

Leadership and Management of the RWJF Culture of Health Prize Request for Qualifications

Applicant Webinar

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Platform Logistics

Wanting a copy of the slides or presentation?

- A link will be available for playback in the resource section of *my.RWJF.org*

There will be a Q&A at the end of the presentation

- Use the “Q&A” function to submit questions



Outline for today's conversation

- Overview of the RWJF Culture of Health Prize (Prize) and purpose of this Request for Qualifications
- Responsibilities of the selected entity
- Award information
- Eligibility and selection criteria
- Application process, including key dates
- Questions and answers

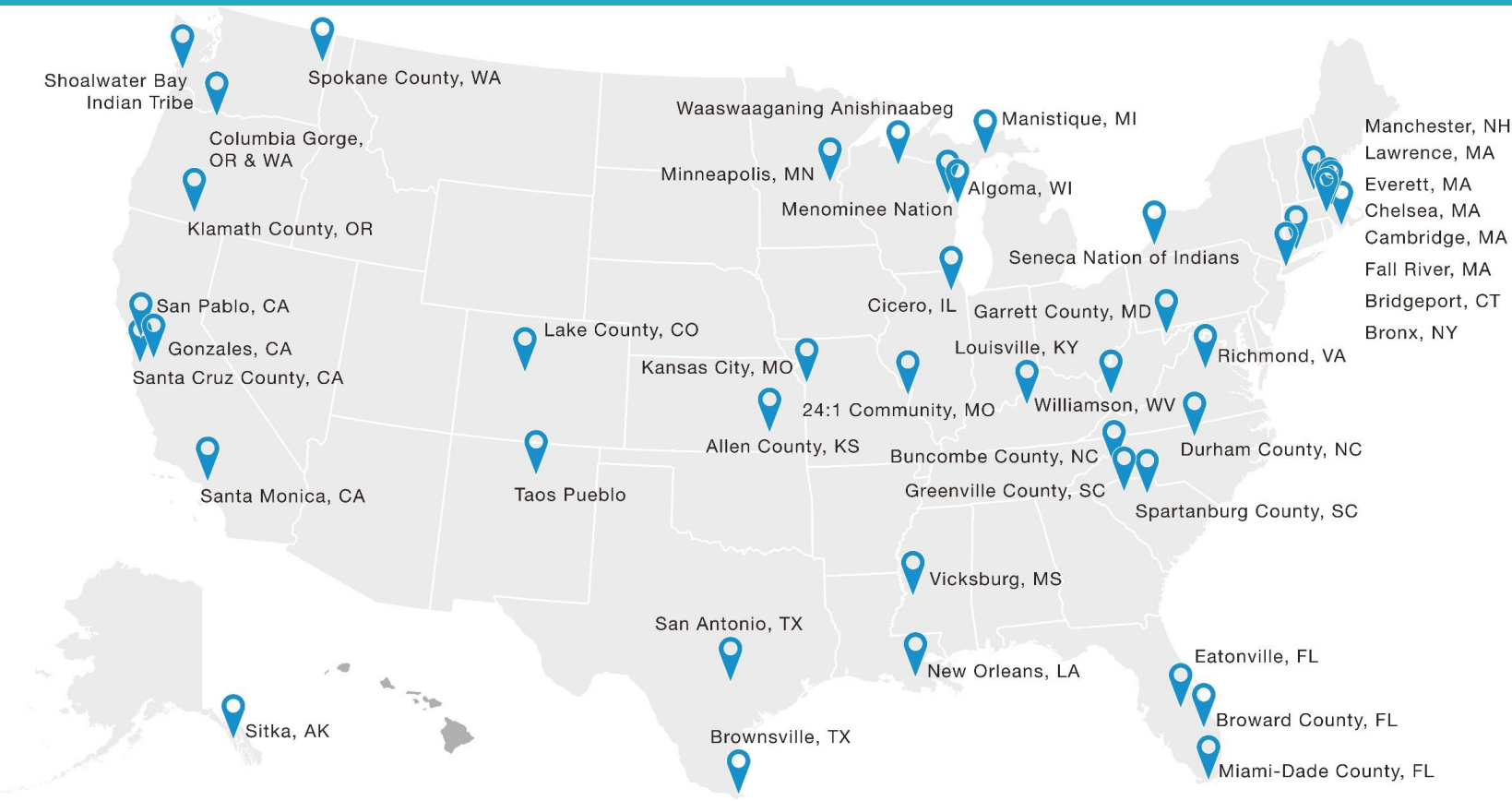




We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthier lives, now and for generations to come.



