



Robert Wood Johnson Foundation

Robert Wood Johnson Foundation
Community Health Leaders



2009–2010 Call for Nominations

Brief Nomination Deadline

October 15, 2009

Program Overview

(Please refer to specific sections for complete detail.)

Purpose

The *Robert Wood Johnson Foundation Community Health Leaders* (CHL) program each year honors 10 outstanding and otherwise unrecognized individuals who overcome daunting odds to improve health and health care, especially to underserved populations in communities across the United States. The program aims to elevate the work of these unsung heroes through enhanced recognition, technical assistance and new leadership opportunities.

Eligibility Criteria (page 4)

To be considered for a CHL award, a nominee must:

- be accomplished in the field of community health at the midcareer level, with a three- to 10-year record of accomplishment;
- have created or substantially enhanced a health or health-care initiative that improves access to and quality of care or services in his or her community (e.g., broadened the reach of an established program; worked against conventional wisdom to establish a new initiative; or changed the perception of a critical health issue);
- have positively affected a significant number of people in the targeted community;
- not have received significant national recognition for their work;
- be a citizen or permanent resident of the United States or its territories at the time of the full nomination; and
- be affiliated with a public or nonprofit organization that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Selection Criteria (page 5)

See page 5 for specific eligibility and selection criteria.

Total Awards

We will make 10 awards in the amount of \$125,000 each for the 2010 award cycle. Each new leader will receive a personal award of \$20,000 to recognize his or her accomplishments and \$105,000 to support the work for which the leader is recognized.

Key Dates and Deadlines

- **October 15, 2009 (5 p.m. ET)**—Deadline for receipt of brief nominations.
- **November 24, 2009**—Nominators notified if their candidates are selected to move to the full nomination stage.
- **January 8, 2010 (5 p.m. ET)**—Deadline for receipt of full nominations.

How to Apply (page 7)

The CHL award is the culmination of a three-stage selection process described fully in the *How to Apply* section on page 7.

www.communityhealthleaders.org

Background

The Robert Wood Johnson Foundation Community Health Leaders (CHL) award was established in 1991 to recognize individuals who make extraordinary contributions to improve health and health care in their communities. The Robert Wood Johnson Foundation (RWJF) honors 10 unsung heroes each year for their distinguished work in communities across the country. Since its inception, the program has recognized 163 leaders throughout the United States and Puerto Rico who represent a diverse range of interest areas. The CHL award increases the visibility of the leaders' efforts and facilitates discussion with other leaders who strive to improve health and health care. *This is a prestigious award, and the only one of its kind that RWJF offers.*

About the Cover

Tim Lefens, Director, A.R.T. (Artistic Realization Technologies) and 1998 Community Health Leader, taps into the artistic talents of individuals with severe physical disabilities, enabling them to express themselves through art while vastly improving their mental health. His innovative devices and techniques allow his students—most with limited or no ability to move their arms and legs—to create serious art.

The artwork on the cover was created by one of Mr. Lefens students, Vicky Runcowicz.

To learn more about this Community Health Leader and others, visit www.communityhealthleaders.org and click on Leaders.

The Program

Ten successful nominees will each receive awards in the amount of \$125,000 consisting of a \$20,000 personal award for the leader and \$105,000 for a defined project at the leader's affiliated organization. We announce new leaders at a celebration event where they meet the RWJF staff, national program office (NPO) staff and previous RWJF Community Health Leaders. We invite all leaders to attend annual meetings to give them the opportunity to network and to keep current with the activities of other award recipients. Leaders also receive technical assistance and guidance aimed at enhancing their leadership skills and building capacity within their communities and organizations.

Eligibility Criteria

We identify Community Health Leaders through a nomination and review process. To be considered for a CHL award, a nominee must:

- be accomplished in the field of community health at the midcareer level, with a three- to 10-year record of accomplishment;
- have created or substantially enhanced a health or health-care initiative that improves access to and quality of care or services in his or her community (e.g., broadened the reach of an established program; worked against conventional wisdom to establish a new initiative; or changed the perception of a critical health issue);
- have positively affected a significant number of people in the targeted community;
- not have received significant national recognition for their work;
- be a citizen or permanent resident of the United States or its territories at the time of the full nomination; and
- be affiliated with a public or nonprofit organization that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Please note:

While we are aware that many health professionals are serving vulnerable populations, we are seeking community health leaders who have made extraordinary contributions in their community, beyond the requirements of their job.

We do not expect high-ranking health care employees, senior level officials and professional fundraisers to be competitive candidates.

Selection Criteria

Criteria used to assess nominees will include:

Accomplishments: Achievements in the area of community health during the period that the nominee has been directly affiliated with the initiative or project for which s/he is being nominated. Please describe the journey the nominee has traveled toward his/her accomplishment and the obstacles overcome.

Innovation: Demonstrated ability to break new ground with regard to services, target population or implementation of new ideas.

Collaborative Leadership: Demonstrated ability to successfully engage diverse stakeholders.

Systems Change: Demonstrated ability to place health care concerns into a larger context (i.e., community, regional, national, political, socioeconomic).

