



Robert Wood Johnson
Foundation

New Connections

Increasing Diversity of RWJF Programming

*Senior
Consultant
Program*

2009 Call for Proposals—Round 4

Brief Proposal Deadline

July 1, 2009

Program Overview

The Robert Wood Johnson Foundation's (RWJF) *New Connections: Increasing Diversity of RWJF Programming* is designed to expand the diversity of perspectives that informs RWJF programming, introduce new researchers and scholars to the Foundation, and help meet staff needs for data analysis that measures progress towards program objectives. In Round 4, New Connections invites *Senior Consultants* from historically underrepresented groups to submit proposals to evaluate specific programs funded by or connected to two RWJF programming areas: Human Capital and Vulnerable Populations.

Senior Consultants should have at least 10 years of evaluation experience related to relevant health and health care fields. Historically underrepresented groups include individuals from ethnic or racial minority or low-income communities, first-generation college graduates, or others who have been historically underrepresented in research disciplines supported by RWJF.**

In this round of funding, *Senior Consultants* must propose an evaluation plan for one of the specific programs that fall under the Foundation's Human Capital or Vulnerable Populations Portfolios. We will award as many as eight *Senior Consultant* grants of up to \$75,000 for one year.

** NOTE: *The New Connections program is open to applicants from any group that has been historically disadvantaged or underrepresented in research disciplines. This includes, but is not limited to, individuals from ethnic and racial minorities historically underrepresented in research disciplines. It also includes persons of all races and ethnicity who come from groups that have historically been disadvantaged or underrepresented in research disciplines, such as first-generation college graduates and people from low-income communities. These examples are intended to be illustrative, not exclusive. Applicants who do not fall within one of these categories but who believe they are from an historically disadvantaged or underrepresented background should check "other" and explain their individual circumstances in the text box available in Grantmaking Online.*

The Program

New Connections provides support to *Senior Consultants* to help address the evaluation and information needs of RWJF's seven major programming areas. *Senior Consultants* must have expertise in a particular RWJF area of interest and must be knowledgeable about the Foundation's program objectives. In Round 4, New Connections will support program evaluation activities related to two of RWJF's seven programming areas: Human Capital and Vulnerable Populations.

A brief overview of the programs to be evaluated from the Human Capital and Vulnerable Populations Portfolios can be found beginning on page 5. Please go to www.rwjf-newconnections.org under Program Links and click on "Programs for Evaluation" for more details.

Applicants must develop a monthly workplan as part of their proposal detailing the milestones, timeline and key deliverables of their proposed project for the one-year grant period. RWJF staff overseeing the New Connections program must approve the workplan. New Connections expects *Senior Consultants* to submit an evaluation report at the close of the grant period and present their findings to the organization/program that they evaluated. *Senior Consultants* will not be physically housed at RWJF headquarters. Instead, consultants will undertake their work in various locations depending on their project.

Senior Consultants are required to participate in the New Connections Annual Grantee Symposium in the summer of 2010. In addition, *Senior Consultants* must participate in the New Connections Research and Coaching Clinic in the fall of 2010. Awardees may also be required to travel to up to two meetings at RWJF headquarters. *Senior Consultants* may include travel expenses in their budgets to present and disseminate their findings at a key national meeting.

Senior Consultants will be assigned a liaison, who is either an RWJF Research or Evaluation program officer or from the RWJF portfolio with which they are working. In addition to clarifying the research and evaluation needs of the portfolio, the liaison will help the *Senior Consultant* develop a better understanding of the particular programming area and of the Foundation in general. Grantees are expected to talk with their liaison by phone each month.

Senior Consultants will present their preliminary and final results to the New Connections program staff and will also write midterm and final reports. Both reports must include recommendations for future program development and ideas for targeted program development related to their specific projects. *Senior Consultants* must meet additional reporting

requirements stipulated by either the Human Capital or Vulnerable Populations Portfolios. In addition, all *Senior Consultants* are required to submit financial reports and other contract-related information. In addition, all *Senior Consultants* will be expected to meet RWJF requirements for submission of final narrative and financial reports.

Programs for Evaluation

The two portfolios participating in this solicitation, Human Capital and Vulnerable Populations, have each identified specific programs or projects to be evaluated in this funding cycle of the New Connections program. Below, you will find a brief description of the programs and/or projects for evaluation. To view detailed descriptions, please go to www.rwjf-newconnections.org under Program Links and click on each area's "Programs for Evaluation."

