



Robert Wood Johnson
Foundation

RWJF Culture of Health Prize

2016 CALL FOR APPLICATIONS

Application Deadline:
November 12, 2015 at 3pm ET





2015 winners

To be announced in October 2015 at the Robert Wood Johnson Foundation in Princeton, NJ.

2014 winners

- Brownsville, TX
- Buncombe County, NC
- Durham County, NC
- Spokane County, WA
- Taos Pueblo, NM
- Williamson, WV

2013 winners

- Cambridge, MA
- Fall River, MA
- Manistique, MI
- Minneapolis, MN
- New Orleans, LA
- Santa Cruz County, CA

Potential applicants are encouraged to learn how winning communities are building a Culture of Health by visiting the *RWJF Culture of Health Prize* winners gallery: www.rwjf.org/prize.



THE ROBERT WOOD JOHNSON FOUNDATION (RWJF) CULTURE OF HEALTH PRIZE

The *RWJF Culture of Health Prize* honors and elevates U.S. communities that are making great strides in their journey toward better health.

The *RWJF Culture of Health Prize* recognizes and celebrates communities that have placed a priority on health and are creating powerful partnerships and deep commitments to make change – change that will enable all in our diverse society to lead healthier lives now and for generations to come. The Prize is awarded annually by RWJF to honor communities that are working to build a Culture of Health and to elevate the compelling stories of local leaders and community members who are coming together to implement solutions that give everyone the opportunity for a healthier life. A Culture of Health recognizes that health and wellbeing are greatly influenced by where we live, how we work, the safety of our surroundings, and the strength and connectivity of our families and communities – and not just by what happens in the doctor's office. The Prize honors those communities that are committed to not only providing access to good quality care, but also to providing opportunities for better health by transforming our neighborhoods, schools, and businesses so that good health flourishes everywhere.

In this fourth round of the competition, up to 10 winning communities will each receive a \$25,000 cash prize and have their success stories celebrated and shared broadly to inspire locally-driven change across the nation. Throughout the country, people are coming together with a shared vision and commitment to making needed and lasting changes to improve health in their communities. This is happening in cities and small rural towns, tribal reservations, places with tremendous resources and those with few resources to draw from, places with relatively good health outcomes and those with poor health statistics. **The invitation to apply for the Prize is extended to all U.S. communities working toward better health.**

The Prize application process is designed to add value to all communities that apply, regardless of the outcome. It challenges leaders and community members to pause, reflect on their collective accomplishments, and take a comprehensive look at their goals and plans for the future.

Based on their demonstrated capacity for and dedication to creating lasting change, representatives from winning communities will be expected to serve as ambassadors for building a Culture of Health across America – sharing their successes and challenges, learning from others, and networking locally, regionally, and nationally.



WHO IS ELIGIBLE TO APPLY?

The *RWJF Culture of Health Prize* honors whole U.S. communities; submissions representing the work of a single organization will not be considered.

To be eligible to apply for a prize, a community must be based in the United States* and fall into one of the following categories:

- Town, village, borough, and other local incorporated places
- City
- County or parish
- Federally-recognized tribes
- Native Hawaiian organizations serving and representing the interests of Native Hawaiians in Hawaii
- Region (such as contiguous towns, cities, or counties)

* Communities within U.S. territories are welcome to apply.

Neighborhoods, states, and unincorporated local communities are not eligible to apply.

With the exception of 2015 finalists and 2013-15 winners, all past applicants are eligible to reapply in 2016 (2015 finalists may reapply in 2017).

Communities will be asked to select primary and alternate contacts for their application. These individuals will indicate their affiliation, which could be a:

- Business
- Community coalition or resident group
- Hospital or health care organization
- Local foundation
- Government agency or department
- School
- Non-profit community-based organization

Each applicant community will be required to designate a local U.S. governmental entity or tax exempt public charity operating in its community to accept the \$25,000 Prize on the community's behalf, should they win. Community partners can decide together how to use the funds to benefit the community; budget reports to RWJF or University of Wisconsin Population Health Institute (UWPHI) on Prize expenditures are not required.

WHAT ARE JUDGES LOOKING FOR?

The *RWJF Culture of Health Prize* celebrates *what* communities have done as well as *how* they have done it.

When it comes to building a Culture of Health, the challenges are many and solutions seldom straightforward. However, evidence from community successes point to several key elements playing a vital role in catalyzing and sustaining positive change. Six elements or criteria are central to the *RWJF Culture of Health Prize*, serving as the lens through which all applicant communities' submissions are judged throughout the process. While all six criteria are important, special consideration is given to the first three criteria (Defining health in the broadest possible terms; Committing to sustainable systems changes and policy-oriented long-term solutions; and Cultivating a shared and deeply held belief in the importance of equal opportunity for health) throughout all stages of the review process.



