Susan B. Hassmiller, PhD, RN, FAAN
RWJF Senior Adviser for Nursing
Director, Future of Nursing: Campaign for Action
Congratulations

- 21 Action Coalitions are awarded grants:
  - Arizona
  - Colorado
  - Connecticut
  - Florida
  - Georgia
  - Idaho
  - Kansas
  - Louisiana
  - Maine
  - Michigan
  - Missouri
  - Mississippi
  - Nebraska
  - New Jersey
  - Pennsylvania
  - Rhode Island
  - Tennessee
  - Utah
  - West Virginia
  - Wisconsin
  - Wyoming

NEW
RWJF Vision

We, as a nation, will strive to create a culture of health enabling all in our society to lead healthy lives, now and for generations to come.

Robert Wood Johnson Foundation
Susan Reinhard, PhD, RN, FAAN
Senior Vice President and Director
AARP Public Policy Institute

Chief Strategist, Center to Champion Nursing in America
SIP Technical Assistance

• Resource Sharing
  – Pillar Based Learning Collaboratives
  – Website
  – Peer-to-Peer Connections
  – Regional Meetings

• Content Resources
  – Content Experts
  – SIP Work plan Assistance
  – Topical Webinars
  – Messaging and Issue Briefs
  – Legal Counsel
  – Jonas Scholars
For SIP Related Questions

Your SIP Contact:

Jennifer Peed, MSW
Deputy Director, State Implementation Program
Center to Champion Nursing in America
(202) 434-3848
jpeed@aarp.org

The SIP Team:

Jean-Luc Tilly, Project Specialist
(202) 434-3871

Pat Farmer, RN, DNP, FNP
CCNA Consultant
Overview

• Legal assistance
• Diversity
• National Program Office reporting requirements
• RWJF Reporting Requirements
• Survey guidelines
• Communications resources
• Grant announcement
Help ACs:
• maximize their advocacy without violating the restrictions imposed on their funding
Diversity and inclusion are core values of the Robert Wood Johnson Foundation, reflected in our Guiding Principles. We value differences among individuals across multiple dimensions including, but not limited to, race, ethnicity, age, gender, sexual orientation, physical ability, religion and socioeconomic status. We believe that the more we include diverse perspectives and experiences in our work, the better able we are to help all Americans live healthier lives and get the care they need. In service to our mission, we pledge to promote these values in the work we do and to reflect on our progress regularly.

Catherine J. Malone, DBA, MBA
Program Officer
Consistent with RWJF values, this program embraces diversity and inclusion across multiple dimensions, such as race, ethnicity, gender, physical ability, age, sexual orientation, religion and socioeconomic status. We strongly encourage applications in support of individual 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 more successful we will be as we strive together to build a Culture of Health, enabling all in our diverse society to lead healthier lives, now, and for generations to come.
Evaluation

• Ongoing formative evaluation of the *Campaign* which includes the State Implementation Program
NPO Reporting Requirements

- Quarterly workplan reports, first report due on August 1, 2015, and every quarter thereafter
- 18 Month deliverables due August 1, 2016
- 24 Month deliverables due February 28, 2017
- Submit to sip@aarp.org
# Quarterly Workplan Reports

**[State] SIP WorkPlan:**

**Principal:** [Name]

**Area of Focus (maximum of 2):**

## Project Goal #1: Learn about the State Implementation Program

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Action Steps</th>
<th>Target Date &amp; Responsible Person</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>View the SIP Grantee Orientation Webinar</td>
<td>Turn on computer</td>
<td></td>
<td>Viewed Webinar</td>
</tr>
<tr>
<td></td>
<td>Have not started</td>
<td></td>
<td>May not meet</td>
</tr>
<tr>
<td></td>
<td>In progress</td>
<td></td>
<td>On target to meet</td>
</tr>
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<td>Complete</td>
<td></td>
<td>Complete</td>
</tr>
<tr>
<td>Log into WebEx</td>
<td>Have not started</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>In progress</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Complete</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turn up speakers</td>
<td>Have not started</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>In progress</td>
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<tr>
<td></td>
<td>Complete</td>
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</tr>
</tbody>
</table>
Payment Schedule

• The initial payment is 50% percent of the total award. (released upon receipt of the Letter of Agreement)

• Second payment is 45% of total award. Released upon approval of the annual reports (financial, narrative and bibliography)

• After submission and approval of the final reports (final financial, narrative and bibliography) the balance 5% will be released and your award will be closed.
RWJF Reporting Requirements

Annual Financial Report
• Account of expenses during the first 12-months
• Due to the NPO and grantreports@rwjf.org 30-days after the first budget period.

