2017 RWJF Culture of Health Prize
Phase I Informational Webinar
September 22, 2016

Presenters

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

• Robert Wood Johnson Foundation’s Vision
• Purpose of the RWJF Culture of Health Prize
• Past Prize Winners
• 2017 Prize Application & Selection Process
• Questions & 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.
Building a Culture of Health

“Our goal is to weave these many threads of health into the richly textured fabric we call American life.”

2016 President’s Message
Risa Lavizzo-Mourey, MD, MBA, President & Chief Executive Officer, RWJF

What Is the Purpose of the Prize?
The True Value for Prize Winners

- $25,000 cash prize
- Stories and successes celebrated broadly
- Engage with other leaders as ambassadors for building a Culture of Health
- Join a Prize Alumni Network to learn with other Prize winners

Finding Reward in the Journey

“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.”
RWJF Culture of Health Prize Winners

To learn more about the Prize application process, criteria, and to see the stories of previous winners, visit: www.rwjf.org/prize

2017 RWJF Culture of Health Prize

To learn more about the Prize application process, criteria, and to see the stories of previous winners, visit: www.rwjf.org/prize
Three Phase Application Process

1. Phase I Application (all U.S. communities invited)
2. Phase II (select communities invited)
3. Site Visits (up to 16 finalists invited)

Please Note

The Phase I deadline is Thursday, November 3, 2016 3 p.m. Eastern Time
Overall Timeline and Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 3, 2016</td>
<td>Phase I applications due</td>
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<tr>
<td>December 9, 2016</td>
<td>Select communities invited to Phase II</td>
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<tr>
<td>January 20, 2017</td>
<td>Phase II applications due</td>
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<tr>
<td>March 3, 2017</td>
<td>Select communities invited to site visits</td>
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<tr>
<td>April 3 – June 9, 2017</td>
<td>Site visits with finalist communities</td>
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<tr>
<td>Fall 2017</td>
<td>Winners announced</td>
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Who Is Eligible?

- Town, village, borough, or other local incorporated place
- City
- County or parish
- Federally-recognized tribe
- Native Hawaiian organization serving and representing the interests of Native Hawaiians in Hawaii
- Regions (contiguous towns, cities, or counties)
Who Is Eligible?

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

1. DEFINING HEALTH IN THE BROADEST POSSIBLE TERMS.
2. COMMITTING TO SUSTAINABLE SYSTEMS CHANGES AND POLICY-ORIENTED LONG-TERM SOLUTIONS.
3. CULTIVATING A SHARED AND DEEPLY-HELD BELIEF IN THE IMPORTANCE OF EQUAL OPPORTUNITY FOR HEALTH.
Engaging Community to Create Change

4. HARNESSING THE COLLECTIVE POWER OF LEADERS, PARTNERS, AND COMMUNITY MEMBERS.
5. SECURING AND MAKING THE MOST OF AVAILABLE RESOURCES.

6. MEASURING AND SHARING PROGRESS & RESULTS.
How Do We Apply?

Go to:
www.rwjf.org/prize

RWJF Culture of Health Prize Winners

Each year, RWJF honors and elevates U.S. communities that are making great strides in their journey toward better health.

Announcing the 2016 Prize Winners
November 16, 2016 | News Release

The Robert Wood Johnson Foundation announced the seven communities selected to receive the 2016 RWJF Culture of Health Prize. The winning communities were chosen from a pool of nearly 200 applicants.

2017 Call for Applications

Applying to receive up to $25,000 and have your stories and successes celebrated broadly to inspire others toward locally-driven change.
Deadline: November 30, 2016 | Learn more.

How Do We Apply?

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.

Call for Applications

We recognize the impact of 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 challenges, with the opportunity to live well.

Apply now to receive up to $25,000 and have your stories and successes celebrated broadly to inspire others toward locally-driven change.
How Do We Apply?

2017 RWJF Culture of Health Prize

Call for Applications
Release Date: August 10, 2016

Purpose
The RWJF Culture of Health Prize recognizes communities that have placed a priority on health and are creating powerful partnerships and deep commitments that enable everyone, especially those facing the greatest challenges, with the opportunity to live well. A Culture of Health recognizes that health and well-being are greatly influenced by where we live, work, the safety of our surroundings, and the relationships we have in our families and communities. The Prize shares the compelling stories of local leaders and community members who are coming together to create conditions for health and prosperity by transforming neighborhoods, schools, and businesses—so that good health flourishes everywhere.

Total Awards
In the fifth round of the annual Prize competition, up to 10 serving communities will:

- Receive a $250,000 cash prize.
- Share their stories and successes celebrated broadly to inspire others toward locally driven change.
- Engage with other national and community leaders as ambassadors for building a Culture of Health across America and;
- Join a Prize Alumni Network to learn with other Prize winners and network locally, regionally, and nationally.

Apply Via the my.rwjf.org Portal

If you have not already, you will be required to register.
Phase I Application

The Phase I Essay has two main sections:

• Part 1: Introduction to Our Community
• Part 2: Our Community’s Four Accomplishments

Phase I Essay

Introduction to Our Community

• Suggested length: approx. 1 page
• Key physical, social, and economic characteristics
• Important historical and cultural considerations
• Vital assets and pressing needs
• When and what catalyzed collective action toward better health
Phase I Essay

Our Community’s Four Accomplishments

• Suggested length: approx. 4 pages
• This is your opportunity to showcase four accomplishments – specific policies, programs, or strategies – that best reflect your community’s response to identified needs and progress toward better health.

Accomplishments may be:
• Relatively new or well-established policies, programs, or strategies
• Individual OR closely-related collection of policies, programs, or strategies

Accomplishments may NOT be:
• Planning or convening processes such as coalition development, community health assessments, or improvement plans
Phase I Worksheet

1. Provide accomplishment name
2. Offer brief description
3. Underline primary health factor area(s)
4. Indicate approximate year initiated

Phase I Evaluation

Judges will evaluate applications through the lens of all six Prize criteria, with particular emphasis given to the first three criteria:

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

Invitations will be extended to select Phase I applicant communities to submit a Phase II application, which will include:

• A second brief essay to offer a full picture of health improvement efforts
• A brief video for judges to “meet” your community
• A draft site visit itinerary to show what judges might see and who they might meet if selected to advance in the competition

Site Visit Phase

Giving life and voice to Phases I & II

• Up to 16 Phase II applicants will be honored as finalists and be invited to participate in site visits
• Teams of 4-6 site visitors will spend about 24 hours in each community
• Activities will include a community tour, a leadership dinner, and a community conversation
Can Any Community Win?

- Yes – every community can participate in the process of becoming a healthier place to live, learn, work, and play.

- We are looking for unique approaches – not a replication of previous winners.

- Judges will assess individual community applications against the six Prize criteria. The quality and breadth of each community’s accomplishments and its capacity and dedication to create positive momentum to improve health will be key factors in assessing the strength of each application.

Questions?

General information, application, and past Prize winners: www.rwjf.org/prize

Call for applications: https://anr.rwjf.org/viewCfp.do?cfpId=1338&cfpOverviewId=

FAQs: https://anr.rwjf.org/templates/external/CHR_PRIZE5_FAQS.pdf

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