RWJF CULTURE OF HEALTH PRIZE CRITERIA

1 Defining health in the broadest possible terms.

Building a Culture of Health means using diverse strategies to address the multiple factors that influence health. This includes raising awareness and catalyzing action in a manner that aligns with the *County Health Rankings* model of health (page 6) and its four health factor areas: access to and quality of clinical care, health behaviors, social and economic factors, and the physical environment. Applicant communities are encouraged to share how they are bringing this model to life in ways that demonstrate responsiveness to community needs, assets, and priorities, and that exemplify a balanced portfolio of activities across the health factors. Given the relative weight of the social and economic factors that influence health, judges are particularly interested in how communities are moving beyond merely targeting programs to populations in need to taking specific action to improve social and economic factors that lead to better health.

2 Committing to sustainable systems changes and policy-oriented long-term solutions.

Building a Culture of Health means making thoughtful, data-informed, and deliberate policy, programmatic, environmental, and systems changes focused on identified community priorities with a goal of sustaining the impact of these changes over time. This includes having a strategic approach to problem-solving that recognizes both the value of evidence as well as the promise of innovation. Applicant communities are encouraged to demonstrate how community members, leaders, and organizations across sectors are creating a common agenda by collectively identifying priorities and taking coordinated action to solve the health challenges facing their communities.

3 Cultivating a shared and deeply-held belief in the importance of equal opportunity for health.

Building a Culture of Health means creating a sense of community where all individuals feel they have a voice and a role to play in improving health. This includes a shared commitment to identifying and addressing gaps in opportunity that tend to disproportionately and negatively affect certain populations, such as ethnic minorities and those with limited English skills, those with lesser income, populations who have been historically underrepresented, people with disabilities and/or limited education. Applicant communities are encouraged to demonstrate how

they are fostering a community where all people feel a sense of security, belonging, and trust; and recognizing the power of collective problem-solving approaches that not only value the perspectives of all community members, but engage all, especially those most affected by poor health outcomes, in creating and implementing solutions.

4 Harnessing the collective power of leaders, partners, and community members.

Building a Culture of Health means that we are all working together to provide everyone with the opportunity for better health. This includes developing structures and strategies for buy-in, decision-making, and coordinated action; continuously communicating about health improvement efforts; and developing community leaders (including those with and without positional power) to foster collaboration, collective action, and authentic civic engagement. Applicant communities are encouraged to demonstrate how business, government, residents, and non-profit organizations are working together and across sectors and disciplines to improve health outcomes and how becoming healthy and staying healthy is valued by the entire community.

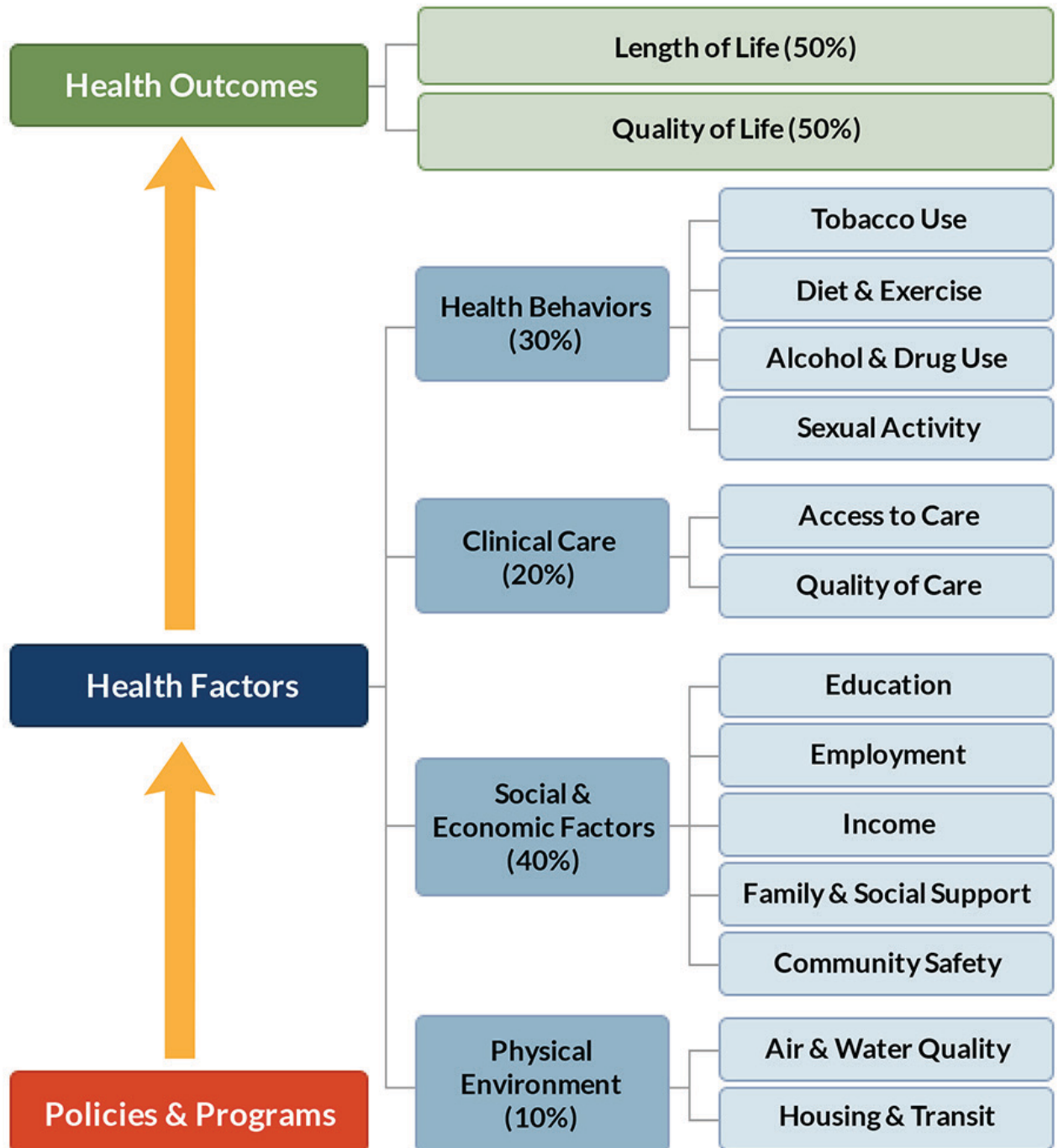
5 Securing and making the most of available resources.

