

2007 Call for Proposals—Public Health

Proposal Deadline

June 6, 2007



Robert Wood Johnson Foundation

Advancing Public Health Practice and Policy Solutions

Purpose

The Robert Wood Johnson Foundation (RWJF) seeks to advance our work in three major strategic areas in order to improve the public's health:

- Building the evidence for effective public health practice and policies.
- Improving the performance and impact of local and state health departments.
- Increasing advocacy for public health policies and resources for the public health system.

In order to advance our work in these areas, this solicitation seeks proposals for projects that will discover, implement, evaluate or disseminate practical and replicable solutions related to the following topics: 1) public health laws, regulations or policies; 2) public health advocacy or communications; and 3) engaging hard-to-reach and/or high-risk populations. For each of the above mentioned topics, we will only accept proposals that address the categories listed below. **Please note: RWJF will not consider projects related to reducing childhood obesity and/or tobacco use and exposure.**

For more information about RWJF's grantmaking efforts in public health please visit www.rwjf.org/publichealth.

Public Health Laws, Regulations or Policies

Public health laws, regulations and policies are important tools that can be used to reduce health disparities and improve physical, behavioral, environmental, social and economic conditions that affect the public's health. We are interested in proposals that:

- evaluate the effectiveness and impact of public health laws, regulations or policies. This could include aspects such as implementation, enforcement and economic impact;
- utilize laws, regulations or policies to address pressing public health issues (e.g., preparedness or underlying risk factors for chronic disease); and/or
- demonstrate effective use of laws, regulations or policies to reduce inequities in health status, particularly in underserved and underrepresented groups. This could include policies related to transportation, housing, environmental exposures and other areas that affect the public's health.

Public Health Advocacy and Communications

Effective advocacy and communications are important for establishing and maintaining effective public health laws, regulations and policies. We are interested in initiatives that use communications, marketing, advocacy and grassroots outreach as well as other tactics. However, we are *not* interested in campaigns to brand public health agencies or activities. We will consider proposals that:

- explore innovative approaches that engage and persuade policy-makers and other influential to support public health objectives, in particular those focusing on activities that engage and/or serve vulnerable and hard-to-reach populations and those that link public health issues with other pressing community concerns;
- assess the impact of communication and advocacy campaigns; and/or
- determine and test innovative ways for health departments to communicate with hard-to-reach populations.

Key Dates and Deadlines

- **June 6, 2007 (3 p.m. ET)**
Deadline for receipt of brief proposals.
- **Late June or early July 2007**
Applicants notified if invited to submit a full proposal.
- **August 9, 2007 (3 p.m. ET)**
Deadline for receipt of full proposals.
- **December 1, 2007**
Grants begin.

For complete information about the solicitation, selection criteria or application process visit www.rwjf.org/cfp/ph1.

Inquiries may be directed to publichealth1@rwjf.org.

www.rwjf.org/cfp/ph1

For more information about funding opportunities from the Robert Wood Johnson Foundation, visit Grant Applications at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.

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Reaching and Engaging Hard-to-Reach and/or High-Risk Populations

Certain groups continue to experience a greater burden of diseases, injuries, disabilities and death than the general population. We are interested in proposals that:

- identify and test innovative and effective ways for health departments and their partners to communicate with hard-to-reach and/or high-risk populations.

Eligibility Criteria

The following types of entities are eligible and encouraged to apply:

- State or local health departments, universities, boards of health, institutes, associations, federally-recognized tribes, law centers, community-based organizations, other public entities and organizations.
- Preference may be given to those applicants who may be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Applicant organizations must be based in the U.S. or its territories.

Proposals submitted in collaboration with other organizations are strongly encouraged. However, only one organization may be listed as the lead contact in the proposal.

Total Awards

- 10-15 grants of up to \$200,000 each for the proposed project period.
- 5-10 grants of between \$200,000 and \$400,000 for the proposed project period.
- All grants have a duration for up to 24 months.

How to Apply

All proposals must be submitted through the RWJF Grantmaking Online System. To register and access the system please visit <http://grantmaking.rwjf.org/ph1>.

Proposal Requirements

All proposals should include the following:

- Statement of the problem.
- Goals, objectives and strategies (please include how your project is innovative and contributes to the field).
- If applicable, a description of the key partner organizations and the roles that each partner will play in the project.
- Brief description of previous experience in working in the proposed area.
- If a research project, please include hypotheses, methodology and approach to address the proposed research questions.
- Description of how the project will be evaluated and how success will be measured.
- Description of plans for sustainability after project funding ends.
- Intended project deliverables.
- Strategies for dissemination of results, practices or products.
- Perceived limitations, challenges and barriers, along with approaches to address these issues.

Applicants may submit more than one proposal by registering each proposal individually.

www.rwjf.org/cfp/ph1