



Robert Wood Johnson Foundation

## Robert Wood Johnson Foundation **Community Health Leaders**



A national leadership program of the  
Robert Wood Johnson Foundation

**2007–2008 Call for Nominations**

**Brief Nomination Deadline**

October 19, 2007

## Program Overview

(Please refer to specific sections for complete detail.)

### Purpose

The *Robert Wood Johnson Foundation Community Health Leaders* program (CHL) each year honors 10 outstanding and otherwise unrecognized individuals, who have overcome daunting odds to expand access to health care and social services 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 leadership development opportunities.

### Eligibility Criteria (page 4)

RWJF Community Health Leaders are identified through a nomination process. Nominees are expected to:

- be accomplished in the field of community health at the mid-career level;
- have created or substantially enhanced a health or health care initiative in their community (e.g., broadened the reach of an established program; worked against conventional wisdom to establish a new initiative; gained support from unlikely partners; changed the perception of a critical health issue);
- have positively affected a significant number of people in the target community;
- have received limited national recognition in the past;
- be affiliated with a public entity or tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code; and
- be a citizen or permanent resident of the United States or its territories at the time of application.

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

### Selection Criteria (page 4)

- Complete information on selection criteria may be found on page 4.

### Total Awards

- Ten awards in the amount of \$125,000 each will be made for the 2008 award cycle.
- Each new leader receives \$20,000 directly to recognize past accomplishments; \$105,000 goes to benefit the organization with which the leader is associated.

### Key Dates and Deadlines

- **October 19, 2007 (5 p.m. ET)**—Deadline for receipt of brief nominations.
- **November 16, 2007**—Nominators notified if candidate is selected to move to full nomination.
- **January 11, 2008 (5 p.m. ET)**—Deadline for receipt of full nominations.

### How to Apply (page 6)

The CHL award is the culmination of a three-stage selection process described fully in the *How to Apply* section on page 6.

[www.communityhealthleaders.org](http://www.communityhealthleaders.org)

## Background

The *Robert Wood Johnson Foundation Community Health Leaders* program was established in 1991 to recognize individuals who make extraordinary contributions to improving 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 148 leaders throughout the United States and Puerto Rico, representing a diverse range of interest areas. The CHL award increases the visibility of the leaders' efforts and facilitates discussion with others working toward similar goals. *This is a prestigious award and the only one of its kind offered by the Foundation.*

## 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. The new leaders are honored at a celebration event where they are introduced to RWJF staff, national program office (NPO) staff, and RWJF Community Health Leaders recognized in previous years. All leaders are invited to attend annual meetings where they have opportunities to network and to keep current with the activities of other award recipients. Each leader also receives technical assistance and guidance aimed at enhancing their leadership skills and building capacity within their communities and organizations.

## About the Cover

Ron Crowder, executive director, *Streetworks*, and 2005 RWJF Community Health Leaders award recipient.

In 1997 Ron Crowder turned from a life of drugs and crime to running his Nashville, Tenn. organization, *Streetworks*, providing HIV prevention information to people no one else was reaching out to—primarily drug addicts and sex workers. Today, *Streetworks* provides a variety of HIV-related education and care to 6,000 people annually.

*Photo courtesy of Ron Crowder.*

## Eligibility Criteria

To be considered for a CHL award a nominee must:

- demonstrate innovation in starting or enhancing a community-based program(s) which improves access to care and/or the health of their community;
- be in midcareer with a three- to 10-year record of accomplishment;
- 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.

*High-ranking health care employees, senior level officials and development professionals are not likely to be competitive candidates.*

## Selection Criteria

Criteria used to assess nominees will include:

**Accomplishments:** Achievements in the area of community health during the period of time that the nominee has been directly affiliated with the initiative or project for which they are 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 in the change process.

**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 the nominee's work has on improving quality of life; and the potential future reach and impact of the initiative.

**Resiliency:** Determination in the face of great challenge and ability to transform obstacles into constructive action to improve or enhance the health of their communities.

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

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

## Use of Grant Funds

Each award is comprised of \$125,000. The recipient receives \$20,000 as a direct award for his/her accomplishments. The remaining \$105,000 is disbursed to the nominee's designated organization for use in accordance with a budget developed jointly by the grantee with RWJF staff.

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 which briefly describes how the prospective leader inspires you and others; highlights a significant example of their leadership; and describes their program or service.

**All brief nominations must be completed online at [www.communityhealthleaders.org](http://www.communityhealthleaders.org).**

### *Stage 2: Full Nomination*

A select number of nominators will be invited to submit full nominations. Instructions for completing the nomination requirements will accompany the acceptance notification.

### *Stage 3: Site Visits*

Members of the national advisory committee (NAC) and the CHL program staff will conduct one-day site visits to meet the finalists and some of their colleagues to help make the final selection.

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](mailto: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 the Foundation staff. RWJF makes all final award decisions.

## Program Direction

Direction and technical assistance for this program are provided by the Robert Wood Johnson Foundation Community Health Leaders NPO 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](mailto:info@communityhealthleaders.org)  
Web site: [www.communityhealthleaders.org](http://www.communityhealthleaders.org)

Responsible staff members at the national program office are:

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

Responsible staff members at the Robert Wood Johnson Foundation are:

- Judith S. Stavisky, M.P.H., M.Ed., *senior program officer*
- Linda Wright Moore, M.S., *senior communications officer*
- Lois Shevlin, *grants administrator*





## 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](http://www.rwjf.org).

Sign up to receive e-mail alerts on upcoming calls for proposals at [www.rwjf.org/services](http://www.rwjf.org/services).



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