

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



RWJF Culture of Health Prize
Call for Applications
Deadline: November 4, 2019

Apply to become an RWJF
Culture of Health Prize Community.
Learn more at www.rwjf.org/prize.

Robert Wood Johnson
Foundation

CULTURE OF
HEALTH PRIZE

Robert Wood Johnson
Foundation

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Presenters



Carrie Carroll

Deputy Director
RWJF Culture of Health Prize
University of Wisconsin
Population Health Institute



Katie Wehr

Senior Program Officer
Robert Wood Johnson
Foundation



Olivia Little

Community Improvement Strategist
RWJF Culture of Health Prize
University of Wisconsin
Population Health Institute



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In It Together – Building a Culture of Health

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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Zoom Webinar Technology

The screenshot shows a Zoom Webinar interface. The main window, titled "Viewer Window", displays a slide for the "2020 RWJF Culture of Health Prize Phase I Applicant Informational Webinar" scheduled for September 24, 2019. The slide includes a photo of a man and a child, and text about the prize and application deadline. Below the slide is a Zoom control bar with icons for Mute, Chat, Raise Hand, and Q&A. A red arrow points to the Q&A icon. To the right, a "Question Box" window is open, showing a Q&A session. It lists questions from James Bannello and answers from Ericka Burroughs-Girardi. A red arrow points to the "Please input your question..." text box in the Question Box.

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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?



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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.



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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.



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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.



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RWJF Culture of Health Prize Winners 2013-2018



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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



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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



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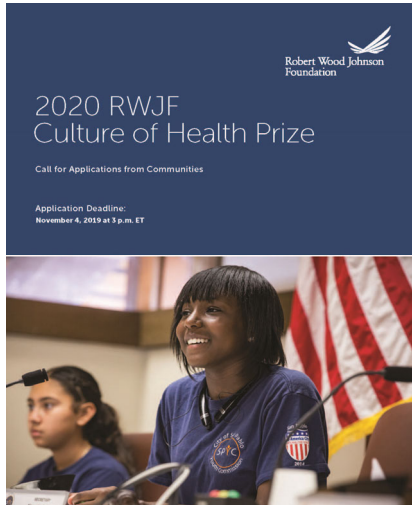
2020 RWJF Culture of Health Prize

Learn more about the Prize application process, criteria, and previous winners at rwjf.org/prize



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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



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Please Note

**The Phase I deadline is
Monday, November 4, 2019
3 p.m. Eastern Time**



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Overall Timeline and Key Dates

November 4, 2019	Phase I applications due by 3 p.m. ET
December 9, 2019	Select communities invited to Phase II
January 16, 2020	Phase II applications due by 3 p.m. ET
February 28, 2020	Select communities invited to site visits
April – May 2020	Site visits with finalist communities
Fall 2020	2020 Prize winners announced



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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



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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.



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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.



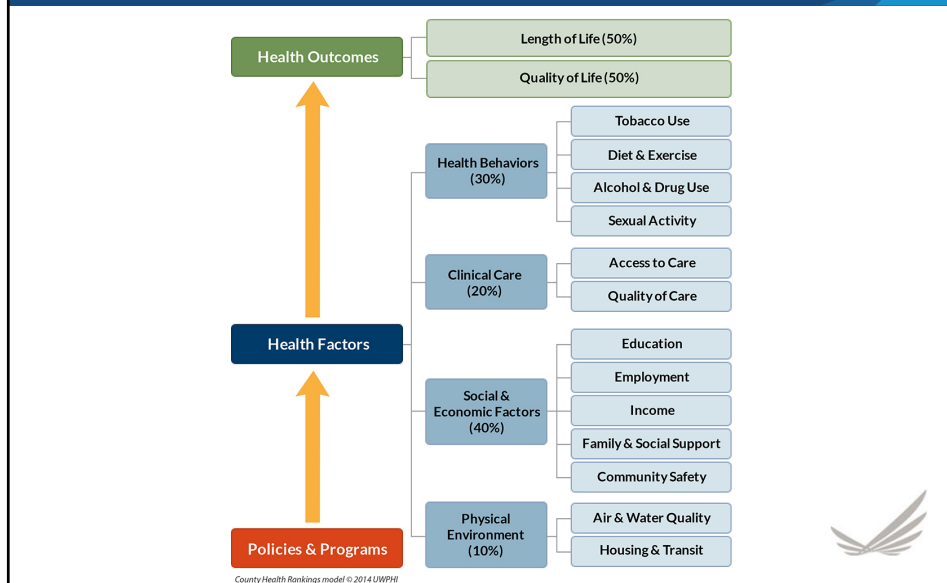
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1. Defining health in the broadest possible terms



