2020 RWJF Culture of Health Prize
Phase I Applicant Informational Webinar
September 24, 2019

Presenters

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RWJF Culture of Health Prize  
University of Wisconsin Population Health Institute

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Senior Program Officer  
Robert Wood Johnson Foundation

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RWJF Culture of Health Prize  
University of Wisconsin Population Health Institute
The RWJF Culture of Health Prize is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.
What Will We Cover Today?

- What is the purpose of the RWJF Culture of Health Prize?
- What does the application involve?
- Who is eligible to apply?
- What are the Prize selection criteria?
- How do we apply?
- What are tips for a successful application?
- How can we learn more?

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

A Culture of Health recognizes that where we live — such as our access to affordable homes, quality schools, good jobs, and reliable transportation — affects how long and well we live.

What Is the Purpose of the Prize?

The RWJF Culture of Health Prize honors and elevates U.S. communities working at the forefront of advancing health, opportunity, and equity for all.
What Do Prize Winners Receive?

- $25,000 cash prize
- National and local promotion of stories and successes to inspire others’ efforts
- Professionally produced, customized communications materials including videos, photos, and stories
- Strategic communications guidance and outreach to media, policymakers and networks of organizations to promote Prize winner announcement
- Engagement with other national and local leaders working to build a Culture of Health through the Prize Alumni Network
Finding Reward in the Journey

“The best part of the RWJF 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-winning community leader

2020 RWJF Culture of Health Prize

Learn more about the Prize application process, criteria, and previous winners at rwjf.org/prize
What Does the Application Involve?

1. Phase I Application
   All U.S. communities invited

2. Phase II Application
   Select Phase I applicants invited

3. Site Visits
   Select Phase II applicants named as finalists and invited to host site visit

Please Note

The Phase I deadline is Monday, November 4, 2019 3 p.m. Eastern Time
Overall Timeline and Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 4, 2019</td>
<td>Phase I applications due by 3 p.m. ET</td>
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<tr>
<td>December 9, 2019</td>
<td>Select communities invited to Phase II</td>
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<tr>
<td>January 16, 2020</td>
<td>Phase II applications due by 3 p.m. ET</td>
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<tr>
<td>February 28, 2020</td>
<td>Select communities invited to site visits</td>
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<tr>
<td>April – May 2020</td>
<td>Site visits with finalist communities</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>2020 Prize winners announced</td>
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Who Is Eligible To Apply?

A geographically defined jurisdiction within the U.S. that falls into one of the following categories:

- County, parish, borough, city, town, village, or other municipality with a publicly-elected governing body
- Federally-recognized tribe or state-designated Indian reservation
- Native Hawaiian organization serving and representing the interests of Native Hawaiians in Hawaii
- Region defined as geographically contiguous municipalities, counties, and/or reservations
  - Neighborhoods and states are not eligible to apply
Who Is Eligible To Apply?

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

What are the Prize selection criteria?

Prize winners are selected based on six criteria:

1. Defining health in the broadest possible terms.
2. Committing to sustainable systems changes and policy-oriented long-term solutions.
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health.
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 and results.
1. Defining health in the broadest possible terms

County Health Rankings Model of Health

- Health Outcomes
  - Length of Life (50%)
  - Quality of Life (50%)

- Health Factors
  - Health Behaviors (30%)
  - Clinical Care (20%)
  - Social & Economic Factors (40%)

- Physical Environment (15%)
  - Air & Water Quality
  - Housing & Transit

- Policies & Programs

County Health Rankings Model © 2007-2017
2. Committing to sustainable systems changes and policy-oriented long-term solutions

Moving Toward Systemic Change

Programs & Services

Policies

Systems

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

Partnering with Residents to Address Disparities

- What actions are being taken to remove obstacles to better health?
- How do residents historically excluded from opportunities participate in problem solving?
- How is power and leadership shared with those traditionally absent from decision making?
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 and results

How Do We Apply?