Impact: The number of people affected by the nominee's efforts; the positive effects of the nominee's work on improving quality of life; and the potential future reach and impact of the initiative.

Resiliency: Determination in the face of great challenge and the ability to transform obstacles into constructive action to improve or enhance the health of his or her community.

Inspiration: Ability to inspire others to follow him or her and to mentor and develop future leaders.

Level of Recognition: Received limited national recognition for his or her work.

Career Status: Midcareer and/or mid-level manager with a three- to 10-year record of accomplishment. This award is not meant to be a capstone achievement for a person nearing retirement.

In addition to the criteria listed above, our goal is to ensure geographic, ethnic and professional diversity among the CHL awardees.

Use of Grant Funds

Each award is \$125,000. The recipient receives \$105,000 to designate to his or her affiliated organization for use in developing or enhancing a project that furthers the CHL awardee's work. The awardee and RWJF staff will develop a budget for the project. The designated leader receives \$20,000 as a direct award for his/her accomplishments. The remaining funds awarded to the organization may be used for staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel and other direct project expenses. In keeping with RWJF policy, award funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying or as a substitute for funds currently being used to support similar activities.

How to Apply

The CHL selection process includes three stages:

Stage 1: Brief Nomination

A nominator must submit a brief nomination that succinctly describes how the prospective CHL inspires others, highlights a significant example of his or her leadership and describes his or her program or service. All brief nominations must be completed online at www.communityhealthleaders.org.

Note: A nominee may not nominate her/himself or be a relative of the nominator.

Stage 2: Full Nomination

We will invite a select number of nominators to submit full nominations. We will include instructions for completing the full nomination with the invitation.

Stage 3: Site Visits

Members of the CHL national advisory committee (NAC), and staff from the CHL NPO and RWJF will conduct one-day site visits to meet the finalists to learn more about them and their work. We will use this information—coupled with the final nomination materials—to make final award recommendations.

For more information on the program and nomination requirements, please contact:

Helen Dundas, *administrative coordinator*

Robert Wood Johnson Foundation Community Health Leaders

Phone: (609) 627-5809

E-mail: hdundas@rwjf.org

Inquiries sent via the U.S. Postal Service may be sent to the address listed in the *Program Direction* section below.

RWJF does not provide individual critiques of nominations submitted. The NAC reviews nominations and makes recommendations to Foundation staff. RWJF makes all final award decisions.

Program Direction

The Robert Wood Johnson Foundation Community Health Leaders national program office (NPO) provides direction and technical assistance for this program. We are located at:

Robert Wood Johnson Foundation Community Health Leaders
Route 1 and College Road East
Princeton, NJ 08543-2316
Phone: (609) 627-5809
Fax: (609) 514-5577
E-mail: info@communityhealthleaders.org
Web site: www.communityhealthleaders.org

Responsible staff members at the NPO are:

- Janice Ford Griffin, *national program director*
- Helen Dundas, *administrative coordinator*
- Mayra Saenz, *program administrative assistant*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Sallie Petrucci George, M.P.H., *program officer*
- Linda Wright Moore, M.S., *senior communications officer*
- Lois Shevlin, *grants administrator*

**National Advisory
Committee**

Dennis Berens, M.Ed.
Director
Nebraska State Office of Rural Health
Lincoln, Neb.

Valerie Bradley, M.A., *Chair*
President
Human Services Research Institute
Cambridge, Mass.

Jorge Daboub
Vice President, Client Development Group
Univision Communications, Inc.
Los Angeles, Calif.

Sylvia Garcia, J.D.
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Harris County Precinct 2
Houston, Texas

Sandral Hullett, M.D.
Executive Director
Cooper Green Hospital
Birmingham, Ala.

Martin Iguchi, Ph.D.
Senior Behavioral Scientist
RAND Corporation
Santa Monica, Calif.

Martin Lynch, Ph.D., M.P.A., M.S.
Executive Director
LifeLong Medical Care
Berkeley, Calif.

Margaret O'Bryon, M.U.R.P.
President and Chief Executive Officer
Consumer Health Foundation
Washington, D.C.

James O’Sullivan, M.P.H., M.Phil

Director, Foundation Services
Rockefeller Philanthropy Advisors
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Ronald Walters, Ph.D.

Professor
James MacGregor Burns Academy of Leadership
University of Maryland
College Park, Md.

Evonne Yancey, M.Ed.

Director, Government & Community Affairs
Kaiser Permanente
Atlanta, Ga.

Timetable

- *August 21, 2009*
Brief nomination forms available online.
- *October 15, 2009 (5 p.m. ET)*
Deadline for receipt of brief nominations.
- *November 24, 2009*
Nominators notified if their candidates are selected to move to the full nomination stage.
- *January 8, 2010 (5 p.m. ET)*
Deadline for receipt of full nominations.
- *May–July 2010*
Site visits to finalists.
- *September 2010*
Notification of awards.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change.

For more than 35 years we've brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime.

For more information visit www.rwjf.org.

Sign up to receive e-mail alerts on upcoming calls for proposals at
www.rwjf.org/services.



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