RWJF Culture of Health Prize Winners



Important characteristics of the Prize

- National recognition prize for work that is already accomplished
- Honors whole communities (geographically defined jurisdictions) and affirms their direction
- Through the selection and promotion process, the Prize program contributes to a national narrative about healthy, equitable communities -- Narrative change is the main emphasis of the Prize program
- Provides benefits to RWJF and to Prize winning communities



This phase of the Prize program

- Elevate community experiences and stories that emphasize the structural, place-based barriers to and solutions for opportunity
- Promote the importance of place to health equity and racial equity and the principles of community power, policy and systems changes, and measuring and sharing progress
- Catalyze and inspire leaders and organizations to take action on the structural, place-based barriers to healthy, equitable communities



Purpose of this Request for Qualifications

RWJF seeks an organization to lead and manage the national RWJF Culture of Health Prize program. This Request for Qualifications (RFQ) provides background on the program and outlines qualifications and responsibilities for the next lead organization.



Lead entity's responsibilities

- Prize program strategy and implementation
- Prize program relationships
- Selection process, including strategic communications
- Post-selection activities, including strategic communications
- Ongoing project management and quality improvement
- Transition activities



Total awards

One organization will be awarded a planning contract and, if successfully completed, an implementation contract.

Applicant is asked to provide an estimated \$4 million to \$6 million budget over 27 months, broken into separate budgets for each of the two periods of work.

Planning - November 1, 2021 - August 31, 2022

Implementation - September 1, 2022 - January 31, 2024



Eligibility criteria

Applicants may be public entities; nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code; or for-profit organizations.

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



Selection criteria

- Experience with narrative change strategies, such as but not limited to campaigns, strategic communications, and influence strategies.
- Prize activities—including selection, celebration, and promotion activities—that provide clear rationale on how they will translate to adoption of program messages with key audiences, or other ways of measuring changes in narrative and catalyzed action.
- Commitment to equity, diversity, and inclusion and evidence in their own organizational practices and relationships, including relationships with organizations leading local change and working to shift power.



Selection criteria, continued

- Understanding of the multiple and structural determinants of health equity and racial equity, as well as of community-led strategies for social change.
- Track record of successful engagement with different types of geographic communities, cultures, and change-makers.
- Work plan that reflects responsibilities outlined in the section “Responsibilities of the Next Lead Organization”
- Appropriateness of budget vis-a-vis project activities and capacities needed to support those activities.



Application process

- Proposals for this solicitation must be submitted via the RWJF online system.
- Visit www.rwjf.org/cfp/prizelead2 and use the “Apply Online” link.
- RWJF will accept only those proposals that are completed/submitted at the time of the deadline of June 30, 2021 (3 p.m. ET)
- RWJF does not provide individual critiques of proposals submitted.



Selection process

- External review process
- Virtual interviews with up to 3 finalist organizations
- RWJF will make all final award decisions on this contract



Key dates and deadlines

Deadline for Receipt of Proposals

June 30, 2021 (3 p.m. ET)

Virtual Discussions with Selected Finalists

Mid-September 2021

Planning contract start date

November 1, 2021



Q&A

Submit questions through the “Q&A” function

- Today’s webinar is being recorded and will be uploaded to *my.RWJF.org*
- Program-specific Frequently Asked Questions (FAQs) can be found in the Resources section of *my.RWJF.org*, as well as <http://www.rwjf.org/cfp/prizelead2>; FAQs will be regularly updated.



Thank you!

Download the RFQ and review FAQs at
<http://www.rwjf.org/cfp/prizelead2>

Email questions to COHprize@rwjf.org