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County Health Rankings Model of Health



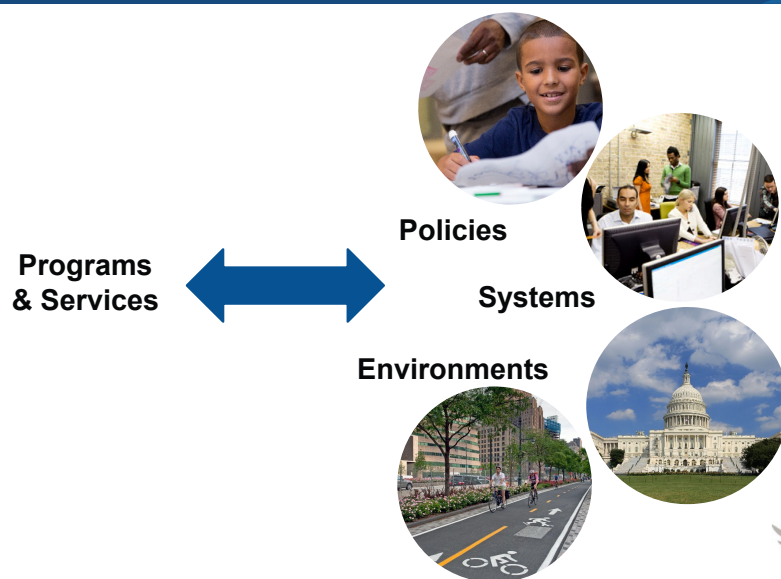
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2. Committing to sustainable systems changes and policy-oriented long-term solutions



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Moving Toward Systemic Change



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



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Partnering with Residents to Address Disparities



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



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5. Securing and making the most of available resources



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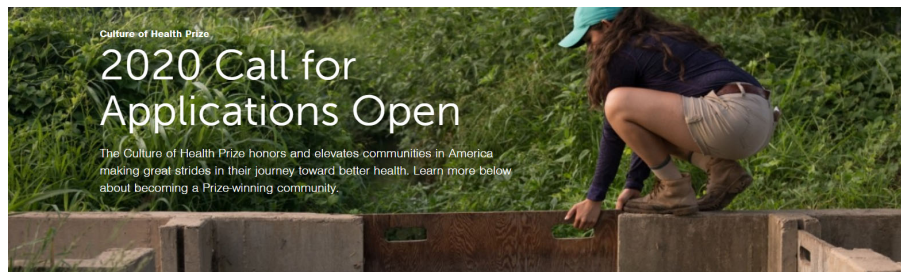
6. Measuring and sharing progress and results



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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.



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How Do We Apply?



Robert Wood Johnson Foundation

How We Work

Our Focus Areas

About RWJF

Funding Opportunities

2020 Culture of Health Prize

Call for Applications

Release Date: August 9, 2019 | Application Deadline: Mon, 4 Nov 2019

PURPOSE

The Robert Wood Johnson Foundation Culture of Health Prize elevates the 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—such as our access to affordable homes, quality schools, and reliable transportation—affects how long and how well we live. 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.

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.

