



Robert Wood Johnson  
Foundation

# 2018 RWJF Culture of Health Prize

Call for Applications from Communities

Application Deadline:  
**November 3, 2017 at 3 p.m. ET**





## Past Winners

### 2017 winners

To be announced on  
September 19, 2017

### 2016 winners

24:1 Community, MO  
Columbia Gorge Region, OR/WA  
Louisville, KY  
Manchester, NH  
Miami-Dade County, FL  
Santa Monica, CA  
Shoalwater Bay Indian Tribe (WA)

### 2015 winners

Bridgeport, CT  
Bronx, NY  
Everett, MA  
Kansas City, MO  
Lawrence, MA  
Menominee Nation (WI)  
Spartanburg County, SC  
Waaswaaganing Anishinaabeg  
(Lac du Flambeau Tribe) (WI)

### 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



# The Robert Wood Johnson Foundation 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 for all.**

The RWJF Culture of Health Prize (the Prize) recognizes communities that have placed a priority on health and are creating powerful partnerships and deep commitments that will enable everyone, especially those facing the greatest barriers to good health, the opportunity to live well. A Culture of Health recognizes that health and well-being are greatly influenced by where we live, learn, work, and play; the safety of our surroundings; and the relationships we have in our families and communities. The Prize elevates the compelling stories of local leaders and community members who together are transforming neighborhoods, schools, businesses, and more—so that better health flourishes everywhere.

In this sixth round of the annual Prize competition, up to 10 winning communities will:

- Receive a \$25,000 cash prize;
- Have their stories and successes celebrated broadly to inspire others toward locally-driven change;
- Engage with other national and community leaders as Culture of Health ambassadors; and,
- Join a Prize Alumni Network to learn with other Prize winners and network locally, regionally, and nationally.

People in communities throughout the country are coming together around a shared commitment to health, to ensure that everyone in the community has the opportunity to be as healthy as possible, regardless of who they are, where they live, or how much money they make. This is happening in diverse places—in cities, tribes, and small rural towns—no matter what their physical, economic, or demographic challenges may be.

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***“We made a big commitment to the Prize competition because we’re committed to this work. We want to be a part of the network. We want to learn and contribute. We’re not in it for the glory, not for the money, but for the long haul.”***

– Prize applicant

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## What Does the Application Process Involve?

**Through the RWJF Culture of Health Prize application process, a community comes together to reflect on, learn from, and tell their inspiring stories of collaboration, action, and results.**

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 workplan or budget. To be competitive, it is imperative that Prize applicants showcase the breadth of work and collaboration happening across the entire community and across sectors, through all phases of the competition.

# Who Is Eligible to Apply?

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

To be eligible to apply for the Prize, a community must be a geographically defined jurisdiction within the United States\* that falls into one of the following categories:

- City, town, village, borough, or other municipality with a publicly elected governing body
- County or parish
- Federally-recognized tribe or a state-designated Indian reservation
- Native Hawaiian organization 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 and states are not eligible to apply.

With the exception of previous Prize winners and 2017 finalists, all past applicants are eligible to reapply for 2018 (2017 finalists may reapply in 2019).

Communities will be asked to select primary and alternate contact people for their application, preferably from two different organizations. Each individual will indicate the type of organization with which they are affiliated, such as:

- Business
- Community coalition or resident group
- Hospital or health care organization
- Local foundation
- Government agency or department
- School
- Non-profit community-based organization
- Community development 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 on Prize expenditures are not required.

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***"The best part of the Prize application process has been to identify and acknowledge the amazing things our leaders have accomplished with and for us.***

***We often forget to stop, smell the roses and reflect on our endeavors and the Prize experience has allowed us to do just that."***

– Prize applicant

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## What Are Judges Looking For?

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

There is no single path forward to building a Culture of Health. Each community has distinct strengths, challenges, and approaches to change. Solutions are wide-ranging and everyone has a role to play. However, there are characteristics shared by communities that are catalyzing and sustaining positive change. These characteristics are reflected in the criteria for the RWJF Culture of Health Prize, serving as the lens through which all Prize applications are judged. Judges will assess submissions for evidence of accomplishments across six Prize criteria but have a particular interest in the extent to which accomplishments reflect the first three criteria.

# RWJF Culture of Health Prize Criteria

## Phase I Applications Should Emphasize the First Three Criteria

1

### **Defining health in the broadest possible terms ...**

... means using diverse strategies to address the many things that influence health in our communities. This includes taking action across all of the factors in the County Health Rankings model of health (page 10): health behaviors, clinical care, social and economic factors, and the physical environment. Communities are also encouraged to show how they respond to community needs and priorities. Given the importance of social and economic factors in influencing health outcomes, strategies addressing education, employment/income, family and social support, and community safety are considered crucial elements to achieving a Culture of Health.

