

2019 RWJF Culture of Health Prize Phase I Applicant Informational Webinar September 25, 2018



Robert Wood Johnson
Foundation

Presenters



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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.



Zoom Webinar Technology

The screenshot shows a Zoom webinar interface. On the left is the "Viewer Window" displaying a slide titled "2019 RWJF Culture of Health Prize Phase I Applicant Informational Webinar September 25, 2018". The slide content includes "2019 RWJF Culture of Health Prize", "Call for Applications", and "Deadline: November 1, 2018". On the right is the "Question Box" window, which contains a list of questions and answers. A red arrow points to the "Q&A" icon in the Zoom meeting controls at the bottom, and another red arrow points to the "Please input your question..." text box in the Question Box.

Outline

- Robert Wood Johnson Foundation's Vision
- Purpose of the RWJF Culture of Health Prize
- Past Prize Winners
- 2019 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

A Culture of Health recognizes that where we live — our access to affordable and stable homes, quality schools, reliable transportation — makes a difference in our opportunities to thrive, and ultimately all of this profoundly affects our health and well-being.



What Is the Purpose of the Prize?



What Prize Winners Receive

- \$25,000 cash prize
- National and local promotion of stories and successes to inspire others' efforts
- Customized communications materials including videos, photos, and stories
- Strategic communications counsel and outreach to media, policy stakeholders, and organizational networks
- Opportunities to build knowledge with other national and community leaders through the Prize Alumni Network

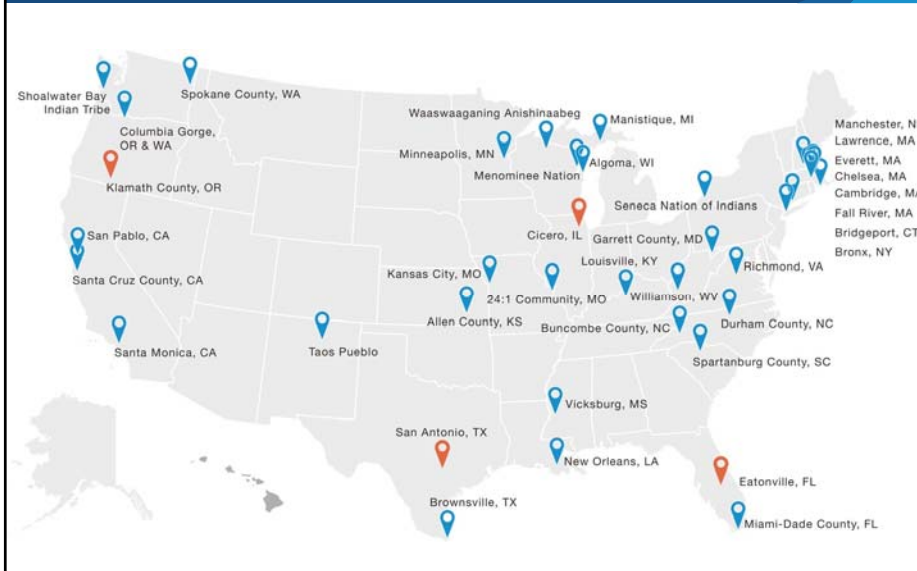


Finding Reward in the Journey

“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



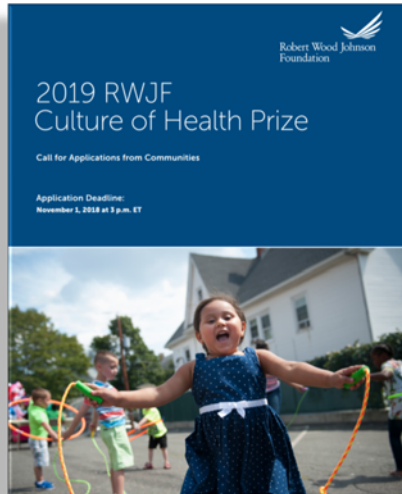
2019 RWJF Culture of Health Prize

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

WHY APPLY FOR THE
**RWJF CULTURE
OF HEALTH PRIZE?**



Three Phase Application Process



- 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
Thursday, November 1, 2018
3 p.m. Eastern Time**



Overall Timeline and Key Dates

November 1, 2018	Phase I applications due by 3 p.m. ET
December 7, 2018	Select communities invited to Phase II
January 17, 2019	Phase II applications due by 3 p.m. ET
March 1, 2019	Select communities invited to site visits
April – May 2019	Site visits with finalist communities
Fall 2019	2019 Prize winners announced



Who Is Eligible?