Application Deadline

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

APPLY ONLINE

Key Materials


[Preview a sample application before submitting →](#)
[Full Funding Opportunity \(PDF\) →](#)
[Funding Opportunity Brochure Spanish →](#)
[Frequently Asked Questions →](#)

Key Contacts

E-mail: info@cohprize.wisc.edu
Tel: (608) 263-6983

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Apply Via the my.rwjf.org Portal



Robert Wood Johnson Foundation

Contact RWJF | RWJF.org

Sign In to MyRWJF

Your email address

Password

Sign In

[Forgot your password?](#)

First time visitor?
MyRWJF is the Robert Wood Johnson Foundation portal for applicants, reviewers and grantees. Use the **Register** button below to set-up your profile for this portal.

Register

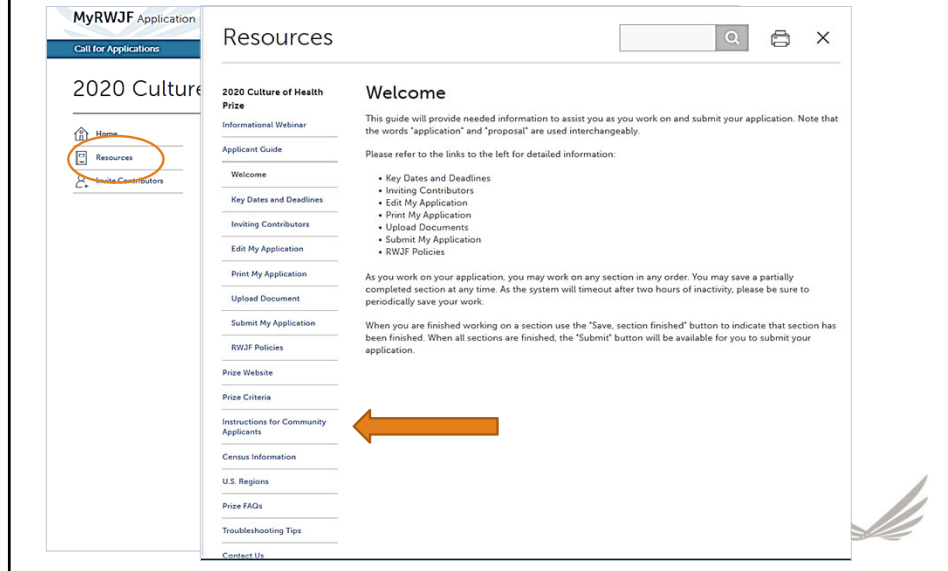
If you have not already, you will be required to register.

Our mission: to improve the health and health care of all Americans.

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Apply Via the my.rwjf.org Portal



MyRWJF Application

Call for Applications

2020 Culture of Health Prize

Home Resources Invite Contributors

Resources

2020 Culture of Health Prize

Informational Webinar

Applicant Guide

Welcome

Key Dates and Deadlines

Inviting Contributors

Edit My Application

Print My Application

Upload Document

Submit My Application

RWJF Policies

Prize Website

Prize Criteria

Instructions for Community Applicants

Census Information

U.S. Regions

Prize FAQs

Troubleshooting Tips

Contact Us

Welcome

This guide will provide needed information to assist you as you work on and submit your application. Note that the words "application" and "proposal" are used interchangeably.

Please refer to the links to the left for detailed information:

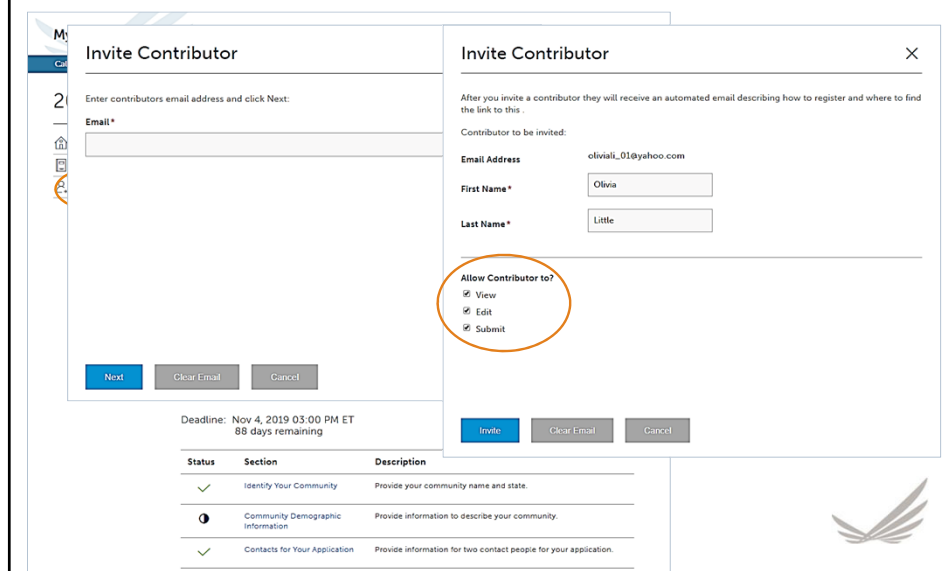
- Key Dates and Deadlines
- Inviting Contributors
- Edit My Application
- Print My Application
- Upload Documents
- Submit My Application
- RWJF Policies

