



Robert Wood Johnson Foundation

New Routes to Community Health



2007 Call for Proposals

Brief Proposal Deadline

May 17, 2007

Program Overview

Please refer to specific sections for complete detail.

Purpose

New Routes to Community Health supports local partnerships among immigrant organizations, media production centers and established community institutions to foster collaborations to improve immigrants' health, work life and civic participation. Up to eight geographically- and ethnically-diverse sites will receive awards of as much as \$225,000 over 39 months.

Eligibility Criteria (page 8)

- Applicants must identify specific local challenges or barriers to improving the health of immigrants and devise a plan to address these issues through locally-focused media and community engagement strategies.
- Locally-based collaborations must include at least one of each of the following: a media production center, an immigrant organization and a community institution acting as the partnership manager.
- Partnerships must include the direct involvement of immigrants in designing and implementing the program.
- Applicants must provide a 30 percent in-kind or cash match of the overall grant amount during the implementation phase of the grant period.
- Applicants must utilize the program's technical assistance, participate in the program's online community and fulfill all reporting and evaluation requirements.
- All partnering organizations must be based in the United States or its territories.
- Applicant communities must include established immigrant or refugee populations or be experiencing a rapid growth in the number of new immigrants.

Selection Criteria (page 10)

Complete selection criteria can be found on page 10.

Total Awards

- Up to eight grants of up to \$225,000 each will be awarded in two phases—a planning phase and implementation phase—spanning 39 months.
- A planning grant of up to \$20,000 will be awarded during the first six months to provide assistance in refining the 33-month implementation and program plan.
- Upon successful completion of the planning grant process, grantees will be eligible for grants of up to \$70,000 per year, with a maximum award of \$205,000.

Key Dates and Deadlines (page 15)

May 17, 2007 (3 p.m. EST)—Deadline for receipt of brief proposals (submitted online).

June 25–26, 2007—Applicants notified by phone if invited to submit a full proposal.

August 7, 2007—Deadline for receipt of full proposals.

September 5–7, 2007—Finalist interviews.

September 17, 2007—Notification of awards.

How to Apply

Proposals must be submitted through the RWJF Grantmaking Online system. For more information on how to prepare and submit your proposal, please visit the program's Web site or contact Beth Mastin, national program director, (mastin@newroutes.org) or call (608) 236-0674.

newroutes.org

Photo: Bob Higgins

Background

The Robert Wood Johnson Foundation (RWJF) is committed to improving the health and health care of all Americans. For the most vulnerable among us, particularly low-income families, racial and ethnic minorities, and new immigrants, this often means more than just access to health services.

Through its Vulnerable Populations portfolio, RWJF supports promising new ideas that address health and health care problems that intersect with social factors, like poverty, race, education and housing. Locally-focused media—particularly as informed and used by new immigrants—has emerged at the forefront of these promising practices.

Over the last 10 years, RWJF has worked in partnership with the Benton Foundation to support collaborations between public broadcasters and community institutions. The resulting initiative, *Sound Partners for Community Health*, was effective in increasing the quality of health information and reducing isolation among vulnerable populations.

With the expertise of the Benton Foundation, long recognized for its knowledge of solving social problems with the aid of communication tools, RWJF will further explore the potential of local media to improve the health and well-being of new immigrants living in the United States through a new program called *New Routes to Community Health*.

Why Focus on Immigrant Health?

Just over 1 million newly-documented and undocumented immigrants and refugees arrive in the United States each year. Recent immigrants now make up 12.5 percent of the total U.S. population and represent approximately two-thirds of U.S. population growth between 1990 and 2000.

The majority of newcomers leave precarious economic or political conditions in their homelands, and face great expense both financially and personally to

relocate to the U.S. Once here, already vulnerable immigrants often face fear, anger and prejudice in their new communities.

Programs that promote the health and well-being of immigrants are essential to helping them achieve self-sufficiency and become valued members of their receiving communities. Yet they face enormous obstacles accessing health care services, finding adequate housing and securing good jobs.