A geographically defined jurisdiction within the U.S. 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 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 are not eligible to apply

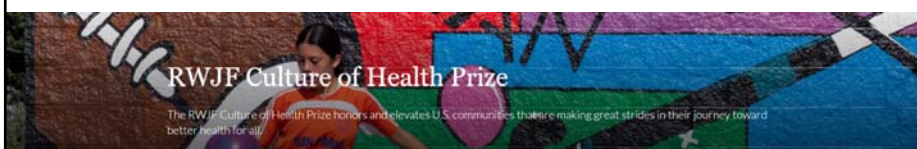


Who Is Eligible?

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



Prize Criteria



Prize winners are selected based on six criteria:

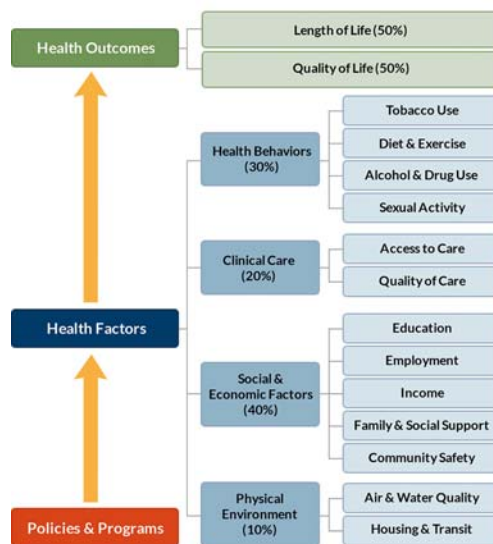
1. Defining health in the broadest possible terms.
2. Committing to sustainable systems changes and policy-oriented long-term solutions.
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health.
4. Harnessing the collective power of leaders, partners,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



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 and increase opportunities for all residents?



How are excluded or marginalized residents included as full participants in decision making?



How are community members authentically engaged in creating 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 and results



How Do We Apply?

Go to: rwjf.org/prize

Robert Wood Johnson Foundation | How We Work | Our Focus Areas | About RWJF | Search RWJF

Culture of Health Prize
2018 Winners Announced
The Culture of Health Prize honors and celebrates American communities making great strides in their journey toward better health. Learn more about this year's winners below.

2019 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.

Application Deadline
November 1, 2018, 3:00 p.m. ET
Release Date: August 9, 2018

[LEARN HOW TO APPLY](#)

How Do We Apply?

2019 RWJF Culture of Health Prize

Call for Applications

Release Date: August 9, 2018 | Application Deadline: November 01, 2018, 3:00 p.m. ET

PURPOSE

The Robert Wood Johnson Foundation (RWJF) Culture of Health Prize (the Prize) recognizes communities that have come together around a commitment to health, opportunity, and equity through collaboration and inclusion, especially with historically marginalized populations and those facing the greatest barriers to good health. The Prize honors those communities that are working to give everyone the opportunity to live well, including residents that are often left behind. A Culture of Health recognizes that where we live—our access to affordable and stable homes, quality schools, reliable transportation—make a difference in our opportunities to thrive, and ultimately all of this profoundly affects our health and well-being. The Prize elevates the compelling stories of community members who are working together to transform neighborhoods, schools, businesses, and more—so that better health flourishes everywhere, for everyone.