As you work on your application, you may work on any section in any order. You may save a partially completed section at any time. As the system will timeout after two hours of inactivity, please be sure to periodically save your work.

When you are finished working on a section use the "Save, section finished" button to indicate that section has been finished. When all sections are finished, the "Submit" button will be available for you to submit your application.

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Apply Via the my.rwjf.org Portal



MyRWJF Application

Call for Applications

2020 Culture of Health Prize

Home Resources Invite Contributors

Invite Contributor

Enter contributors email address and click Next:

Email *

Next Clear Email Cancel

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

Invite Contributor

After you invite a contributor they will receive an automated email describing how to register and where to find the link to this .

Contributor to be invited:

Email Address olivia01@yahoo.com

First Name * Olivia

Last Name * Little

Allow Contributor to?

☒ View

☒ Edit

☒ Submit

Invite Clear Email Cancel

Status	Section	Description
✓	Identify Your Community	Provide your community name and state.
!	Community Demographic Information	Provide information to describe your community.
✓	Contacts for Your Application	Provide information for two contact people for your application.

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Apply Via the my.rwjf.org Portal

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

Submit

Status	Section	Description
✓	Identify Your Community	Provide your community name and state.
✓	Community Demographic Information	Provide information to describe your community.
✓	Contacts for Your Application	Provide information for two contact people for your application.
🕒	Phase I Essay	Provide an essay in support of your application.
✓	Summary of Accomplishments	Provide information summarizing your accomplishments.
✓	How You Learned about the Prize	Provide information about how you learned of the Prize.



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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)



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Phase I Essay

2. Describe Four Community Accomplishments

- Suggested length = 3 pages (approx. $\frac{3}{4}$ 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



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Phase I Essay

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



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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



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Phase I Essay

2020 Culture of Health Prize

ID: 86485 [Print Application](#)

- [Home](#)
- [Resources](#)
- APPLICATION**
- ☒ Identify Your Community
- ☐ Community Demographic Information
- ☒ Contacts for Your Application
- ☐ Phase I Essay
- ☐ Summary of Accomplishments
- ☐ How You Learned about the Prize

Phase I Essay *

① Instruction:

Hide ^

To Begin: Download the template shown below. Follow the instructions included on the first page of the template. You may also refer to the "Instructions for Community Applicants" located under the "Resources" section on the left. When you have completed the essay, upload the completed template by selecting the "Upload" button.

The maximum number of pages you can upload for the essay is six (one page for instructions and five pages for the essay). Do not delete the instruction page.

To Upload: Upload the completed document by selecting the "Upload" button below. To upload, your document **must be converted to PDF format** (please do not submit a scanned document). For instructions on how to convert your document to a PDF, select the "Troubleshooting Tips" link located in the "Resources" section on the left and click on File Formats.

When you have completed this page, select the "Save, section finished" button at the bottom of the page. Once all sections of your application are complete, you may "Submit" from the Home page. All uploaded documents may be updated and replaced until you submit your application.

