

**fRobert Wood Johnson Foundation (RWJF)  
Data Visualization of Structural Racism and Place  
Questions & Answers (Updated May 24, 2023)**

- 1. Will there be a recording available?** Yes, we are recording the webinar and a link will be posted in the applicant portal. [The link is also here.](#)
- 2. How does the proposal define structural racism?** Structural racism is deeply embedded in communities, such as in laws, written or unwritten policies, and widespread practices, beliefs, and attitudes that produce, condone, and perpetuate unfair treatment of communities of color. Structural racism produces a complex set of barriers that undermines opportunities for health and wellbeing for those impacted. These barriers are not always visible. Improving communication by visualizing complex measures can be a powerful tool to show structural racism's impact on communities and to contextualize the legacy of racism.
- 3. Can we submit appendices or links?** Only material included in the eight pages for the proposal narrative will be reviewed. If you would like a visual viewed, please include it within the eight pages. All proposals should follow the format listed in the application (e.g., one-inch margins, Arial font, 11-point font). Anything that does not follow this format or is beyond the eight pages will not be reviewed.
- 4. Could you please provide the FOA/RFI number?** RWJF is a private foundation, and this proposal is not federal funding, so we do not have FOA/RFI numbers.
- 5. Can RWJF help connect partners who meet the different sector requirements?** Unfortunately for calls like this we do not help bring applicants together. We do encourage you to work and find partners who meet the different required sectors. There is no requirement for how long partners have worked together.
- 6. Are non-profit universities/higher education organizations able to act as the lead in the partnership?** Yes, nonprofit universities/higher education organizations can be the lead organization on the proposal.
- 7. For universities, is this project limited to one proposal for the entire university?** We are limiting the proposal to one per university department (e.g., Engineering Department, Psychology Department). In the webinar we highly encouraged universities to collaborate since we are only funding up to eight awards and not all of the grants will be awarded to a single organization.
- 8. Can an organization be a lead applicant for one proposal, and be a partner to another proposal?** Yes, an organization can be listed in multiple submissions as long as they are not the lead for multiple submissions. Be careful with time allotted per full-time-employee (FTEs), especially if the organization has other grants with RWJF. An individual's total time should only add up to 1.0 FTE or 100% effort.
- 9. Will there be another CFP after this initial one?** No, this is the only planned CFP.
- 10. Why is the award for one year of activities?** We are looking for partnerships and scopes of work that are well developed and ready for implementation.

**11. Does all the work need to be completed entirely in one year or can it go over slightly?**

While selected grantees may go over the one-year timeline, for this submission please plan on all activities to be completed within the one-year.

**12. Are for-profit companies eligible to apply to be a part of this interdisciplinary team?**

For-profit organizations are eligible to be part of interdisciplinary teams. Only 1 organization can apply as the lead and preference will be given to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or Type III supporting organizations.

**13. Should the total requested funds include the indirect cost rate?** The total requested funds should include indirect costs and the indirect rate set by RWJF for for-profits is 0%, for U.S. colleges/universities and hospital or health systems (including those that are non-profits) is 12%, and for non-profits is 20%. Projects or programs that are fiscally sponsored should cover the fiscal sponsor fee from the indirect cost portion of the grant. If the indirect cost rate of the sponsored project or program exceeds the sponsorship fee, the grant may include additional indirect costs up to the maximum indirect cost rate. Indirect rates only go to the lead organization who is applying for the grant. If there is a contract between organizations, then there may be indirect in their contract and this must abide by RWJF policies (see percentages above).

**14. Is there a recommended maximum budget cap?** The total combined funding available is \$2,000,000 under this call for proposal. Individual grants will typically range from \$100,000 to \$250,000; however, higher requests will be considered. We recommend you request the amount you will need to complete your proposed project. The size of the budget will be weighed in relation to the proposed activities and the likely contribution of the proposed project. We expect to fund a diverse range of projects with varying budgets.

**15. Should we structure the budget as subawards to partners, or as consulting/contracting fees paid out from the lead org?** This is at the discretion of the lead organization. At RWJF, a subaward is a contract or a grant, which may be different from your organization's definition. Our suggestion is the lead organization fund their collaborations with either a contract or a grant. When there is a dedicated scope of work to be followed, the lead organization has more engagement and control over the work and product via a contract.

**16. Does RWJF have a limitation of budgeting faculty's % FTE?** RWJF does not limit budgeting for a percent of faculty's time unless they have more than one grant with RWJF. The total salary for all personnel cannot exceed 1.0 FTE/100% effort during the same period of time. This goes for FTE listed on multiple submitted proposals for this call.

