2015 National Leadership Program Centers
Call for Proposals
June 23, 2015
Applicant Webinar
Webinar Overview

- Background
  - RWJF Vision – Building a Culture of Health
  - Change Leadership

- Overview of New Leadership Programs

- Proposal Guidelines

- Q&A
Webinar Procedures

- Your previously submitted questions addressed throughout
- Q&A at end
- Webinar being recorded; archive link posted on www.rwjf.org/cfp/lpg
RWJF Staff

PROGRAM
- Nancy Fishman (IRL)
- David Krol (NCS)
- Maryjoan Ladden (MLH)
- Herminia Palacio
- Wendy Yallowitz (DHPR)

LEGAL
- Kelly Simone

FINANCE
- Liisa Sestrich
- Mimi Turi
What is a Culture of Health?
We envision a Culture of Health that enables all Americans to live longer, healthier lives now and for generations to come.
Where your zip code...

is not associated with how long you are likely to live
Where we are all supported to make proactive choices that will improve our health
Where everyone has access to affordable, quality, health care...
individuals, businesses and governments work collectively to foster healthy communities
Change Leadership

- **Empowers action** that allows change to take off
- Collaborates and seeks to inspire
- Requires tolerating risk
- Initiates change on a larger scale
- Responds to an urgent need for change
- Innovates and sets a vision for a new normal
Advancing Change Leadership  
Strategic Objective

To develop, train, and network leaders who will drive action toward building a Culture of Health
### New RWJF Leadership Programs

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<td>Diversity in Health Policy Research (DHPR)</td>
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<tr>
<td>Interdisciplinary Research Leaders (IRL)</td>
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<td>Multisector Leaders for Health (MLH)</td>
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<td>New Clinical Scholars (NCS)</td>
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Overview of New Leadership Programs
Supports a large cadre of doctoral students from diverse backgrounds whose research, connections, and leadership will contribute to a Culture of Health.

Program Officer:

Wendy L. Yallowitz, MSW
Goal: Create a large cadre of doctoral students from disadvantaged backgrounds or underrepresented populations whose research, connections, and leadership will inform and influence policy toward a Culture of Health.

- **Participants**: minimum of 50 participants/year for up to a 5 year program experience.
- **At full implementation and full enrollment**: minimum of 250 participants/year.
- **The first cohort**: at least 50 rising second-year doctoral students.
- **Subsequent cohorts**: enroll 50 entering doctoral students annually.
Interdisciplinary Research Leaders (IRL)

- Supports a network of researchers whose leadership and community-relevant, policy-relevant, and action-oriented research will help drive social change that helps to build a Culture of Health.

- Program Officer:

  Nancy Wieler Fishman, MPH
Interdisciplinary Research Leaders (IRL)

**Goal:** support a network of researcher leaders who produce community-engaged, policy-relevant, action-oriented research, and whose work is relevant to organizations and policymakers to drive social change that builds a Culture of Health.

- **Participants:** minimum of 50 participants/year for a 3 year program experience.
- **At full implementation and full enrollment:** minimum of 150 participants/year.
- **Select and support:** up to 20 teams/year
- **Teams:** include at least 2 experienced researchers and 1 community mentor.
  - Where possible, a DHPR scholar will join project team to participate in project activities.
Multisector Leaders for Health (MLH)

- Will develop, harness, and leverage a diverse group of leaders representing key sectors who, as a result of this program, will take their leadership and influence to the next level to lead communities, organizations, and the nation toward a Culture of Health.

- Program Officer:

Maryjoan D. Ladden, PhD, RN, FAAN
**Goal**: Develop a diverse group of leaders representing key sectors (e.g., education, transportation, public health, public policy, business) who will take their leadership and influence to the next level to lead communities, organizations, and the country toward a Culture of Health.

- **Participants**: minimum of 50 participants/year for a 3 year program experience.

- **At full implementation and full enrollment**: minimum of 150 participants/year.
New Clinical Scholars (NCS)

- Will develop cohorts of networked clinicians who have attained a terminal clinical degree and who have the competencies and capabilities to lead transformative change that helps to build a Culture of Health in communities across the country.

- Program Officer:

  David M. Krol, MD, MPH, FAAP
Goal: The goal of this program is to develop interprofessional cohorts of networked clinicians who have the competencies and capabilities to lead transformative change in communities across the country to build a Culture of Health.