Final Financial Report
• Account of expenses for the final 12-months of the project
• Due to the NPO and grantreports@rwjf.org 30-days after the end of the budget period.
Reporting Requirements

• **Annual Narrative Report**
  • Summary of annual program accomplishments


• **Final Narrative Report**
  • Summary of programmatic activities for *entire project period*
Bibliography Requirements

Annual Bibliography (Question Seven)

• [http://www.rwjf.org/content/dam/files/rwjf-web-files/GranteeResources/RWJF_ElectronicSubmissions.pdf](http://www.rwjf.org/content/dam/files/rwjf-web-files/GranteeResources/RWJF_ElectronicSubmissions.pdf)

Final Bibliography

• Is a complete record of all products produced over the life of the project

• Two copies of all products should be sent to the NPO and RWJF with your annual and final bibliography
National Program Office
   Jennifer Peed, Deputy Director
   Phone (202) 434-3848
   jpeed@aarp.org

Robert Wood Johnson Foundation
   James L. Mendez, Program Financial Analyst
   Phone (609) 627-6316
   jmendez@rwjf.org
Thank you
RWJF Survey Guidelines

- Plan and develop your survey instrument and methodology

- **Submit survey instrument, methodology, and survey design form to**
  [grantreports@rwjf.org](mailto:grantreports@rwjf.org) and [sip@aarp.org](mailto:sip@aarp.org)

- Conduct survey

- **Submit survey results, and/or survey deliverables, and survey results form to**
  [grantreports@rwjf.org](mailto:grantreports@rwjf.org) and [sip@aarp.org](mailto:sip@aarp.org)

- Share results
  
  - Direct survey-related questions to [surveystandards@rwjf.org](mailto:surveystandards@rwjf.org), and CC sip@aarp.org

[http://campaignforaction.org/sip-resources](http://campaignforaction.org/sip-resources)
Communications Resources

Communications Planning
• Strategic Planning and Communications
• Using the Campaign for Action Promotional Video
• Getting Started with Social Media

Media Outreach
• Introduction to Traditional Media Outreach
• Creating Effective Media Materials
• How to Write a Letter to the Editor & How to Write and Place an Op-Ed

Presentations and Messaging
• Campaign for Action Key Messages: What they are and how to use them!
• How to Make Messaging Work for You (WEBINAR)
• Campaign for Action Standard PowerPoint Presentation and Template
• Hosting an Action Coalition Event
• Campaign for Action photo release signage for Action Coalitions

www.campaignforaction.org/campaign-progress/directory-resources/communications
Communications Assistance

You Will Receive:
• News Release
• Media List

Distribute Your News Release To:
• Journalists at Newspapers, Radio and TV Talk Shows, Blogs, Newsletters, etc.
• Allies in the Nursing, Health, Academic, Consumer, Business, and Other Communities
• Local, State and Federal Lawmakers Interested in Nursing/Health Issues
Questions

Press *1 on your telephone key pad to ask a question
OR
Use the chat feature being sure to send your question to “Everyone”
For SIP Related Questions

Your SIP Contact:

Jennifer Peed, MSW
Deputy Director, State Implementation Program
Center to Champion Nursing in America
(202) 434-3848
jpeed@aarp.org
Next Steps

- CCNA to schedule one-on-one conference calls
  - To discuss workplan
  - Technical assistance needs
  - Questions or concerns
Campaign Resources

Visit us on the web at www.campaignforaction.org

the challenge
Transforming Health Care for the 21st Century

our progress

http://facebook.com/campaignforaction  www.twitter.com/campaign4action