**17. Can we have more than two co-directors?** The system only allows for two project directors mainly for communication with RWJF; however, within the narrative and budget you can list additional directors/key personnel.

**18. Does the data need to be proprietary, or can I use existing data? Can we purchase data?** You are expected to have a data source (one you have access to and doesn't require any data collection) upon submission. The data doesn't need to be proprietary or original, but you need to have access to it upon submission. This proposal does not fund data collection (e.g., surveys, biological samples); therefore, the data in mind for the project must already have been collected. Additional data sets may be added after submission of the

application, but this should be additive and not the only data resource. Datasets can be combined if there is not additional data collection involved (e.g., regional data for national coverage). Please follow your institution's policies for the IRB for this proposal. Data can be purchased. An in-depth plan for accessing and/or purchasing data must be explained within the proposal narrative.

**19. How much analysis of data can be included in the project, in addition to visualization? In other words, does the dataset need to be ready to visualize at the start, or can funding cover some transformation of the data prior to visualization?**

Some transformation of the data and analysis may be needed, but we encourage a reasonable limit of the amount of analysis completed due to the timeframe of the project. We are looking for partnerships and scopes of work that are well developed and ready for implementation.

**20. Is there a time frame/date range limit for the data being used?** There is no time frame/date range limit for the data.

**21. Can the visualization have an international focus or a comparative one of the U.S. and an international country?** RWJF is a national foundation and our domestic focus would exclude projects that are solely international. We would entertain a proposal that is comparative, but there must be a strong U.S. reason for why the comparison is being made to other countries, regions, cities, etc.

**22. Can we focus at small scale such as census tract with potential to replicate to other areas?** The data resource should have national coverage that can be disaggregated to a smaller unit of analysis like a census tract or county. Thus, you should be able to construct a visualization at a particular sub-unit of analysis, like a few census tracts within Los Angeles, and be able to recreate that visualization for different parts of the country, like a few census tracts within Saint Louis. This grant will not fund projects that can create visualizations only for a single state, county, city, or census tract. We are prioritizing data sources that allow for the visualization to be replicated in other areas. It is ok if there is some missing coverage across the country, but this should be explained within the proposal narrative.

**23. Does region imply bigger than state, or could it be multiple cities and/or counties within a single state?** A region must be bigger than one state. This grant will not fund projects for a single state, county, city, or census tract. There is no minimum number to be competitive; however, the coverage area should be more than one state.

**24. Are there particular forms of national data you would like to see explored? I.e., quantitative, geo-referenced, versus qualitative in the form of text. Both?** There is no preference; however, the data must meet the data source eligibility criteria.

**25. Should the data address a certain population?** No, there are no specific population requirements; however, this overarching product needs to address the impact of structural racism on conditions of place and health.

**26. What information about the data resource should we include in the proposal narrative?** Please provide as much detail as possible about the data you plan on using. Is this original data or is this secondary data? How do you plan on accessing the data? What is the coverage and how can the data be disaggregated/to what unit of analysis? What

measures are you including and how does this answer your research questions/meet the need of the national-level organization?

- 27. Is it required to have three distinct organizations to cover each sector or is it allowable that two organizations might cover the three sectors?** No, you do not need three distinct organizations to cover each sector. It is allowable to have two organizations covering the three sectors as long as they have the needed expertise. It is possible for one organization for the entirety of the project; however, we are looking for cross-disciplinary teams. Please use the proposal narrative to explain team expertise and roles for the project. No preference will be given for a certain size of a partnership (e.g., number of organizations). It is ok if there is not a track record of these organizations working together. It is ok if two organizations contribute a team member in each of the required sectors.
- 28. What type of expertise should the communications expert have?** The type of expertise they bring to the project is dependent on what the specific project needs. Justification for the expertise and the person/organization filling the role should be included in the proposal. Communications experts with applied experience are strongly preferred.
- 29. Can the communications expert be found in an CFP process after grant is awarded? or do they have to be onboard for the application already?** You should secure the communications partner in advance and include them in your proposal. All partners are expected to be identified upon submission of the application.
- 30. What do you mean by facilitating communications? Can you explain more? are we just producing a visualization of structural racism and health outcomes? or are you looking for those in the literature? in other word, are we supposed to build models to mind the literature data for (causal) inference?** We want to ensure the data visualization is useful to communicate the intersection of structural racism and health outcomes clearly and compellingly, so it can be used as an effective tool for advocacy or programming. For example, will it be easy to understand on the platforms where your intended audiences will be? For instance, if intended to be distributed on social media, where it may be viewed on small phone screens, will it be easy for users to immediately make sense of without a lot of context?
- 31. Which organizations can be considered as 'national-level networks/alliances/organizations who have relationships or reach to engage aligned community organizations or affiliates'? Can you provide some examples?** A subgoal of this proposal is linking data to changing community conditions. We believe that those most impacted are best suited to know what type of information is needed, yet they may not have access to data that can help highlight their concerns or answer their questions. This project is designed to co-create based on expertise of data scientists, communication experts, and community experts. A core part of this proposal is enhancing communications and supporting the policy and/or programming efforts of a national organization. The role of the national-level social-change network/alliance/organization is integral to the partnership and they should not be seen as advisors only. Their time and expertise should be compensated. How the partnership structures its meetings, roles, and compensation is unique to the project. We want national-level networks, alliances, organizations because we are looking for visualizations that aren't hyperlocal. Examples might be Right to the City Alliance or YWCAs or NAACP. These organizations are not place-based and have a national focus/scope. Specific areas of focus will depend on the scope of the project and needed expertise of the national organization. It is ok if the national organization does not have an