- Many immigrants are employed in low-wage service jobs unlikely to offer health benefits. They are twice as likely to live in poverty and almost three times as likely to not have health insurance as natives.
- Some immigrants have limited English proficiency, and their cultural customs and attitudes about illness and medicine may differ from those of most Americans.
- Among the barriers that prevent immigrants from seeking care for themselves and their U.S.-born children are limited information about this country's health care system and fears related to their legal status in the United States.

As immigrants continue to play important social, cultural and economic roles in the U.S., receiving communities and immigrants can work together to create opportunities that promote a healthy, vibrant society. Over the past decade, receiving communities have modeled a wide range of programs that allow for a reciprocal process of integration and understanding. New Routes to Community Health seeks to foster more collaborative, community-building programs using local media as a tool.

Why First-Voice, Why Media?

Real two-way communication is at the root of understanding, problem-solving and empowerment. The ability to hear and tell stories from a firsthand, first-voice perspective is an important media strategy. Focus groups conducted by RWJF in 2004 and 2005 looked at opportunities to improve immigrant health outcomes. They interviewed immigrants

and direct service providers about issues related to health care, education, legal rights, employment and housing. Immigrants confirmed that knowledge of the resources available to them was minimal; service providers expressed frustration with their inability to reach immigrants.

Immigrants in the focus groups said they crave information that could help them adjust to their new communities, but often find mainstream U.S. media impenetrable both linguistically and culturally. They explained that information would be more valuable if communicated through channels used and trusted by immigrants, including:

- family and friends;
- in-language media;
- word of mouth, stories and personal connections; and
- religious leaders.

New Routes to Community Health will harness the power of emerging media and cultural trends to help immigrants and receiving communities work together to improve the social and economic health of immigrants.

The New Routes Web site will support relationships among grantees and national program office (NPO) staff that will enable us to learn from one another; making media better serve immigrants' needs. It will be an electronic commons where creative community engagement and successful outreach strategies can be shared across projects and with the wider world. We will highlight best practices, offer a showcase for locally-created, immigrant-related media and use the Internet to help build the capacity of partners and their constituents to use new media and online technologies to improve their communities.

The Program

New Routes to Community Health will support the development of partnerships among immigrant organizations, media production centers and community institutions that improve new immigrants' health, specifically as related to issues of family, work, cultural competence or integration. Up to eight geographically- and ethnically-diverse sites will receive awards of up to \$225,000 each over 39 months.

Funded projects must foster outreach and information-sharing that helps new immigrants and receiving communities to use media as tools to build healthy infrastructures and relationships, share information and fully participate in civic life. Engaging immigrants in all phases of planning and implementation will be integral to the success of each project.

First Phase: Planning Grants

(October 2007-March 2008)

Six-month planning grants of up to \$20,000 will be used to re-examine and refine each grantee's proposed research, program design and implementation plan, during which time grantees will:

- work to include community institutions, residents and public officials in the planning process and make adjustments to their proposal;
- augment their workplan and further detail goals, objectives, outcomes and data collection methods, as well as make any modifications to budgets; and
- attend a training conference and work with NPO staff on-site and via phone and Internet.

Funds will be spent on facilitation, training and related staffing costs. To conform to program requirements for New Routes online participation, funds may also be used to purchase equipment and services like computers, modems and/or ISP services to allow high-speed access to the Intranet.

At the end of the six-month planning period, the partnership manager will submit a revised proposal,

line-item budget, budget narrative and plan for securing matching funds to the NPO for approval.

Second Phase: Implementation Grants

(April 2008-December 2010)

Upon successful completion of the planning phase and approval of the final implementation strategy, up to eight grant sites will be awarded up to \$205,000 each over the course of 33 months. During this period, partners will:

- empower immigrants to use local media to tell their own stories;
- create and disseminate media programming to immigrants and established residents, including community stakeholders and policy-makers;
- develop a range of tools and techniques to raise awareness and effect change; and
- measure the individual, institutional and community-wide impact of the project.