Building a Culture of Health means adopting an enterprising spirit toward health improvement. This includes: the critical examination of existing and potential health investments, with an eye toward maximizing value; a focus on leveraging existing assets; and a strong belief that everyone in the community can be a force in health improvement. Applicant communities are encouraged to demonstrate how they are creatively approaching the generation, allocation, alignment, and mobilization of diverse financial and non-financial resources to evolve and sustain their health improvement efforts.

6 Measuring and sharing progress and results.

Building a Culture of Health means beginning with a destination in mind. This includes having a commitment to quality and impact in both how the work is done (process) and what impact is achieved (outcomes). Applicant communities are encouraged to demonstrate: how they are agreeing upon definitions of success based upon shared priorities; how they identify specific goals, use data and shared measurement to track progress and change course when progress is not evident; and how they communicate and celebrate successes along the way toward achieving better health outcomes.

COUNTY HEALTH RANKINGS MODEL



County Health Rankings model © 2014 UWPHI

WHAT DOES THE APPLICATION INVOLVE?

The RWJF Culture of Health Prize application process offers communities a valuable opportunity for collective reflection, refreshed action, and engagement of existing and new partners.

Communities should understand they are applying for a prize and not a grant. The Prize recognizes work that has already been accomplished so there is no required logic model, workplan, or budget. Because the Prize recognizes whole communities, applicants must think beyond their own individual organizations and initiatives. They must consider what has been accomplished across their entire community. To be competitive, it is imperative that applicants keep this community-wide focus in mind through all phases of the competition.

Phase I Application

For Phase I, applicant communities are asked to submit a brief essay up to five pages in length (Calibri, 11 point font, single-spaced, 1-inch margins) to:

1. Introduce their community
2. Describe when their journey began and what catalyzed collective action (such as an event, opportunity, or decision)
3. Showcase four accomplishments—specific policies, programs, or strategies—that best reflect their response to identified community needs and progress toward better health

When considering which accomplishments to include, applicant communities are encouraged to keep the following in mind:

- An accomplishment may be a relatively new or a well-established policy, program, or strategy. The application should convey the accomplishment's impact to date and/or expected future impact.
- An accomplishment may be an individual policy, program, or strategy or an integrated or closely-related collection of policies, programs, or strategies.
- While judges recognize the tremendous value of planning and convening processes, communities should NOT consider coalition development, community health assessments, or improvement plans as "accomplishments" for this submission.
- Applicant communities are encouraged to keep in mind that judges will assess submissions for evidence across all six criteria described on pages 4–5, and will have a particular interest in the extent to which accomplishments reflect the first three criteria:

The RWJF Culture of Health Prize has three distinct phases:

Phase I Application

All U.S. communities are invited to submit a Phase I Application, due November 12, 2015 (3 p.m. ET). Applicants will be notified of their status by December 14, 2015.

