Engaging Businesses for Health

Building the Evidence Base for Private-Sector Investment in the Health of the Community

Applicant Informational Webinar
May 23, 2016
Speakers

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Technical Assistance

• Questions may be submitted at any time during the presentation using the chat box on the left side of your screen
• A copy of the slides was attached to your reminder email
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CULTURE OF HEALTH ACTION FRAMEWORK

ACTION AREA 1
MAKING HEALTH A SHARED VALUE

ACTION AREA 2
FOSTERING CROSS-SECTOR COLLABORATION TO IMPROVE WELL-BEING

ACTION AREA 3
CREATING HEALTHIER, MORE EQUITABLE COMMUNITIES

ACTION AREA 4
STRENGTHENING INTEGRATION OF HEALTH SERVICES AND SYSTEMS

EQUITY

OUTCOME
IMPROVED POPULATION HEALTH, WELL-BEING, AND EQUITY
How can private-sector investment help build a Culture of Health?

- This solicitation seeks to build the evidence base for how private-sector investment can help build a Culture of Health. Funded studies are expected to include rigorous empirical research that will inform the business case for promoting greater well-being and health equity for all.
Engaging Business for Health: Award Details

- Recommended project funding is up to $250,000 to accommodate studies of up to 24 months.
- Up to $2 million will be available under this CFP.
- Up to 8 studies will be funded.
- We expect to fund a diverse range of studies with varying budgets and timelines.
Applicant Eligibility

• Researchers, as well as practitioners in the public and private sector working with researchers, are eligible to submit proposals through their organizations.
• Preference may be given to public entities or nonprofit 501(c)(3) organizations.
• Applicant organizations must be based in United States or its territories.
Major Topics of Interest

• Business Investment in Healthy Community Environments
• Community Health and Market Effects on Businesses
Application Process

• Apply online through My.RWJF.org
• Stage 1: 4-page brief proposal narrative and a budget estimate
  – Deadline: June 14, 2016 (3 P.M. ET)
• Stage 2: Invited stage 1 applicants submit a 10-page full proposal and a line-item budget and budget narrative
  – Deadline: August 26, 2016 (3 P.M. ET)
• Notification of finalists: December 1, 2016
• Grants start: February 1, 2017
Selection Criteria

• Importance and significance of the question to be addressed.

• Strength of the proposed methodology and incorporation of rigorous and reasonable empirical methods.

• Appropriateness and demonstrated ability to access necessary data sources.

• Qualifications and expertise of the applicant.

• Thoughtfulness and creativity of the research dissemination plan.

• Appropriateness of the timeline and budget.
Tips for Writing a Strong Brief Proposal

- Limit background description of issue and focus on significance of research questions.
- Clearly describe research questions, hypotheses and methods.
- Articulate how findings can be used to inform the business case for private-sector investment to help build a Culture of Health.
- Demonstrate ability to access necessary data sources.
Questions?

Contact: engagebusiness@rwjf.org or 202-292-6795
Apply: http://www.rwjf.org/cfp/ebh