Capacity Building

We recognize the enormous commitment of time and resources required of community organizations to collaborate with one another. The NPO aims to build the capacity of partnerships to help meet these demands through technical assistance—intensive national conferences, regular dialogue (by phone and blogs) and site visits by NPO staff. These meetings will allow each grantee to receive the specific support it requires in areas including communication, cultural competence, evaluation, partnership management, content development and sustainability.

Eligibility Criteria

Applicants must identify specific health challenges facing immigrants in their community and a plan for how to address these issues through the local production of media and engagement strategies.

All partnerships must be locally-based and include a media production center, immigrant organization and a community institution acting as the partnership manager. Partnerships may include more than these three organizations, but we encourage careful consideration of the costs and benefits of additional partners.

Partnerships must include the direct involvement of immigrants in design and implementation of the program. This may include participation of immigrants in project management, focus groups, community mapping projects, topical research, script development and media production.

Partnership managers must demonstrate fiscal responsibility, experience administering grants and the ability to help partners assess their technical assistance needs and connect them with appropriate resources. The partnership manager will facilitate collaboration among various partners, and therefore that role may not be filled by one of the other partners. Applicants must be tax-exempt under Section 501(c)(3) or Section 509(a). Appropriate applicant organizations may include, but are not limited to, community foundations, United Ways, libraries or resettlement organizations.

Media partners may include, but are not limited to, technology centers, public and commercial radio and television, community radio, cable access stations, print media such as newspapers and magazines, community media and arts centers and Web-based publications. Each media production partner must submit one work sample to demonstrate its media production ability.

Immigrant organizations may include, but are not limited to, school systems, health care providers, social service agencies, immigrant employers, local government agencies and faith-based organizations. Such partners must be able to document that they already provide services to the targeted immigrant community.

- This grant will require a 30 percent local in-kind or cash match. In-kind donations—donations that do not involve cash—may include the use of equipment or space, utilities and phone services, volunteer services, administrative costs and staff time.
- Applicants must agree to collaborate with other New Routes grantees as active contributors to the program’s online community.
- Applicant communities must include established immigrant or refugee populations or be experiencing a rapid growth in the number of new immigrants.
- Applicant organizations must be based in the U.S. or its territories.

Although we anticipate and welcome media created in many languages, administration of the project will be conducted primarily in English with an expectation that bilingual capacity and cultural competence resides within one or more of the partnering organizations.

Definitions

We use the term *immigrant* to include all foreign-born newcomers to the U.S. and their children, regardless of their immigration or citizenship status. We include refugees and mixed status families in our definition, but do not include second-generation adults.

We use the term *integration* as defined by Grantmakers Concerned with Immigrants and Refugees as a “dynamic, two-way process in which newcomers and the receiving society work together to build secure, vibrant, cohesive communities.”

Selection Criteria

Proposals will be reviewed by staff at RWJF, the Benton Foundation and the NPO, as well as by members of the program's national advisory committee. The foundations are interested in funding sustainable projects that have great potential to affect the lives of new immigrants and their receiving communities. Proposals that are selected will represent a broad cross section of age, ethnicity, geography, community issues and media platforms. Priority will be given to proposals demonstrating originality in their design, scope and implementation and indicate a strategy for long-term continuation.

All proposals must clearly identify an area of particular concern to a specific immigrant group(s) and their receiving community. They must be focused on improving health outcomes through attention to one or more of the following issues: family, work, cultural competence or integration. Collaborations must benefit and include the voice and concerns of immigrant and receiving communities.

The following criteria will be used to assess and select proposals:

- Potential of the project to improve the health and well-being of new immigrants.
- Ability of partners to execute the project, achieve its goals and evaluate its impact.
- Involvement of the community in the planning, implementation and evaluation of the project.
- Potential to empower new immigrants as confident participants and leaders in their communities.
- Demonstrated media production ability and quality of media sample.

Evaluation and Monitoring

Grantees will measure and evaluate the project's success based on instruments developed by the grantee and NPO in areas that include health outcomes, community empowerment, civic participation, collaboration and changes in tolerance and understanding within the community. In addition, each of the collaborations must provide one of the following—a film, video or audio production, a print publication or a Web-based production—demonstrating the impact of New Routes on personal, organizational and community-wide levels.

