf>

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



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

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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