affiliate or chapter structure. You can work with a national organization's local chapter or affiliate as long as they are taking a national approach/focus/scope to the project and one that isn't hyperlocal. There is not a set number of locations that the organization needs to be present in; it is not about their physical location as an organization but on their scope (which should be national). Social change does not mean that the organization only focuses on advocacy; this visualization can also focus on programming. The programming or advocacy focus should match the visualization (e.g., climate justice focus if visualizing climate change, health focus if visualizing health). The organizations do not need to have a focus on racial equity; however, the proposals do need to connect to structural racism.

- 32. Are the national partners in an advisory role? If so, how should they be compensated?** For the organization involvement, we expect equal partnership where the organization is compensated for their time/expertise and are not an advisory-only role. How the partnership structures meetings and compensation is up to them. Partnerships can decide if they want a contractual agreement or a subaward/grant. Letters of support are not needed; however, team capacity and expertise should be included in the proposal narrative.
- 33. What organizations or sectors fall under health?** RWJF defines health broadly: Health is more than an absence of disease. It is a state of physical, mental, and emotional well-being. It reflects what takes place in our communities, where we live and work, where our children learn and play, and where we gather to worship. That is why, instead of focusing only on a clinical understanding of health, this RFP focuses instead on the multiple facets that make up a Culture of Health. Sectors can include, but are not limited to, the court system, environmental justice, housing, education, etc. Additionally, conditions of place, or "community conditions," refers to the social, economic, physical, environmental, and political determinants of health and wellbeing, and how they create the context for a place (e.g., neighborhood, city, region). Conditions of place can consist of tangible concepts such as the built environment, including water infrastructure and housing, and more social concepts such as safety or belonging.
- 34. Can you give examples of past partnerships and who the partners were?** No, this is a unique funding opportunity, so we do not have past partnership examples.
- 35. Can current RWJF grantees apply for this proposal?** Yes. Please be mindful if you have the same staff working on each grant. Their total staff time across grants must be no more than 1.0 FTE/100% effort.
- 36. If a project had been previously submitted and declined for funding by RWJF, would that be considered negatively or share any of the same reviewers as the Data Visualization/Structural Racism program?** No former reviews or declined funding will not reflect negatively on the submission for this proposal.
- 37. Can a state health department apply?** Yes, public entities are eligible to apply.
- 38. Are PhD students eligible to apply?** Yes, PhD students can be leads; however, awards are made to organizations and not individuals.
- 39. What about including biographies for multiple departments in the same organization/academic institution? In this case, can there be up to two individuals per department?** You can list up to two individuals per department; however, we want to focus only on key

personnel representing the different sectors of the project. Please limit responses to one paragraph per person and only include their relevant work experience.