An independent research group selected and funded by RWJF will also conduct an evaluation of the program. As a condition of accepting RWJF funds, grantees will be required to participate in the evaluation.

Grantees are expected to meet RWJF requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. Grantees may be asked to participate in periodic meetings and give progress reports on their grants. At the close of each grant, the partnership manager is expected to provide a written report on the project and its findings suitable for wide dissemination.

Media Rights and Licensing

Grantees will retain the copyright for media produced with New Routes funds. New Routes and the Robert Wood Johnson Foundation will retain, irrevocably, the license to copy, distribute, perform the work, make derivative works and make commercial use of the work in any form it chooses, in perpetuity. The holder of the copyright will be clearly attributed.

Use of Grant Funds

Grant funds may be used for project staff salaries, consultant fees, translation, data collection and analysis, meetings, supplies, project-related travel and other direct project expenses, including a limited amount of equipment essential to the project. 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.

How to Apply

There are two stages in the competitive application process: (1) applicants submit a brief proposal that describes the project and, *if invited* (2) applicants then submit a full proposal and line-item budget for a grant. All proposals must be submitted no later than 3 p.m. EST on May 17, 2007.

Please go to <http://grantmaking.rwjf.org/lprnr> to submit your brief proposal.

Up to 30 applicants will be invited to submit a full proposal for a planning grant, for which they will receive an application package and instructions in June 2007. Finalists will be asked to schedule a one-hour phone interview with NPO staff. All partners are expected to participate in the interview.

The number of grants will depend on the nature, quality and estimated budgets of proposals received, with approximately eight awardees selected.

Two teleconferences will be held to answer questions about the New Routes program, and application and selection processes. Participation in one of these calls is strongly encouraged. Please check the program Web site for dates, time and call-in information, and to register for the call.

Guidelines and instructions for the proposal are available online at www.rwjf.org/cfp/newroutes. For more information about New Routes, including answers to frequently asked questions (FAQs), links to successful partnership project examples and organizational resources for project design and implementation, please visit newroutes.org.

In fairness to all applicants, brief proposals that arrive later than 3 p.m. EST on May 17, 2007, will not be considered. Please ensure that your proposal is submitted to the Grantmaking Online system before the deadline. Proposals sent by mail, fax or e-mail will not be accepted. For more information on the program and application requirements please contact:

Beth Mastin, *program director*
New Routes to Community Health
Phone: (608) 236-0674
Fax: (866) 380-4060
E-mail: mastin@newroutes.org

This program has a national advisory committee that makes recommendations about grants to the Foundation staff. Benton staff will make all final grant decisions.

Program Direction

Direction and technical assistance for this program are provided by the Benton Foundation and MasComm Associates, which serve as the NPO located at:

Benton Foundation
1625 K Street, NW, 11th Floor
Washington, DC 20006
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Madison, WI 53705
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Responsible staff members at the national program office are:

- Karen Menichelli, *program liaison*, Benton Foundation
- Beth Mastin, *national program director*, MasComm Associates
- Brenda Gonzalez, *deputy director*
- Gale Petersen, *media and technology co-director*
- Catherine Stifter, *media and technology co-director*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Ann Christiano, *senior communications officer*
- Wendy Yallowitz, *program officer*
- Jane Isaacs Lowe, Ph.D., *senior program officer*
- James Marks, M.D., *senior vice president and director, Health Group*
- Doreen Laskow, *grants administrator*

Timetable

■ May 17, 2007 (3 p.m. EST)

Deadline for receipt of brief proposals (submitted online).

■ June 25–26, 2007

Applicants notified by phone if they have been invited to submit a full proposal.

■ August 7, 2007

Deadline for receipt of full proposals.

■ September 5–7, 2007

Finalist interviews with NPO staff.

■ September 17, 2007

Notification of awards.

■ October 1, 2007–March 31, 2008

Planning Phase.

■ April 1, 2008–December 2010

Implementation Phase.

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 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
<http://subscribe.rwjf.org>.



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