Public Health Nurse Leaders Program

Applicant Web Conference
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On the Phone Today

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About RWJF

The Robert Wood Johnson Foundation (RWJF), based in Princeton, NJ, is the largest philanthropy in the U.S. devoted exclusively to the public’s health.

RWJF focuses the majority of its grant-making in six priority areas:

– Childhood Obesity
– Child and Family Well-Being
– Health Insurance Coverage
– Healthy Communities
– Health Leadership & Workforce
– Health System Improvement
Public Health Nurse Leader (PHNL) Program Purpose

• To develop a group of senior level PHNLs who have the capacity to lead individuals, organizations, and communities to build partnerships around a Culture of Health.

• Integrate public health nurse leaders and their work on building a Culture of Health into the existing state action coalitions (ACs) of the Future of Nursing: Campaign for Action.
Future of Nursing: Campaign For Action

Nursing schools turned away 75,000+ qualified applicants.

Community colleges are offering baccalaureate degrees, providing access to the nursing profession.
Create a network of nursing leaders with enhanced leadership capacity who drive improvements in:
• population health
• access, cost, and quality of health care systems;
• and the identification and formation of future health professionals.

About CCL

The Center for Creative Leadership’s mission is to advance the understanding, practice, and development of leadership for the benefit of society worldwide.

We achieve our mission by serving 30,000+ leaders and 3,000+ organizations annually across all sectors in 100+ countries from 10 offices and 12 affiliates.

Top 10 Global Rankings in Financial Times and Bloomberg BusinessWeek and 98% Client Satisfaction
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Eligibility Criteria

• RNs currently in a leadership position with a progressively senior leadership trajectory in public health governmental organizations.
• Have a strong professional record that reflects positions of increasing leadership responsibility and the potential to achieve higher levels of leadership effectiveness.
• Have the vision, passion and capability to make a substantial impact on health and health care through a public and population health lens.
• Have a letter of support from the employing organization for the PHNL’s active engagement in two consecutive years of structured learning, self-study and engagement with the action coalition.
Eligibility Criteria

• Provide a letter of commitment from their state’s AC that a relationship has begun (or is already in place) between the PHNLs and their state AC and that an ongoing collaboration will continue to build a Culture of Health in their state.

• Applicant organizations must be based in the United States or its territories.

• Individual candidates for receipt of award funds must be U.S. Citizens or permanent residents at the time of application.
Selection Criteria

• A demonstrated commitment to active and sustained public health leadership in their organization and community.
• Interest in and capacity to develop robust partnerships across the community to improve the health of populations in their jurisdictions, with special attention to addressing social determinants of health.
• Potential to make significant impact on the effectiveness of their organization, the health of their community, the work of the AC, and building a Culture of Health in America.
• The commitment of their organization to support the PHNLs bringing their new skills into the organization during and after the program.
• A commitment to engage with and pursue a long term relationship with their state AC to build a Culture of Health.
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Key Dates and Deadlines

• April 17, 2015
  Deadline for receipt of proposals.  

• July 2015
  Notification of awards.

• July 2015
  Orientation webinar.

• September 1, 2015
  Funding period begins.

• September 29 – October 2, 2015
  Foundations in Executive Leadership for Public Health Nurse Leaders in Greensboro, NC.

• March 2016
  Leading Others Effectively for Public Health Nurse Leaders in Greensboro, NC.
Applications and Awards

• This solicitation will fund the senior leadership development of up to 24 PHNLs for two years, including travel to program meetings, a value of over $40,000 each.

• PHNLs will also have access to $5,000 for additional individual leadership development or travel.

• Participating action coalitions will receive $5,000 in unrestricted funds to work on activities related to this program.
Our Approach to the Program

Using latest thinking in adult learning principles and design methodology, the program will:

• Focus on leadership development
• Be highly interactive and experiential
• Be relevant and applicable to each Leader’s organizational context
• Include opportunities to discuss and apply learning
Program Elements

- Advanced curriculum, employing best practices from the field of leadership development, delivered through face-to-face program sessions and technology-facilitated intersession activities
- Coaching
- Access to individual leadership development funds
- Digital Toolkit—to both support and sustain the learning
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Program Outcomes

• Increase individual Public Health Nurse Leaders and Action Coalition members’ self-awareness to improve their ability to work collaboratively with others.
• Seek, use, and deliver feedback for greater leadership impact.
• Manage multiple constituencies to build involvement & ownership of the work.
• Identify behaviors that support or get in the way of cross-organizational interaction.
• Increase respect for and ability to leverage differences.
• Learn and practice six boundary spanning leadership practices/tools for improved community collaboration.
• PHNL and AC work collaboratively to increase the visibility and action orientation of building a Culture of Health.
Design Overview

Year 1 PHNLs

PHNL Orientation
(1 hour)
July 2015
WebEx

PHNL Foundations in Executive Leadership
(4.5 days)
September 2015
Greensboro, NC

PHNL Leading Others Effectively
(3 days)
March 2016
Greensboro, NC

Year 2 PHNLs & AC (4 reps)

PHNL & AC Preparatory Activity for BSL
(1.5 hours)
July 2016
WebEx

PHNL & AC Boundary Spanning Leadership (BSL)
(4 days for PHNL)
(3 days for AC)
September 2016
Location TBD

PHNL & AC Discovering the Impact
(2 days)
March 2017
Location TBD
Connecting with an AC

- Review the information at [http://campaignforaction.org/states](http://campaignforaction.org/states).
- Click on your state to learn more about their activities and for contact information.
- Connect with the Action Coalition and let them know that you are interested in working with them on this opportunity.
- Email Sue Hassmiller if you are having trouble connecting with an AC. Sue’s email address is shassmiller@rwjf.org.
- ACs may submit letters of support for more than one PHNL.
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Frequently Asked Questions

• Are only RNs that work at a state or local government public health organization eligible?
• Are Federal agencies eligible?
• Are state universities eligible?
• How do you define “senior level” leaders?
• Will my organization be receiving a grant?
• What are some examples of what the ACs and PHNLs might work on together?
• Does the PHNL have to work with an AC?