

Editors' Introduction

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Robert Wood Johnson
Foundation

Editors' Introduction,
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Last year, we decided to devote several chapters of the *Anthology* to a single theme—the Robert Wood Johnson Foundation's efforts to advance health reform. This year's *Anthology* addresses a different theme, focusing on learning from programs that did not work out as planned. As Risa Lavizzo-Mourey observes in her foreword, at a time when foundations are becoming more aware of the need to be publicly accountable, it is important to report on programs that haven't worked as well as those that have.

Thus, the first section is devoted to learning from programs that did not meet expectations. Chapter 1, by the editors of the *Anthology*, is an overview of the topic. It examines a number of different programs that, for a variety of reasons, did not achieve their objectives. It is followed by a chapter written by Tony Proscio that examines several programs that underwent major adjustments even as they were underway. The third chapter, by Michael Brown, looks at a single program that went awry. The section concludes, in chapter 4, with a commentary by Robert Hughes, a vice president of the Robert Wood Johnson Foundation and its chief learning officer, that pulls together lessons from the three preceding chapters.

The next section, aimed at giving readers a greater understanding of the Robert Wood Johnson Foundation and how it operates, contains a single chapter. In chapter 5, David Morse and Fred Mann, the vice president and assistant vice president, respectively, of communications at the Foundation, trace the evolution of the Foundation's communications strategy from one of working through grantees to one of working collaboratively with grantees. It provides an inside perspective on how the Foundation adapted its communications approach to keep up with changing times and new Foundation priorities.

The next three chapters explore Foundation-funded initiatives to improve addiction prevention and treatment. In chapter 6, James Bornemeier provides an overview of the Foundation's efforts to reduce addiction to drugs. In chapter 7, Sara Solovitch examines Reclaiming Futures, a program aimed at changing the way prevention and treatment services are offered to young people in the juvenile justice system addicted to alcohol or drugs. The eighth chapter, by Lee Green, looks at the College Alcohol Study, which focused national attention on binge drinking by college students.

The final section contains two chapters examining Foundation-funded initiatives to improve health and health care. In chapter 9, Irene Wielawski describes the Foundation's efforts through the *Hablamos Juntos* program to reduce language barriers faced by Spanish-speaking patients. In the last chapter, Digby Diehl describes the *MicheLee* Puppets troupe and its efforts to educate Florida schoolchildren about how to eat better and live healthier lives.

Readers of the *Anthology* may be interested in knowing that the editors, too, are keeping up with the times. An enhanced version of the *Anthology* series now appears on the Robert Wood Johnson Foundation Web site, www.rwjf.org, and individual chapters can be easily downloaded, reprinted and distributed. There is also an interactive link through which readers can communicate with the editors or comment on individual chapters in this volume and earlier ones.