

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

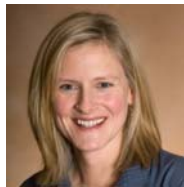


2017 RWJF Culture
of Health Prize
Call for Applications
Deadline: 11/3/2016



Robert Wood Johnson Foundation

Presenters



Carrie Carroll

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



Kaitlyn Meirs

Program Associate
Robert Wood Johnson
Foundation



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.

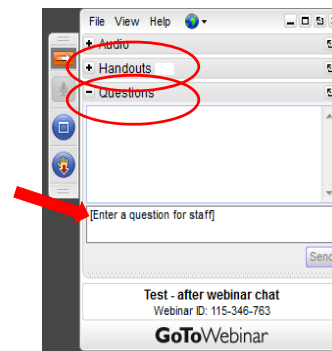


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1. Viewer Window



2. Control Panel



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

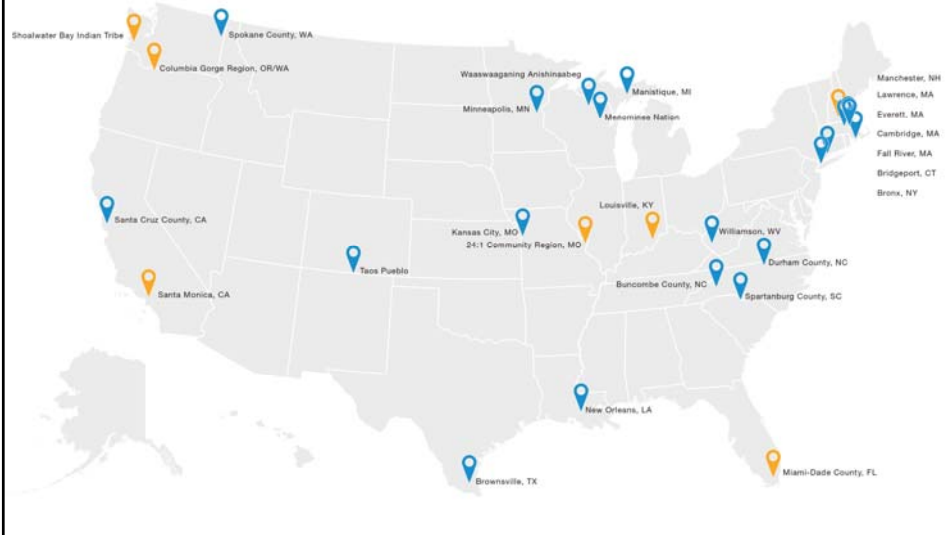


Finding Reward in the Journey

“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



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

November 3, 2016	Phase I applications due
December 9, 2016	Select communities invited to Phase II
January 20, 2017	Phase II applications due
March 3, 2017	Select communities invited to site visits
April 3 – June 9, 2017	Site visits with finalist communities
Fall 2017	Winners announced



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?

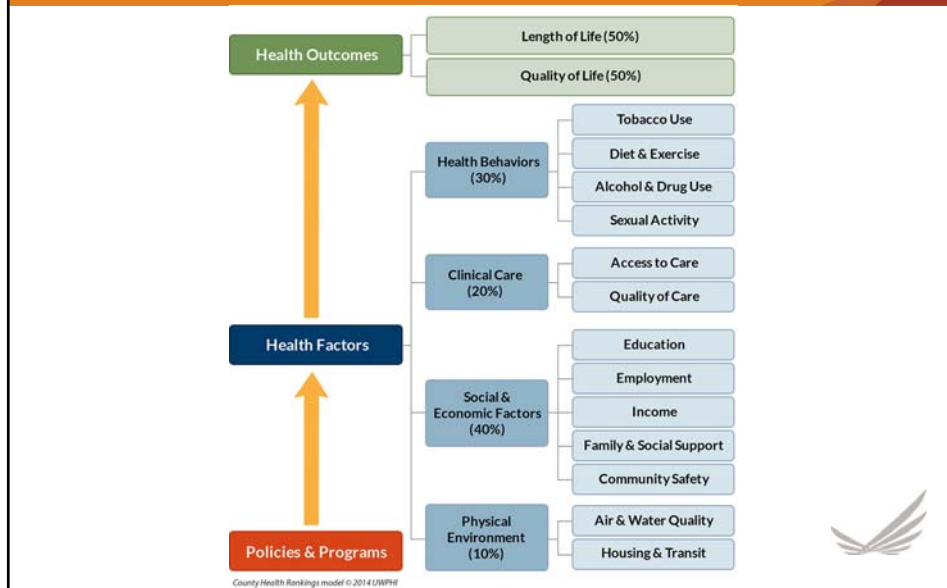
The *RWJF Culture of Health Prize* honors whole U.S. communities; submissions representing the work of a single organization will not be considered.