Go to: rwjf.org/prize

2020 Call for Applications

We want to hear from communities that have placed a priority on health and are creating powerful partnerships and deep commitments to provide everyone, especially those facing the greatest challenges, with the opportunity to live the healthiest life possible.

If your community is using innovative ways to catalyze and sustain positive change, take the time to learn more about what it takes to be an RWJF Culture of Health Prize winner and apply.
How Do We Apply?

Apply Via the my.rwjf.org Portal

2020 Culture of Health Prize

Call for Applications

Application Deadline
November 04, 2019, 3:00 p.m. ET

Key Materials
Preview a sample application before submitting →
Full Funding Opportunity (PDF) →
Funding Opportunity Brochure Spanish →
Frequently Asked Questions →

Key Contacts
Email: info@colprize.wisc.edu
Tel: (608) 263-6983

PREVIEW OF APPLICATION

SELECTION CRITERIA

There are characteristics shared by communities that catalyze and sustain positive change. Because the Prize recognizes whole communities, applicants must think beyond their own individual organizations and initiatives to what has been accomplished across the community. Applications will be judged based on the criteria below:

PERSPECTIVES

The Prize will ultimately select a single Culture of Health Prize winner and a number of semi-finalists. The Prize will also seek to recognize the many communities throughout the United States and internationally that are working to build a Culture of Health.

PRACTICE

The Prize encourages communities to embrace the idea that health is more than the absence of illness and disease. It emphasizes building environments that improve the wellness of everyone, regardless of their financial, social, or educational circumstances. The Prize recognizes communities that are working to create environments that promote health and well-being.

PURPOSE

The Robert Wood Johnson Foundation Culture of Health Prize highlights compelling stories of community members throughout the country who are working together in new ways so that everyone can live their healthiest life possible, regardless of who they are or how much money they make. A Culture of Health recognizes that where we live, work, play, and learn matters—what we eat, how we travel, how we feel, and how we use our time. The Prize elevates the compelling stories of community members who are working together to transform neighborhoods, schools, businesses, and more so that the opportunity for better health flourishes for all.

Funding Opportunities
Apply Via the my.rwjf.org Portal

Apply Via the my.rwjf.org Portal
Phase I Essay

1. Introduce Your Community

   • Suggested length = 1 page

   • Provide an overview of your community that touches on each of the following:
     • Key physical, social, demographic, and economic characteristics
     • Important historical and cultural considerations
     • Vital assets, strengths, pressing needs and challenges
     • Information about who in the community is most affected by poor health outcomes and what root causes are driving community health conditions
     • When and what catalyzed collective action toward better health (such as an event, opportunity, or decision)
Phase I Essay

2. Describe Four Community Accomplishments

• Suggested length = 3 pages (approx. ¾ page per accomplishment)

• Showcase four accomplishments – specific policies, programs, or strategies – that, taken together, demonstrate how your community is defining health in the broadest possible terms, as described in criterion 1.

• Describe each accomplishment’s significance to the community, including how it relates to identified local challenges; how it may impact historically excluded populations or geographic areas in the community; and its impact to date or expected future impact.

Accomplishments may be:

• Well-established or relatively new policies, programs, or strategies

• Individual OR integrated 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 Essay

3. Describe how these four accomplishments represent your community’s commitment to **sustainable systems changes and policy-oriented long-term solutions**, as described in criterion 2.
   - Suggested length = ½ page

4. Describe how these four accomplishments demonstrate **creating conditions that give everyone a fair and just opportunity to reach their best possible health**, as described in criterion 3.
   - Suggested length = ½ page
Phase I Summary Worksheet

1. Provide accomplishment name
2. Offer brief description (500 characters or less per accomplishment)
3. Underline primary health factor area(s)
4. Indicate approximate year initiated