2

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

... means making thoughtful, data-informed, policy, programmatic, and systems changes that are designed to last. This involves having a strategic approach to problem-solving that recognizes the value of evidence and the promise of innovation. Communities are encouraged to demonstrate how residents, leaders, and organizations are collectively identifying priorities and taking coordinated action to implement sustainable solutions to the health challenges they face.

3

### **Creating conditions that give everyone a fair and just opportunity to reach their best possible health ...**

... means intentionally working to identify, reduce, and ultimately eliminate disparities in health, in partnership with those most affected by poor health outcomes. This includes cultivating a shared commitment to equity across the community; valuing diverse perspectives; and fostering a sense of security, belonging, and trust among all residents. Communities are encouraged to demonstrate: 1) how they are engaging in collective problem solving, including full participation by excluded or marginalized groups and those most affected by poor health in making decisions and driving solutions; and 2) what actions they are taking to remove obstacles and increase opportunities for all to be healthy.

# 4

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

... means that individuals and organizations across sectors and disciplines are all working together to provide everyone with the opportunity for better health. This includes building diverse and robust partnerships across business, government, residents, and nonprofit organizations. Communities are encouraged to demonstrate how they are developing methods for buy-in, decision-making, and coordinated action; building a shared sense of accountability; continuously communicating about health improvement efforts; and developing leadership skills and capacity among all community members.

# 5

## **Securing and making the most of available resources ...**

... means adopting an enterprising spirit toward health improvement. This includes critically examining existing and potential resources to maximize value, with a focus on leveraging existing assets; prioritizing upstream investments that address social and economic factors that influence health; and cultivating a strong belief that everyone in the community can be a force to improve health. Communities are encouraged to demonstrate how they are creatively approaching the generation, allocation, and mobilization of diverse financial and non-financial resources to improve health.

# 6

## **Measuring and sharing progress and results ...**

... means beginning with the destination in mind and a commitment to measuring the quality and impact of coordinated efforts. This includes: 1) establishing shared goals across sectors and partners; 2) agreeing on definitions of success, with attention to reducing disparities; 3) identifying measureable indicators of progress; and 4) continuously using data to improve processes, track outcomes, and change course when necessary. Communities are encouraged to demonstrate how they are developing systems for collecting and sharing information, determining impacts across efforts, and communicating and celebrating successes when goals are achieved.

## Key Dates and Deadlines

### Phase I

**November 3, 2017 (3 p.m. ET)**

Phase I Applications (for all applicant communities) due.

### Phase II

**December 8, 2017**

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

**January 18, 2018 (3 p.m. ET)**

Phase II Applications (for invited communities) due.

### Phase III

**March 2, 2018**

Invitations extended to finalist communities to participate in a site visit.

**April 3–June 15, 2018**

Site visits with finalist communities.

### Recognition Phase

**Fall 2018**

National announcement of winners and celebration and learning event.

## The RWJF Culture of Health Prize application has three distinct phases:

### Phase I Application

**For Phase I, applicant communities are asked to submit a brief essay up to five single-spaced pages in length to:**

1. Introduce their community by describing:
  - Key community demographics, characteristics, strengths, and challenges, including who in the community is most affected by poor health outcomes;
  - How the community's health improvement journey began and what catalyzed collective action (such as an event, opportunity, or decision).
2. Showcase four accomplishments—specific policies, programs, or strategies—that best reflect their response to identified community needs and progress toward better health.

Applicant communities are encouraged to keep the following in mind:

- The County Health Rankings model and the importance of working across the four health factor areas.
- The Prize recognizes communities and applicants who think and act beyond their own individual organizations and initiatives.
- An accomplishment may be a relatively new or a well-established policy, program, or strategy. The application should convey the accomplishment's significance to the community and the impact to date 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, communities should NOT consider coalition development, community health assessments, or improvement plans as "accomplishments" for this submission.

**To begin the application process**, please visit [www.rwjf.org/prize](http://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 application process and the online submission requirements well in advance of the submission deadline. The submission process may be substantially slower when many users are simultaneously trying to submit their applications. Staff may not be able to assist all applicants in the final 24 hours before the submission deadline. To be accepted, applicants must submit completed proposals by the time and date of the deadline. Reasons such as lack of Internet connectivity, applicant server problems, confusion about time of deadline, or difficulty working with partners, are not grounds for exceptions.

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



## Phase II Application

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:

- Build on their Phase I essay with additional information about community health improvement efforts and how they are meeting all six Prize criteria.
- Prepare a four-minute community video featuring the voices and perspectives of residents and leaders involved in the community's work.
- 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.