Phase II Application

Select applicant communities will be invited to compete for a finalist slot by submitting a Phase II Application, due January 25, 2016 (3 p.m. ET). Applicants will be notified of their status by March 4, 2016.

Site Visits with Finalist Communities

Finalist communities will be invited to participate in a site visit to take place between April 6 and June 15, 2016. Final decisions will be made following these visits. Winners are expected to be announced in fall 2016.

- Defining health in the broadest possible terms
- Committing to sustainable systems changes and policy-oriented long-term solutions
- Cultivating a shared and deeply-held belief in the importance of equal opportunity for health

Key Dates and Deadlines

November 12, 2015 (3 p.m. ET)

Phase I Applications (for all applicant communities) due.

December 14, 2015

Invitations extended to select applicant communities to submit Phase II Applications.

January 25, 2016 (3 p.m. ET)

Phase II Applications (for invited communities) due.

March 4, 2016

Invitations extended to finalist communities to participate in the Site Visit Phase.

April 6 – June 15, 2016

Site visits with finalist communities.

Fall 2016

National announcement of winners and celebration event.

To begin the application process, please visit www.rwjf.org/prize and use the “Apply Online” link. If you have not already done so, you will be required to register at <http://my.rwjf.org>. All applicants should log in to the system and familiarize themselves with the online submission requirements well before the submission deadline. Staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, the program will not accept late submissions.

Submission of an application gives permission to RWJF and UWPHI to feature components of the submission as part of its ongoing work to build a Culture of Health.

Phase II Application and Site Visits

A select group of Phase I applicant communities will be invited to compete for a finalist slot by submitting a Phase II Application.

For Phase II, invited community applicants will:

- Submit a second brief essay, building on the Phase I application, to provide judges with additional information about community health improvement efforts, with a focus on what they have done and how they have done it, including how the community is working in all four health factor areas as shown in the *County Health Rankings* model.
- Prepare a brief four-minute multimedia presentation that brings their community to life.
- Draft a site visit itinerary to give judges a sense of what they might see and who they might meet should their community be selected as a finalist.
- Designate a local governmental entity or U.S. tax exempt public charity operating within the community to accept the \$25,000 Prize on the community's behalf, should their community win.

Finalists will be invited to host a site visit.

Additional information for the Phase II and Site Visit phases can be found at the Frequently Asked Questions link at www.rwjf.org/prize. Detailed guidance will be provided to communities invited to advance in the competition.

HOW WILL WINNERS BE SELECTED?

The **RWJF Culture of Health Prize** will be awarded to up to 10 communities—each on its unique journey toward better health.

Every community can participate in the process of becoming healthier. Judges will evaluate each applicant individually, considering demonstrated progress relative to the Prize criteria in light of each community's unique challenges, opportunities, resources, and stage of health improvement efforts.

Judging will be conducted by program staff at RWJF and UWPHI along with a panel of expert national reviewers. Final decisions will be made by RWJF.

WHERE CAN MY COMMUNITY LEARN MORE ABOUT THE RWJF CULTURE OF HEALTH PRIZE?

Please visit us online at the web sites noted below, view our webinar, or contact us by email or phone. Please note that the FAQs linked below contain important details regarding the **RWJF Culture of Health Prize** and should be reviewed by each community before submitting an application.

Online resources:

RWJF Culture of Health Prize, FAQs and winners gallery:

www.rwjf.org/prize

2016 RWJF Culture of Health Prize Phase I Informational Webinar:

Join us for an informational webinar on the 2016 **RWJF Culture of Health Prize** Call for Applications on **September 10, 2015 from 3:00 – 4:00 p.m. ET**. To register and learn more, visit: <https://attendee.gotowebinar.com/register/1170370022207313665>. A recording of the webinar will be posted within a week at www.rwjf.org/prize.

Contact Information:

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Program Direction

The **RWJF Culture of Health Prize** is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

Responsible staff members at the Robert Wood Johnson Foundation:

- **Abbey Cofsky**, *senior program officer*
- **Donald Schwarz**, *director*
- **Michelle Larkin**, *interim vice president*
- **Joe Marx**, *senior adviser and senior communications officer*

Responsible staff members on the **RWJF Culture of Health Prize** team at the University of Wisconsin Population Health Institute:

- **Carrie Carroll**, *deputy director, RWJF Culture of Health Prize*
- **Olivia Little**, *community health improvement specialist*
- **Karen Odegaard**, *community health improvement specialist*
- **Julie Willems Van Dijk**, *director, RWJF Culture of Health Prize*



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