Apply Via the my.rwjf.org Portal

Deadline: Nov 4, 2019 03:00 PM ET
47 days remaining

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<thead>
<tr>
<th>Status</th>
<th>Section</th>
<th>Description</th>
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<tbody>
<tr>
<td>✔</td>
<td>Identify Your Community</td>
<td>Provide your community name and state.</td>
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<tr>
<td>✔</td>
<td>Community Demographic Information</td>
<td>Provide information to describe your community.</td>
</tr>
<tr>
<td>✔</td>
<td>Contacts for Your Application</td>
<td>Provide information for two contact people for your application.</td>
</tr>
<tr>
<td>❌</td>
<td>Phase I Essay</td>
<td>Provide an essay in support of your application.</td>
</tr>
<tr>
<td>✔</td>
<td>Summary of Accomplishments</td>
<td>Provide information summarizing your accomplishments.</td>
</tr>
<tr>
<td>✔</td>
<td>How You Learned about the Prize</td>
<td>Provide information about how you learned of the Prize.</td>
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</table>
What Are Tips for a Successful Application?

Applications are evaluated through the lens of all six Prize criteria, with particular emphasis given to the first three criteria in Phase I:

1. Defining health in the broadest possible terms
2. Committing to sustainable systems changes and policy-oriented long-term solutions
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health

<table>
<thead>
<tr>
<th>Stronger applications demonstrate:</th>
<th>Applications that are less competitive:</th>
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<tbody>
<tr>
<td>• A community-wide focus</td>
<td>• Focus on work representing a single</td>
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<tr>
<td></td>
<td>organization, initiative, program, or</td>
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<tr>
<td></td>
<td>neighborhood</td>
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<tr>
<td>• Responsiveness to community needs and disparities in a way</td>
<td>• Feature fewer than four accomplishments,</td>
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<tr>
<td>that builds on community strengths</td>
<td>such as including a planning/convening</td>
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<td></td>
<td>process as an accomplishment on its</td>
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<tr>
<td></td>
<td>own</td>
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<tr>
<td>• A strong focus on addressing social and economic factors</td>
<td>• Include a limited breadth of</td>
</tr>
<tr>
<td>(education, employment, income, family &amp; social support,</td>
<td>accomplishments that do not reflect work</td>
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<tr>
<td>community safety)</td>
<td>across health factors (such as a primary</td>
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<td></td>
<td>focus on health behaviors and/or clinical</td>
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<td></td>
<td>care)</td>
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<tr>
<td>• Evidence of policy, systems, and environmental changes</td>
<td>• Emphasize programs and service delivery</td>
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<tr>
<td></td>
<td>without policy and systems change</td>
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<tr>
<td>• Specific actions to remove obstacles and increase</td>
<td>• Lack information about who in the</td>
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<tr>
<td>opportunities for all to be healthy</td>
<td>community is experiencing poor health</td>
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<tr>
<td></td>
<td>and how disparities are being</td>
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<tr>
<td></td>
<td>addressed</td>
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<td>• Residents, especially from historically excluded groups,</td>
<td>• Lack specific examples of how residents</td>
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<tr>
<td>engaged in making decisions and implementing solutions</td>
<td>experiencing inequitable health outcomes</td>
</tr>
<tr>
<td></td>
<td>are engaged in driving solutions</td>
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Diverse Approaches to Advancing Equity

Prize winners use diverse approaches to advancing equity, such as:

See Prize winner stories at rwjf.org/prize

How Can We Learn More?
New Resources Featuring Prize Winners

Join a webinar featuring Prize winners!
October 10th from 2-3 pm ET
zoom.us/webinar/register/WN_g39BH3M-QGikbaB4pu07vw

Read UWPHI's new report at countyhealthrankings.org/prizeequity

How Can We Learn More?

General information, application, and Prize Winners Gallery: www.rwjf.org/prize

Call for applications: https://anr.rwjf.org/viewCfp.do?cfpld=1495&cfpOverviewId=

FAQs: https://anr.rwjf.org/templates/external/CHR-PRIZE8_FAQS.pdf

Application questions:
Contact the UWPHI Prize Team
Email: info@cohprize.wisc.edu Phone: 608-263-6983
“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.”