- **Participants**: minimum of 50 participants/year for a 3 year program experience.

- **At full implementation and full enrollment**: minimum of 150 participants/year.
Proposal Guidelines

National Leadership Program Centers
Proposal Deadline:

Wednesday, July 29
3:00 pm ET
Eligibility

- Organization must be based in the US or its territories
Overall Scope of Work

Selected grantees will:

- Work collaboratively with RWJF and other grantees to **complete the design** of the individual program(s)

- Work with RWJF and selected grantees to **co-design the central coordination**, governance, and administrative structure(s)

- **Prepare the call for application(s)** for participant recruitment and enrollment in the respective program(s) in anticipation of launch following the planning phase.
Proposal Contents

Must submit for each program your organization is applying to lead:

- Proposal Narrative
- Budget Worksheet
- Budget Narrative
- Timeline/Work Plan
Proposal Contents

Overall proposal will include:

- **Program Director(s):** A Program Director should be named for each program your organization is applying to lead. Co-leads can be listed as an alternate contact.

- **Other Key Contacts:** Financial contacts and individuals authorized to represent your organization

- **Collaborator Key Contacts:** If applicable, contacts from any organization with which your organization is collaborating on this proposal. Up to eight.
Proposal Contents (continued)

- **Project Summary** of your entire proposal

- **Supporting documents:**
  - CV/Resume for each Program Director
  - Letters of Support from collaborating organizations (if applicable)
  - Appendices: Other information in support of your proposal

- **Financial Documents:** To provide information regarding the financial status of your organization
Collaborating Organizations

- Letter of support required if identified in proposal and/or budget narrative.
- Can participate in the planning grant phase, start-up launch year, and/or full implementation phase.
- Ability to commit resources to the project.
- Partners need to have a demonstrable history of effective and sustained working relationships.
Award Amounts

Planning Grant
- $750,000 per program
- Three-month period

Implementation Grant
- Up to $10 million/year at full implementation and full enrollment, for each program
- Includes funding for activities that may be assigned to a central coordination function/structure.
Planning Phase to Implementation Phase

- **Phase 1:** RWJF awards planning grants

- **Phase 2:** Anticipate that implementation grant(s) will be awarded to same grantees to:
  - Move from the “Planning” phase to “Program launch and implementation” phase
  - Serve as the **National Leadership Program Center** for the respective program(s) for which the planning grant was awarded.
Review Process

- Application must be submitted and complete by deadline to be considered.
- Review committee of RWJF and external reviewers
- In-person site visits with semi-finalists
- Notification in late September
# Key Dates

<table>
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<tr>
<th>Event</th>
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<tr>
<td>Proposal Due Date</td>
<td>July 29, 2015 at 3 pm ET</td>
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<tr>
<td>In-person site visits to semi-finalists</td>
<td>September 17–24, 2015</td>
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<tr>
<td>Finalists notified</td>
<td>Late September 2015</td>
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<tr>
<td>Planning grants initiated</td>
<td>November 15, 2015</td>
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<tr>
<td>Launch meeting for grantees at RWJF</td>
<td>November 17–19, 2015</td>
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<td>Planning Grant Period</td>
<td>Nov 15, 2015 to Feb 29, 2016</td>
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Budget and Budget Narrative

Required for each program for which you are applying.

Must include:

- Planning grant phase detailing personnel costs by key personnel, consulting fees, travel, and other project expenses.

- Program launch year budget, delineating between:
  - Start-up” (one-time, nonrecurring) costs associated with the launch and ramp-up of the program during the first year
  - On-going costs

- Ongoing budget for each subsequent year of the program
  - Until full implementation and full enrollment is reached (i.e., three or five years).
Your Best Ideas

- We welcome your insight and input so that maximum resources can be reserved for delivering a robust and valuable program experience for all participants.

- We welcome your thoughts and creativity about how to ensure that a diverse cadre of individuals can participate in these programs.

- We are asking applicants to think creatively about what administrative and support elements could be provided across all programs.
Questions

- Phone lines are muted

- To ask a question, please **Press *1** to get into the moderator’s queue

- You may also submit questions via the webinar chatbox

- Email questions: [changeleaders@rwjf.org](mailto:changeleaders@rwjf.org)

- FAQs: [www.rwjf.org/cfp/lpg](http://www.rwjf.org/cfp/lpg)