* Indicates required

Description	Templates	Uploaded Documents
Phase I Essay* For complete instructions, use the "Instructions for Community Applicants" link located in the "Resources" section on the left.	Phase I Essay	Upload



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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

2020 RWJF Culture of Health Prize – Summary of Accomplishments

Community Name: _____ Phase I Application ID: _____

Accomplishment Name <small>Limit: 80 characters (including spaces) per accomplishment</small>	Brief Description <small>Limit: 500 characters (including spaces) per accomplishment</small>	Primary Health Factor Area <small>Underline the health factor area(s) that best reflect(s) each accomplishment.</small>	Approximate Year Initiated <small>E.g., 2010</small>
		<ul style="list-style-type: none"> • Health Behaviors • Clinical Care • Social & Economic • Physical Environment 	
		<ul style="list-style-type: none"> • Health Behaviors • Clinical Care 	

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Apply Via the my.rwjf.org Portal

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

Submit

Status	Section	Description
✓	Identify Your Community	Provide your community name and state.
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🕒	Phase I Essay	Provide an essay in support of your application.
✓	Summary of Accomplishments	Provide information summarizing your accomplishments.
✓	How You Learned about the Prize	Provide information about how you learned of the Prize.



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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



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Stronger applications demonstrate: **Applications that are less competitive:**

<ul style="list-style-type: none"> • A community-wide focus 	<ul style="list-style-type: none"> • Focus on work representing a single organization, initiative, program, or neighborhood
<ul style="list-style-type: none"> • Responsiveness to community needs and disparities in a way that builds on community strengths 	<ul style="list-style-type: none"> • Feature fewer than four accomplishments, such as including a planning/convening process as an accomplishment on its own
<ul style="list-style-type: none"> • A strong focus on addressing social and economic factors (education, employment, income, family & social support, community safety) 	<ul style="list-style-type: none"> • Include a limited breadth of accomplishments that do not reflect work across health factors (such as a primary focus on health behaviors and/or clinical care)
<ul style="list-style-type: none"> • Evidence of policy, systems, and environmental changes 	<ul style="list-style-type: none"> • Emphasize programs and service delivery without policy and systems change
<ul style="list-style-type: none"> • Specific actions to remove obstacles and increase opportunities for all to be healthy 	<ul style="list-style-type: none"> • Lack information about who in the community is experiencing poor health and how disparities are being addressed
<ul style="list-style-type: none"> • Residents, especially from historically excluded groups, engaged in making decisions and implementing solutions 	<ul style="list-style-type: none"> • Lack specific examples of how residents experiencing inequitable health outcomes are engaged in driving solutions

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Diverse Approaches to Advancing Equity



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



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How Can We Learn More?

See Prize winner stories at rwjf.org/prize

Meet the Culture of Health Prize Winners

Communities across the country are coming together to make health a priority. Meet the previous winners and explore their stories.

Explore Stories by Community

Community Type

Explore Stories by Topic

All Topics



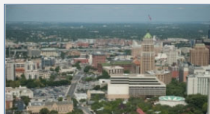
**2018 Winner / Suburban
Cicero, Illinois**
Once tormented by poverty, disconnected youth, and a lack of resources, residents of Cicero, Illinois, are taking action so that everyone has a chance at a healthier life.
[Explore the complete story →](#)



**2018 Winner / Suburban
Eatonville, Florida**
The oldest historically black incorporated town in America is looking at the big picture of what creates conditions for good health.
[Explore the complete story →](#)



**2018 Winner / Rural, Tribal
Klamath County, Oregon**
In Klamath County, partners come together to improve high school graduation rates for all students, build a strong cadre of local, skilled workers through job training, and attract new businesses.
[Explore the complete story →](#)



**2018 Winner / Urban
San Antonio, Texas**
The residents of San Antonio, Texas, are focused on health inequities and the connections between education, health and wealth.
[Explore the complete story →](#)



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New Resources Featuring Prize Winners

Join a webinar featuring Prize winners!

October 10th from 2-3 pm ET

zoom.us/webinar/register/WN_q39BH3M-QGikbaB4pu07vw

Read UWPHI's new report at

countyhealthrankings.org/prizeequity



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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



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Finding Reward in the Journey

“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.”