Human Capital

The Human Capital Portfolio seeks to ensure that the nation's health care workforce is adequately staffed and skilled by attracting, developing and retaining a capable and diverse health care workforce to improve the health and health care of all Americans. The Portfolio is interested in conducting evaluations with the Robert Wood Johnson Foundation Community Health Leaders program and the National Urban Fellows program.

Robert Wood Johnson Foundation Community Health Leaders

The Robert Wood Johnson Foundation Community Health Leaders (CHL) program recognizes individuals across the country who have confronted numerous challenges yet are still able to make contributions to improving health in their communities. The program's mission is to support and sustain the capacity of individuals who demonstrate creativity, innovation and commitment to improving health outcomes at the community level.

One of CHL's goals is to enhance leaders' ability to have a greater impact on the nation's health problems. CHL is interested in proposals that explore the pathways to leadership for current CHL recipients located in the San Francisco/Bay Area, Calif. or the Gulf Coast region. We are also interested in proposals that explore the pathways to leadership for CHL recipients focused on immigration or rural health issues. New Connections grantees will collaborate with CHL national program staff to connect with specific leaders that meet these criteria.

National Urban Fellows

National Urban Fellows (NUF) is a leadership development organization founded to counter the underrepresentation of people of color and women in leadership positions. NUF identifies, recruits and develops the best and brightest multiethnic, multicultural mid-career women and men, who have the potential to make a significant impact in identifying issues, shaping solutions and developing policies.

New Connections grantees will collaborate with NUF to evaluate its alumni program, with a focus on communications and networking

processes. The evaluation would support the alumni program goal of sustaining the National Urban Fellows' mission while helping alumni further their leadership potential.

Vulnerable Populations

The Vulnerable Populations Portfolio is committed to improving health outcomes by supporting projects that address social factors, such as housing, employment, poverty, immigration status, and involvement with certain systems, like schools, jails or foster care. By recognizing the critical relationships between our health and where and how we live, work, learn and play, our programs create sensible solutions that allow people to transcend the social barriers that stand in the way to better health. The Portfolio is interested in having evaluation work conducted with programs from the Robert Wood Johnson Foundation Local Funding Partnerships (LFP) program. LFP addresses community health by partnering with local funders across the country through the use of matching grants.

New Connections grantees will connect with the LFP national program staff to evaluate one of three programs:

Off The Streets (Ohio)

Off the Streets helps women involved in sex work move toward safety, recovery, empowerment and community reintegration. This comprehensive intervention is a collaboration between Off the Streets, police and court leadership. This public/private partnership operates at the intersection of the criminal justice system with health care, substance abuse treatment and community development.

Citizen Assist Program (Missouri)

Kansas City firefighters and emergency medical technicians report that thousands of 911 calls per year are for non-urgent situations. In this partnership, firefighters can make a direct referral from the home to the Visiting Nurse Association to schedule a health assessment and case management. The coalition serves a metro area across two states spanning urban, suburban and rural areas with people of diverse incomes, races and languages.

The Center for Elder Abuse (Connecticut)

To reduce elder abuse in Greater Bridgeport, Conn., a nursing home arranges for emergency shelter for frail seniors who need care that a traditional domestic violence shelter cannot provide. In collaboration with several community agencies, the long-term care facility offers comprehensive medical, psychological and social assessment, legal services, court advocacy, case management and help with arranging safe alternatives to abusive living situations.

Eligibility Criteria

Senior Consultants applying for the New Connections program must:

- have at least 10 years of evaluation experience related to relevant health and health care fields;
- be a citizen or permanent resident of the United States or its territories at the time of application;
- be from a group that has been historically underrepresented in the research activities supported by RWJF, such as people from ethnic or racial minority or low-income communities and/or first-generation college graduates;**
- be a first time principal investigator/program contract grantee of the Robert Wood Johnson Foundation; and
- be committed to the goals and mission of New Connections, RWJF and its specific interest areas.

Selection Criteria

An internal RWJF committee will review all proposals. RWJF does not provide individual critiques of proposals submitted. The following factors will be used in the selection process:

- Significance and relevance of your proposal to the program/project and/or RWJF portfolio.
- Uniqueness of your proposal. Will new insights be developed that provide a major contribution to the programs of interest?
- How well the proposal addresses the impact of a program or illustrates new insights borne out of innovative and timely investigation in addressing RWJF- and portfolio-specific program concerns.
- Soundness of the conceptual framework and methodology for the evaluation plan.
- Consonance between planned frameworks and methodology and the programs and/or projects to be evaluated.
- Clarity of deliverables described in the proposal.

As appropriate, the consultants must have the ability to link with appropriate community resources for their project, such as businesses, schools, local agencies (transportation, recreation, social services), faith-based or social service organizations, media, food services, local health departments and local funders.

