



Robert Wood Johnson Foundation

Robert Wood Johnson Foundation **Community Health Leaders**



2011–2012 Call for Nominations

Brief Nomination Deadline

November 28, 2011

Program Overview

(For complete details, refer to specific pages noted below.)

Purpose

Robert Wood Johnson Foundation Community Health Leaders (CHL) each year honors up to 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 leaders through heightened recognition, technical assistance and new leadership opportunities.

Total Awards

Up to 10 awards in the amount of \$125,000 each will be made in the 2011 cycle. Each new leader will receive a personal award of \$20,000 to recognize his or her accomplishments and \$105,000 to support a defined two-year project at the organization with which the leader is associated.

Eligibility Criteria (page 4)

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

- have contributed significantly to improving the health of underserved communities by increasing access to health services or quality;
- have positively affected a significant number of people in the targeted community;
- have been involved with the initiative for which he/she is nominated for no less than three years and no more than 10 years;
- have a record of accomplishment associated with the community health issue for which he/she is nominated;
- be a relatively unsung leader, having not received significant national recognition or awards for his/her work;
- be a citizen or permanent resident of the United States or its territories; 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 6)

See page 6 for complete selection criteria.

Key Dates and Deadlines

- **November 28, 2011 (3 p.m. ET)**—Deadline for receipt of brief nominations.
- **January 20, 2012**—Nominators notified if their candidates are selected to move to the full nomination stage.
- **March 5, 2012 (3 p.m. ET)**—Deadline for receipt of full nominations.

How to Nominate (page 8)

The CHL award is the culmination of a three-stage selection process. Nominations for this solicitation may be submitted electronically via the RWJF online system or via hard copy through the U.S. Postal Service. Please note that only one of these formats will be accepted per nomination.

For information on the award, nomination process or eligibility criteria, please contact the program office at (832) 319-7380 or by sending an email to info@communityhealthleaders.org.

www.communityhealthleaders.org

Background

The Robert Wood Johnson Foundation (RWJF) established the *Robert Wood Johnson Foundation Community Health Leaders* (CHL) award in 1991 to recognize individuals who make extraordinary contributions to improve health and health care in their communities. Each year the Foundation honors up to 10 unsung leaders for their distinguished work in communities across the country. Since its inception, the program has recognized 198 leaders who represent a diverse range of interest areas from communities throughout the United States and Puerto Rico. The CHL award raises the visibility of the leaders' efforts and facilitates discussion with other leaders who are striving to improve health and health care at the community level. This is a prestigious award, and the only one of its kind that the Foundation offers.

The Program

Up to 10 nominees will each receive an award in the amount of \$125,000, consisting of a \$20,000 personal award for the leader and \$105,000 to support a defined two-year project at the organization with which the leader is associated. We announce new leaders at a celebration event where they meet RWJF staff, national program office (NPO) staff and previous RWJF Community Health Leaders. We invite all current and former leaders to attend the program's annual meeting to give them the opportunity to network and learn from each other and key experts across the U.S. Leaders also receive technical assistance and guidance, aimed at enhancing their leadership skills, building their capacity and expanding networks 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:

- have contributed significantly to improving the health of underserved communities by improving access to health services or quality in his/her community through the establishment of a new initiative or substantially enhancing an existing initiative (e.g., broadened the reach of an established program, changed the perception of a critical health issue or transformed a system that impacts the health status of his/her community);
- have positively affected a significant number of people in the targeted community;
- have been involved with the initiative for which he/she is nominated for no less than three years and no more than 10 years;
- have a record of accomplishment associated with the community health issue for which he/she is nominated;
- be a relatively unsung leader, having not received significant national recognition or awards for his/her work;
- be a citizen or permanent resident of the United States or its territories; 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:

Nominations should come only from people who know their candidates well, who are personally inspired by them and who are actually completing the nomination forms. In this process, no weight is given to the job title or position of the nominator. Nominations from development and public relations professionals, professional grant writers and former recipients of the award will not be accepted. A nominee may not nominate him/herself or be a relative of the nominator.

Neither the nominee nor the nominator may be staff, family, or Trustees of the Robert Wood Johnson Foundation or the Harris Foundation.

Additionally, nominees cannot be related by blood or marriage to any Officer* or Trustee of the Robert Wood Johnson Foundation, or be a descendant of the Foundation's founder, Robert Wood Johnson.

While we are aware that many health professionals are working in underserved communities, we are seeking Community Health Leaders who have made extraordinary contributions in their communities, *beyond the requirements of their job*. Community Health Leaders may be volunteers or professionals from other disciplines who have contributed significantly to the improvement of health or health care in their communities.

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

** The Officers are the Chairman of the Board of Trustees; President and CEO; Chief of Staff; General Counsel; Secretary; Assistant Secretary; Treasurer; and Assistant Treasurer of the Foundation.*

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 they are being nominated.

