

2017 RWJF Culture of Health Prize

Phase I – Instructions for Applications from Communities

Please keep in mind that the *RWJF Culture of Health Prize* honors U.S. communities; submissions representing the work of a single organization will not be considered.

The Phase I Application has five sections; each is listed and explained below.

1. Identify Your Community
2. Contacts for the Application from Your Community
3. Phase I Essay
4. Accomplishment Names
5. Summary of Accomplishments
6. How You Learned about the Prize

1. Identify Your Community

For this section, you will:

- Name your community
- Enter your community's population size, using the link provided in the application
- Indicate what type of community you represent, using ONE of the following types:
 - Town, village, borough, or other local incorporated place
 - City
 - County or parish
 - Federally-recognized tribe
 - Native Hawaiian organization serving and representing the interests of Native Hawaiians in Hawaii
 - Region (such as contiguous towns, cities, or counties)
- Indicate the county where your community is located (you may include multiple counties)
- Select the state or U.S. territory where your community is geographically located
- Enter the U.S. region where your community is geographically located

2. Contacts for the Application from Your Community

For this section, you will provide complete contact information for two people, **preferably from two different organizations**:

- Applicant contact 1
- Applicant contact 2

For the Organization Type for each contact, please enter ONE of the following types:

- Business
- Community development department/agency
- Education department/agency or school
- Foundation, philanthropy, or investor
- Government (other than community development, education, or public health sectors)
- Healthcare or hospital
- Nonprofit community-based organization
- Public health department/agency
- Other (please specify)

3. Phase I Essay

For this section, you will submit a brief essay. This essay may be up to 5 pages in length and must conform to the template provided.

To begin your Phase I Essay:

- Download the template in the "Phase I Essay" section. Settings are as follows (please do not adjust the template):
 - Calibri, 11-point font, single spaced
 - 1-inch margins top/bottom
 - 1-inch margins right/left
- Note that if the settings are changed, your submission **will not** be scored and you **will not** be considered for the Prize.
- Be sure to include the following information where called for in the document's header:
 - Community Name and State
 - Phase I Application ID#

The Phase I Essay should have two main sections:

- Part 1: Introduction to Our Community
- Part 2: Our Community's Four Accomplishments

Guidance for Part 1: Introduction to Our Community

Suggested length = 1 page

This is your opportunity to provide an overview of your community that touches on each of the following:

- Key physical, social, and economic characteristics
- Important historical and cultural considerations
- Vital assets, pressing needs, and information on those in your community who may experience significantly more negative health outcomes
- When and what catalyzed collective action toward better health (such as an event, opportunity, or decision)

Guidance for Part 2: Our Community's Four Accomplishments

Suggested length = 4 pages (approximately one page per accomplishment)

This is your opportunity to showcase four accomplishments – specific policies, programs, or strategies – that best reflect your community's response to identified needs and progress toward better health.

When considering which accomplishments to include, please keep the following in mind:

- An accomplishment may be an individual policy, program, or strategy, or an integrated or closely-related collection of policies, programs, or strategies that can be relatively new or well-established. The application should convey the impact of accomplishments to date and/or expected future impact.
- While judges recognize the tremendous value of planning and convening processes, communities should NOT consider coalition development, community health assessments, or improvement plans as "accomplishments" for this submission.
- Keep in mind that judges will assess Phase I Essays for evidence across all six Prize criteria (see the Call for Applications, pp. 10), but will have a particular interest in the extent to which accomplishments reflect the first three criteria:
 1. Defining health in the broadest possible terms
 2. Committing to sustainable systems changes and policy-oriented long-term solutions
 3. Cultivating a shared and deeply-held belief in the importance of equal opportunity for health

To upload your finished Phase I Essay:

Upload your Phase I Essay by selecting the "Upload document" button in the Uploaded Documents column. To maintain the original formatting, you should convert your Phase I Essay to PDF format prior to uploading. Please do not upload a scanned PDF. For instructions on how to convert your document to a PDF, select the Troubleshooting Tips link on the left side of the application screen and click on File Formats.

4. Accomplishment Names

For this section, you will provide brief names for each of the four accomplishments showcased in your Phase I Essay. Accomplishment names may be no more than 80 characters in length (including spaces).

5. Summary of Accomplishments

For this section, you will submit a one-page summary of the four accomplishments showcased in your Phase I Essay.

To begin your Summary of Accomplishments:

- Download the template in the "Summary of Accomplishments" section. Settings are as follows (please do not adjust the template):
 - Calibri, 11-point font, single spaced
 - 0.75-inch margins top/bottom/left/right
- Note that if the settings are changed, your submission **will not** be scored and you **will not** be considered for the Prize.
- Be sure to include the following information where called for:
 - Community Name and State

- Phase I Application ID#

Complete the template by providing the following information on each accomplishment:

- **Accomplishment Name.** Enter the same names as used in the “Accomplishment Names” section above. Each name may be no more than 80 characters (including spaces).
- **Brief Description.** Draw on your Phase I Essay content to provide an overview of each accomplishment. Each description may be no more than 500 characters (including spaces).
- **Primary Health Factor Area(s).** Underline the health factor area(s) from the [County Health Rankings model](#) (see Call for Applications p. 10) that best reflect(s) each accomplishment.
- **Approximate Year Initiated.** For each accomplishment, enter the approximate year work began.

To upload your finished Summary of Accomplishments:

Upload your Summary of Accomplishments by selecting the "Upload Document" button in the Uploaded Documents column. To maintain the original formatting, you should convert your Summary of Accomplishments to PDF format prior to uploading. Please do not upload a scanned PDF. For instructions on how to convert your document to a PDF, select the Troubleshooting Tips link on the left side of the application screen and click on File Formats.

6. How You Learned about the Prize

For this section, please indicate whether your community has applied for the *RWJF Culture of Health Prize* in past years (if known). Also, please indicate how you how you heard about the *RWJF Culture of Health Prize*. Select all answers that apply.