Use of Grant Funds

Each *Senior Consultant* is eligible to receive a total grant award of up to \$75,000. Grant funds may be used to cover the costs associated with completing the evaluation, travel for site visits and other related costs. In keeping with RWJF policy, grant 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. The New Connections program guidelines specify the use of funds allowable under this program. The majority of funding should be used for the *Senior Consultant's* salary, travel, communication needs, training and costs associated with full participation in the New Connections program.

How to Apply

There are two stages in the proposal process—submission of a brief proposal and, if invited, submission of a full proposal. At the brief proposal stage, applicants are required to select *two* programs/projects they are interested in evaluating. When submitting the brief proposal, applicants will address the evaluation approach to be used with both programs of interest. Applicants will also be asked to detail their prior evaluation experience, provide examples and explain why they are interested in pursuing a New Connections Senior Consultant grant. Please make sure your brief proposal addresses *two* of the programs detailed in the “Programs for Evaluation” list. The range of programs and/or projects for evaluation can be found at www.rwjf-newconnections.org under Program Links “Programs for Evaluation.”

Complete details on the submission process and program information are available on the New Connections Web site at www.rwjf-newconnections.org. **All applicants must submit brief proposals online only through the RWJF Grantmaking Online system at <http://grantmaking.rwjf.org/nci4sc>. The deadline for receipt of proposals is July 1, 2009 at 3:00 p.m. ET.**

By August 7, 2009, we will invite selected applicants to submit full proposals detailing an in-depth evaluation plan for a specific program/project. Information about submitting full proposals will be provided to the selected applicants at that time. **The deadline for receipt of full proposals is 3:00 p.m. ET on September 10, 2009.**

We strongly recommend that all applicants log in to the system and familiarize themselves with the online submission process and requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, we will not accept late proposals.

We will select finalists and invite them to participate in a phone interview the week of October 5, 2009 with RWJF New Connections staff. Finalists will have the opportunity to discuss their proposals in greater detail with RWJF program staff. We will notify finalists of whether they have been awarded a *Senior Consultant* grant on October 16, 2009.

Optional Applicant Web Conference Calls

A Web conference call for applicants will be held to provide information on the program's goals, to assist applicants with the brief proposal process and to provide an opportunity for applicants to ask questions. The first conference call is scheduled for June 17, 2009 from 3:00–4:30 p.m. ET.

For those invited to submit a full proposal, a second applicant conference call is scheduled for August 26, 2009 from 3:00–4:30 p.m. ET.

We highly encourage prospective applicants to participate in the Applicant Web Conference Calls. Registration is required for both conference calls. Prospective applicants can learn more about these Web conference calls and register for them by going to the program's Web site at www.rwjf-newconnections.org.

Program Direction

Direction for this program is provided by the Robert Wood Johnson Foundation.

Responsible staff members at the Robert Wood Johnson Foundation are:

- Debra Joy Pérez, Ph.D., M.P.A., M.A., *senior program officer*
- David Krol, M.D., M.P.H., *senior program officer and team director*
- Pamela Dickson, M.B.A., *assistant vice president, Health Care Group*
- John Lumpkin, M.D., M.P.H., *senior vice president and director, Health Care Group*
- Edith G. Arrington, Ph.D., *research associate*
- Tamitha T. Walker, M.Div., M.H.S., *research associate*
- Linda Wright Moore, M.S., *senior communications officer*
- Steve Theisen, *grants administrator*

Please direct all other inquiries about the program, selection criteria, proposal requirements or submission process to:

Edith G. Arrington, *research associate*
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E-mail: rwjf-newconnections@rwjf.org
Web site: www.rwjf-newconnections.org

Timetable

- **June 17, 2009 (3:00–4:30 p.m. ET)**
Optional applicant Web conference call for *Senior Consultant* brief proposal applicants. To register, please visit www.rwjf-newconnections.org.
- **July 1, 2009 (3:00 p.m. ET)**
Deadline for receipt of brief proposals (must be submitted online).
- **August 7, 2009**
Select applicants invited to submit full proposals.
- **August 26, 2009 (3:00–4:30 p.m. ET)**
Optional applicant Web conference call for *Senior Consultant* full proposal applicants. To register, please visit www.rwjf-newconnections.org.
- **September 10, 2009 (3:00 p.m. ET)**
Deadline for receipt of full proposals (must be submitted online).
- **October 8–9, 2009**
Finalist interviews.
- **October 16, 2009**
Notification of finalist status.
- **December 15, 2009**
Start of awards.

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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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