- 40. The CFP focus is on place, health and wellbeing. Does this mean the intersection of all three, or can the proposal be on one or two of those areas?** The focus is on the intersection of all three or specifically how structural racism impacts conditions of place and health. All areas must be covered by the visualization.
- 41. Can a proposal be focused on specific inequitable outcomes for health rather than on a broad set of outcomes?** Yes, the proposal can focus on specific inequitable outcomes for health if it is connected to structural racism's impact on place and this inequitable health outcome.
- 42. Does the visualization have to be about the negative impact of structural racism, or could it be a visualization of effective community resistance?** The visualization can be about effective community resistance as long as it's tying the impact of structural racism to conditions of place and health.
- 43. The full CFP mentions that you're looking for proposals that go beyond the implications of redlining and health. Can proposals still include redlining in some form?** Yes, you can still include some form of redlining.
- 44. For our project the "data" would be intact from the beginning of the project, but would require analysis through machine learning process in order to generate the output visualization/metrics... would that qualify?** Yes, the proposal can include a machine learning process to generate the output visualization/metrics.
- 45. Can the proposal design an algorithm?** No, the proposal cannot design an algorithm. We are expecting communications products, such as a series of data visualizations or a data visualization tool.
- 46. Can you say more about how the products should support policy efforts? Should this support occur within the funded year?** Specifics for the policy efforts should be co-designed with the national-level social change networks/alliances/organizations and should meet the needs of their efforts. Dissemination does not need to occur within the timeframe of the project.
- 47. Are there any preferences given for different audiences that the visualization might address? Policy, advocacy, funding, and media come up in the brief.** There is no preference for intended audience as long as they match the needs of the national organization and the scope of the project.
- 48. Are there requirements to include accessibility for languages other than English?** No, this is not a requirement of the proposal. We are open to funds being used for translation services to provide the visualization(s) in multiple languages based on the needs of the national organization's intended audiences.
- 49. For the deliverable, should the visualization be live/interactive or static? Should we plan to update the data? Are we supposed to build models to mind the literature data? Can we add structural racism measures to existing dashboards?** We are open to the types of deliverables, but we want to be realistic of the one-year timeframe and the

sustainability of the projects. There is no additional funding following this initial call for proposals. Overall, we are looking for unique communications products that convey the impact of structural racism on communications conditions of place, health, and wellbeing. Structural racism measures can be added to existing dashboards as long as there is a data visualization component and a connection to conditions of place and structural racism.

- 50. For dissemination, should we build a website?** The focus of the funding is on designing data visualization(s) and not the dissemination; the funding should not be used for creating a website, which would require resources beyond the scope of the grant. That said, selected partnerships can and should take the lead role in disseminating their products as they see fit.
- 51. Is it okay if community partners are responsible for dissemination rather than the researchers? Yes, the role of the different sectors should match their expertise.**
- 52. Does the Foundation plan to use the outputs of the projects? Will the Foundation participate in dissemination of the results?** Yes, RWJF plans to use the outputs of the projects, though we anticipate grantees will lead the dissemination of their respective products. Under the terms of the Foundation's [standard Grant Agreement](#), the Foundation will receive a nonexclusive, irrevocable, perpetual, worldwide, royalty-free license to reproduce, publish, republish, summarize, excerpt, or otherwise use and license others to use, in print or electronic form, including in electronic databases or in any future form not yet discovered or implemented, for charitable purposes, any and all deliverables produced with Foundation grant funds. The final products should be publicly available.
- 53. Are there opportunities to talk with a program officer to determine if our project is a match?** To have a fair process we are unable to answer project specific questions or meet 1:1 with applicants.
- 54. How will the proposals be assessed?** All proposals will be screened and reviewed by an internal team of RWJF staff.
- 55. If my proposal is not selected, will you provide me feedback for why it was not selected or how to improve it?** Unfortunately, due to the number of submissions we are unable to provide feedback.
- 56. Can we discuss other potential funding proposals?** At this time we are not accepting other solicitations. Please check our website for future opportunities.
- 57. I noticed there was a separate place to upload the budget and timeline. Based on the selection criteria, does the budget and timeline need to be included in the 8-page proposal narrative?** The timeline and budget narrative can be included in the separate uploads and do not need to be included in the eight-page proposal narrative.
- 58. Do we need to include a reference section? Does the reference section count toward the eight-page limit for the proposal narrative?** A reference section is not required. Only eight pages can be uploaded into the applicant portal. If you would like references included, they will count toward the proposal narrative page limit and should be included/uploaded with the proposal narrative.

**59. Is there a template for the abbreviated biographies? Is there a page limit? Does a previous NIH bio-sketch meet the requirement for bios? Should I include biographies for consultants?** We are looking for a paragraph on key accomplishments and relevant experience. There is not a page limit for staff biographies since every team is different; however, we are only looking for \*brief\* biographies and will not accept condensed CVs or NIH bio-sketches. Biographies are expected for a maximum of two key team members at each of the collaborating organizations/partners listed on the proposal. There is no limit on team size or partners covering each sector listed in the eligibility criteria. Consultants are allowed and should be included in the proposal narrative, budget, and biography sections.

**60. Our next year's annual budget will not be approved until after the proposal submission. What should we enter for next year's annual budget?** Please provide an estimate based on the prior year's budget.