1. DEFINING HEALTH IN THE BROADEST POSSIBLE TERMS.



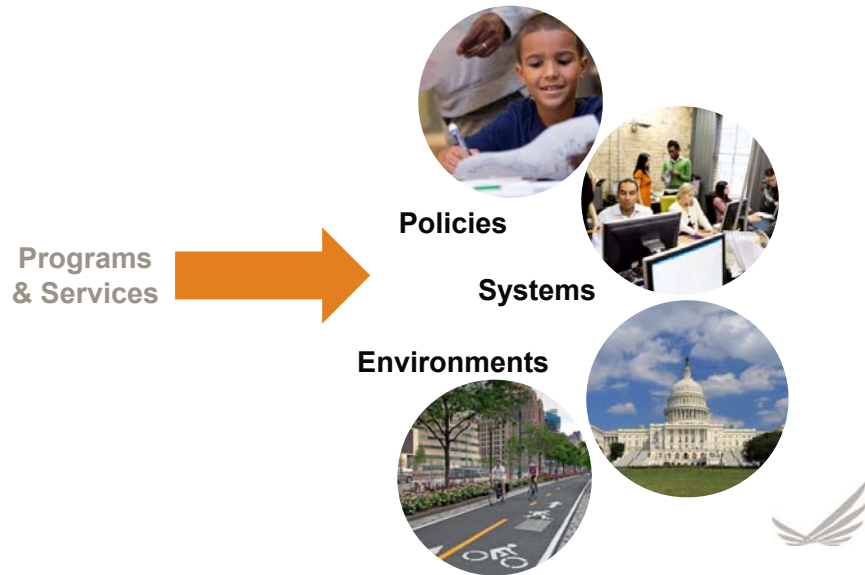
County Health Rankings Model of Health



2. COMMITTING TO SUSTAINABLE SYSTEMS CHANGES AND POLICY-ORIENTED LONG-TERM SOLUTIONS.



Moving Toward Systemic Change



3. CULTIVATING A SHARED AND DEEPLY-HELD BELIEF IN THE IMPORTANCE OF EQUAL OPPORTUNITY FOR HEALTH.



Engaging Community to Create Change



Increasing Level of Engagement



Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2



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

Stories about U.S. communities that are making great strides in their journey toward better health.

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



Announcing the 2016 Prize Winners

September 14, 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 group of nearly 200 applicants.

[Read the news release](#) →

Sign up for Prize Updates

Sign up here to get updates on the 2017 call for applications, 2016 winners and their stories, and specific ideas for how your community can continue its journey to better health.

[Sign up now](#) →

2017 Call for Applications

Apply now to receive up to \$25,000 and have your stories and successes celebrated broadly to inspire others toward locally-driven change. **Deadline: November 03, 2016, 3:00 p.m. ET.**

[Learn more about the Prize criteria and application process](#) →



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 will enable everyone, especially those facing the greatest challenges, with the opportunity to live well. A Culture of Health recognizes that health and wellbeing 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 elevates 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 this fifth 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 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.

DEADLINE:
November 03, 2016, 3:00 p.m. ET

Apply Online

Preview a sample application before submitting →

KEY MATERIALS

Please review all before applying:

Funding Opportunity Brochure (PDF) →

Funding Opportunity Brochure Spanish (PDF) →

Frequently Asked Questions →

CONTACT

E-mail: prize@match.wisc.edu
Tel: 608-263-6983



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.

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.



Phase I Essay

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?cfpld=1338&cfpOverviewId=>

FAQs:

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

Contacts:

Carrie Carroll, Deputy Director, *RWJF Culture of Health Prize*

Olivia Little, Community Health Improvement Specialist

University of Wisconsin Population Health Institute

prize@match.wisc.edu

608-263-6983