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***"The introspection involved in writing the application served as a significant motivator for us. When we saw on paper how much we actually accomplished it invigorated us to forge forward."***

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– Prize applicant

## Phase III Site Visit

Up to 16 Phase II applicants will advance as finalists in the competition and be invited to host a site visit. Detailed guidance will be provided to communities invited to advance in the competition.

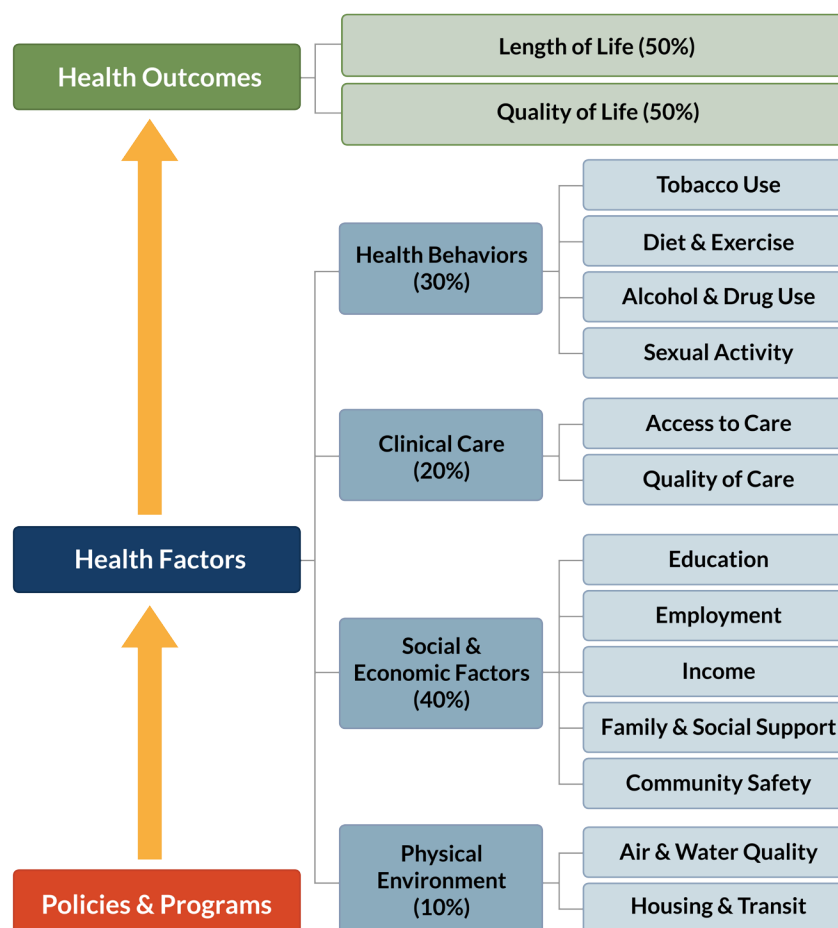


# How Will Winners Be Selected?

**The RWJF Culture of Health Prize will be awarded to up to 10 communities.**

Judges will evaluate each applicant individually, considering demonstrated progress relative to the Prize criteria and each community's unique challenges, opportunities, resources, and stage of health improvement. Judging will be conducted by staff at RWJF and UWPHI along with a panel of national experts serving on the Prize National Advisory Group. Final decisions will be made by RWJF.

## County Health Rankings Model of Health



County Health Rankings model © 2017 UWPHI

# Where Can My Community Learn More About the RWJF Culture of Health Prize?

Visit us online at [www.rwjf.org/prize](http://www.rwjf.org/prize), view our webinar, or contact us by email or phone. Please note that the Frequently Asked Questions (FAQs) located on the Prize website 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](http://www.rwjf.org/prize)
- This resource on health equity from RWJF includes several definitions and concepts included in the Prize criteria and may serve as a helpful reference to applicants: <http://www.rwjf.org/en/library/research/2017/04/what-is-health-equity-.html>

## 2018 RWJF Culture of Health Prize Phase I Informational Webinar:

Join us for an informational webinar on the 2018 RWJF Culture of Health Prize Call for Applications on **September 20, 2017 from 3:00–4:00 p.m. ET**. To register go here: <https://attendee.gotowebinar.com/register/837868926157552386>. A recording of the webinar will be posted within a week at [www.rwjf.org/prize](http://www.rwjf.org/prize).

## Contact Information:

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*Learn more about how winning communities are building a Culture of Health by visiting the RWJF Culture of Health Prize Winners Gallery: [www.rwjf.org/prize](http://www.rwjf.org/prize).*

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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.**

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