

## 2017 RWJF Culture of Health Prize

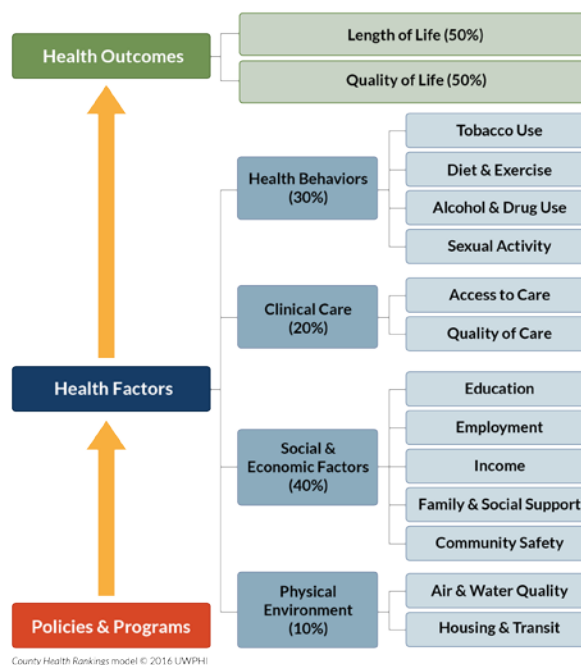
### Prize Criteria

#### THE RWJF CULTURE OF HEALTH PRIZE CELEBRATES *WHAT COMMUNITIES HAVE DONE AS WELL AS HOW THEY HAVE DONE IT.*

There is no single path forward to building a Culture of Health. Each community has distinct strengths, challenges, and approaches to change. Solutions are wide-ranging and everyone has a role to play. However, there are characteristics shared by communities that are catalyzing and sustaining positive change. These characteristics are reflected in the six criteria for the *RWJF Culture of Health Prize*, serving as the lens through which all community applications are judged. Judges will assess submissions for evidence of accomplishments across six Prize criteria and have a particular interest in the extent to which accomplishments reflect the first three criteria.

#### 1. DEFINING HEALTH IN THE BROADEST POSSIBLE TERMS ...

...means using diverse strategies to address the many things that influence health in our communities. This includes all of the factors in the [County Health Rankings model of health](#): health behaviors, clinical care, social and economic factors, and the physical environment. Judges will look to see that applicant communities are taking action across these areas. Applicant communities are also encouraged to share how they respond to community needs, assets, and priorities. Given the importance of social and economic factors in influencing health, judges are particularly interested in seeing how communities are making changes in education, employment/income, family and social support, and community safety.



## **2. COMMITTING TO SUSTAINABLE SYSTEMS CHANGES AND POLICY-ORIENTED LONG-TERM SOLUTIONS ...**

... means making thoughtful, data-informed, and sustainable policy, programmatic, and systems changes. This includes having a strategic approach to problem-solving that recognizes the value of evidence and the promise of innovation. Applicants are encouraged to show how residents, leaders, and organizations across sectors are collectively identifying priorities and taking coordinated action to solve the health challenges facing their communities.

## **3. CULTIVATING A SHARED AND DEEPLY-HELD BELIEF IN THE IMPORTANCE OF EQUAL OPPORTUNITY FOR HEALTH ...**

... means creating a shared commitment to identifying and addressing gaps in health and creating conditions that give everyone the opportunity to achieve the best health possible. To do this, all individuals should have a voice and a role to play in creating more equitable communities. Applicant communities are encouraged to: 1) demonstrate how their efforts are leading to a community where all people feel a sense of security, belonging, and trust; and, 2) show how collective problem-solving and diverse perspectives, including full participation by those most affected by poor health outcomes, are driving solutions.

## **4. HARNESSING THE COLLECTIVE POWER OF LEADERS, PARTNERS, AND COMMUNITY MEMBERS ...**

... means that individuals and organizations are all working together to provide everyone with the opportunity for better health. This includes developing methods for buy-in, decision-making, and coordinated action; building a shared sense of accountability; continuously communicating about health improvement efforts; and developing leadership skills and capacity among all community members. Applicant communities are encouraged to demonstrate how business, government, residents, and non-profit organizations are working together and across sectors and disciplines to improve health outcomes; and how becoming and staying healthy is valued by the entire community.

## **5. SECURING AND MAKING THE MOST OF AVAILABLE RESOURCES ...**

... means adopting an enterprising spirit toward health improvement. This includes critically examining existing and potential resources, with an eye on value; a focus on leveraging existing assets; prioritization of upstream investments that address social and economic determinants of health; and a strong belief that *everyone in the community can be a force in health improvement*. Applicant communities are encouraged to demonstrate how they are creatively approaching the generation, allocation, and mobilization of diverse financial and non-financial resources to improve health.

## **6. MEASURING AND SHARING PROGRESS AND RESULTS ...**

... means beginning with the destination in mind. This includes a commitment to quality and impact in both process (how the work is done) and outcomes (what impact is achieved). Applicant communities should show how they are: 1) establishing shared priorities; 2) agreeing upon definitions of success; 3) identifying specific goals; 4) using data to track progress; 5) changing course when progress is not evident; and, 6) communicating and celebrating successes as they achieve better health outcomes.