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 01, 2018, 3:00 p.m. ET

[APPLY ONLINE](#)

Key Materials

[Funding Opportunity Brochure \(PDF\) →](#)

[Funding Opportunity Brochure Spanish \(PDF\) →](#)

[Frequently Asked Questions →](#)

Key Contacts

E-mail: info@coohprize.rwjf.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.

Apply Via the my.rwjf.org Portal

2019 RWJF Culture of Health Prize

Home Resources

Download "Instructions for Applicant Communities" from the Resources section

Notice:
Communities are invited to participate in a webinar to explore the 2019 RWJF Culture of Health Prize. [See More](#)

Instruction:
Welcome to the online application system for the 2019 RWJF Culture of Health Prize competition. [See More](#)

Submit

Status	Section	Description
<input type="radio"/>	Identify Your Community	Provide your community name and state.
<input type="radio"/>	Community Demographic Information	Provide information to describe your community.
<input type="radio"/>	Contacts for Your Application	Provide primary and alternate contact information.
<input type="radio"/>	Phase I Essay	Provide an essay in support of your application.
<input type="radio"/>	Accomplishment Names	Provide information on your accomplishments.
<input type="radio"/>	Summary of Accomplishments	Provide information on your accomplishments.
<input type="radio"/>	How You Learned about the Prize	Provide information about how you learned of the Prize.

Phase I Essay

Introduction to Your Community

- Suggested length: approx. 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

Your Community's Four Accomplishments

- Suggested length: approx. 4 pages
- Showcase four accomplishments – specific policies, programs, or strategies – that best reflect your community's response to identified needs and progress toward better health
- Include how accomplishments address key challenges and how they may impact certain geographic areas or populations in the community



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



Phase I Summary Worksheet

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

2019 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• Health Behaviors	



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. Creating conditions that give everyone a fair and just opportunity to reach their best possible health
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Phase II Application & Site Visit Phase

Phase II Application

- Selected phase II applicants submit a second essay to offer a fuller picture of health improvement efforts, a brief community video, and a draft site visit itinerary

Site Visit Phase

- A set of Phase II applicants (no more than 16) will be honored as Prize finalists and invited to participate in site visits during April-May 2019



What Makes a Successful Application?

Stronger applications demonstrate:

- A community-wide focus
- Responsiveness to community needs and disparities in a way that builds on community strengths
- A strong focus on addressing social and economic factors (education, employment, income, family & social support, community safety)
- Evidence of policy, systems, and environmental changes
- Specific actions to remove obstacles and increase opportunities for all to be healthy
- Residents, especially from marginalized or excluded groups, engaged in making decisions and implementing solutions

Applications that are less competitive:

- Focus on work representing a single organization, program, or neighborhood
- Feature fewer than four accomplishments, such as including a planning/convening process as an accomplishment on its own
- Include a limited breadth of accomplishments that do not reflect work across health factors (such as a focus on only health behaviors and/or clinical care)
- Emphasize programs and service delivery without policy and systems change
- Lack information about who in the community is experiencing poor health and how disparities are being addressed
- Lack specific examples of how residents experiencing inequitable health outcomes are engaged in driving solutions





Learn More About the Prize Winners

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 Explore Stories by Topic

 <p>2018 Winner / Suburban Cicero, Illinois Once torn apart by poverty, discrimination, drugs, 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 ></p>	 <p>2018 Winner / Suburban Eatonville, Florida The oldest nationally Spain-incorporated town in America is looking at the big picture of what creates conditions for good health. Explore the complete story ></p>	 <p>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 ></p>	 <p>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 ></p>
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Visit our site on **October 10th** to view live-streamed events celebrating the 2018 Prize winners!



Questions?

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

Call for applications:
http://anr.rwjf.org/templates/external/CHR_PRIZE7_CFAFINAL.pdf

FAQs:
http://anr.rwjf.org/templates/external/CHR-PRIZE7_FAQs.pdf

Primary Contact for Application Questions:



Olivia Little, Community Improvement Strategist
University of Wisconsin Population Health Institute
info@cohprize.wisc.edu
608-263-6983



Finding Reward in the Journey

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