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

Collaborative Leadership: Demonstrated ability to successfully engage diverse stakeholders and sustain partnerships over time.

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

Impact: Demonstrated by 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: Courage and/or determination in the face of great challenges and the ability to transform obstacles into constructive action to improve or enhance the health of people in their communities.

Inspiration: Ability to inspire others to follow them and mentor and develop future leaders.

Level of Recognition: Received limited national recognition for their work.

Career Status: Currently active with the initiative for which he/she is nominated; should have a record of achievement with this initiative that is no less than three years and no more than 10 years. *This award is not meant to be a capstone achievement for a person nearing retirement. Persons who are retired and meet the criteria in a second career or as a volunteer may be eligible for nomination.*

Consistent with RWJF values, this program embraces diversity and inclusion across multiple dimensions such as race, ethnicity, gender, age, sexual orientation, physical ability, religion and socioeconomic status. We strongly encourage the nomination of candidates who will help us expand the perspectives and experiences we bring to our work. We believe that the more we include diverse perspectives and experiences in our work, the better we are able to help all Americans live healthier lives and get the care they need.

Use of Award Funds

Each award is \$125,000. The leader receives \$20,000 as a direct personal acknowledgement for his/her accomplishments. The recipient also receives \$105,000 to designate to his/her affiliated organization for use in developing or enhancing a defined two-year project that furthers the CHL awardee's work. Please note that the award is not intended to supplant or extend general operations. The awardee, with assistance from the NPO staff, will develop a proposal for the project. The budget for the project can support project-related portions of 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 Nominate

Nominations for this solicitation may be submitted electronically via the RWJF online system or via hard copy through the U.S. Postal Service. Please note that only one of these formats will be accepted for nomination.

To nominate an individual electronically, please visit www.rwjf.org/cfp/chl and use the “Nominate” link for this solicitation. You will be required to register at <http://my.rwjf.org> before beginning the nomination process.

To nominate an individual by mail, please download the application at www.rwjf.org/cfp/chl or request a hard copy by contacting the national program office at (832) 319-7380 or send an email to info@communityhealthleaders.org.

Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, the program will not accept late applications.

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, highlighting a significant example of his/her leadership and describing his/her work or program service.

Visit www.rwjf.org/cfp/chl and use the “Nominate” link. Please note: brief nominations may be completed online or via hard copy through the U.S. Postal Service. If you are a nominator without computer access, please contact the program office for assistance. See above eligibility criteria for nominees and nominators.

Stage 2: Full Nomination

The CHL national program office will invite a select number of nominators to submit full nominations. The full nomination may be submitted electronically or via hard copy through the U.S. Postal Service. Please note that only one format is permissible per full nomination.

Stage 3: Site Visits

Members of the CHL national advisory committee, RWJF staff and the CHL national program office will conduct one-day site visits to meet the finalists and learn more about them and their work. The CHL national advisory committee will use this information, coupled with the full nomination materials, to make final award recommendations to Foundation staff. RWJF does not provide individual critiques of nominations submitted and is responsible for final award decisions.

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

Emily Thrasher, *administrative coordinator*
RWJF Community Health Leaders
Phone: (832) 319-7381
Fax: (832) 319-7385
Email: Emily@chl-thf.org

www.communityhealthleaders.org

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

Program Direction

Direction and technical assistance for the Robert Wood Johnson Foundation Community Health Leaders award is provided by The Harris Foundation, which serves as the national program office (NPO). Founded in 1998, The Harris Foundation, Inc. (THF) is a 501(c)(3), non-profit organization based in Houston, whose mission is to invest in community-based initiatives in the areas of education, health and wealth. By supporting programs that empower individuals, in particular minorities and other economically and/or socially disadvantaged groups, to recognize their potential and pursue their dreams, THF prepares students and communities for a world of infinite possibilities.

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Responsible staff members at the national program office are:

- Janice Ford Griffin, *national program director*
- Claudia Kolker, *deputy director*
- Emily Thrasher, *administrative coordinator*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Sallie Anne George, MPH, *program officer*
- David M. Krol, MD, MPH, FAAP, *team director and senior program officer*
- Christine Phares, *grants administrator*

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Timetable

- **November 28, 2011 (3 p.m. ET)**

Deadline for receipt of brief nominations.

- **January 20, 2012**

Nominators notified if their candidates are selected to move to the full nomination stage.

- **March 5, 2012 (3 p.m. ET)**

Deadline for receipt of full nominations.

- **May–July 2012**

Site visits to finalists.

- **September 2012**

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 health and health care, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, measurable and timely change.

For nearly 40 years the Foundation has brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.

Sign up to receive email alerts on upcoming calls for proposals at <http://my.rwjf.org>.



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Foundation

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