

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Nurses Building a Culture of Health— Funding Opportunities at RWJF

Webinar Summary January 11, 2019

This webinar features Susan Hassmiller and Beth Toner of Robert Wood Johnson Foundation (RWJF) sharing how nurses play a critical role in building a Culture of Health and discussing grant and leadership development opportunities available through the organization.

Objectives

- 1) Learn more about the Robert Wood Johnson Foundation's vision for a Culture of Health for all.
- 2) Hear about the investments the foundation is making in support of a Culture of Health, including:
 - a) Culture of Health Prize.
 - b) RWJF leadership development programs.
 - c) Research programs/funding opportunities.
- 3) Learn how to stay up-to-date on RWJF funding opportunities.

Presenters



Susan Hassmiller, PhD, RN, FAAN, senior adviser for nursing, RWJF and director, Future of Nursing: *Campaign for Action*



Beth Toner, RN, MSN, MJ, senior communications officer, RWJF

Across the country, there is a movement to advance the field of nursing so that all Americans have access to high quality, patient-centered care in a health care system where nurses contribute as essential partners in achieving success. This national level [Future of Nursing: Campaign for Action](#) is a result of the Institute of Medicine's landmark 2010 report on the [Future of Nursing: Leading Change, Advancing Health](#).

The *Campaign for Action's* field-based teams, the [Action Coalitions](#), are leading this movement and are equipping themselves with knowledge gained from technical assistance provided by the Center to Champion Nursing in America (CCNA), a joint initiative of AARP, the AARP Foundation, and the Robert Wood Johnson Foundation. Such technical assistance comes in the form of webinars, face to face interactions, and other facilitated engagements with public policy leaders, content experts, consultants, and Action Coalition peers across the country.

Presentation Summary

Beth Toner and Susan Hassmiller provide a brief overview of what building a Culture of Health means at RWJF. It is recognizing that health is an essential part of everything people do; that being healthy is a priority for everyone regardless of where they live, what they do, and how much they earn.

RWJF believes that striving to build a Culture of Health will enable everyone in this country to live longer, more prosperous, and more productive lives. The Foundation did not create the idea of a Culture of Health, but they hope to build upon the work that people are already doing to build healthier communities.

Susan Hassmiller shares how RWJF's Culture of Health work centers around the four themes below:

- 1. Healthy Children, Healthy Weight:** focuses on enabling all children and their families to obtain their optimal physical, social and emotional development, and well-being.
 - Example: grant given to Penn State University to study how to promote social and emotional learning in pre-school children.
- 2. Transforming Health and Health Care Systems:** helps catalyze fundamental changes in health and health care systems to achieve measurably better outcomes for all.
 - Example: Open Notes - explores how securely opening physician and nurse practitioner's notes for patients helps make them partners in their own care.
- 3. Healthy Communities:** works to help create the conditions that allow communities and their residents to reach their best possible well-being, including research on how one's zip code is tied to life expectancy.
 - Example: RWJF Culture of Health Prize – honors and elevates communities that are making strides in working toward better health.

Winners of the RWJF Culture of Health Prize take a holistic approach to health and well-being, and recognize that jobs, education, housing, safety, and transportation are connected to health. They bring together partners from a variety of sectors to implement solutions and policies that will allow everyone access to better health. RWJF then learns from these communities and shares their stories and lessons.

Some notable points of the RWJF Culture of Health Prize:

- \$25,000 prize
- up to 10 winners selected each year
- national platform for sharing stories and achievements
- customized communications materials
- opportunities to engage with other Culture of Health ambassadors
- part of a growing alumni network, with 39 RWJF Culture of Health prizewinning communities currently

- applications are closed currently; 2019 finalists will be announced in the spring of 2019

There are **6 criteria for becoming a prize winner**, with 1-3 weighted more heavily:

- 1) defining health in the broadest sense.
- 2) committing to sustainable systems, changes and policy-oriented long-term solutions.
- 3) creating conditions that give everyone a fair and just opportunity to reach their best possible health.
- 4) harnessing the collective power of leaders, partners, and community members.
- 5) securing and making the most of available resources.
- 6) measuring and sharing progress and results.

Applicants should emphasize the work of the whole community, not just one organization.

4. **Leadership for Better Health:** accelerates the development and engagement of leaders with diverse backgrounds and experiences with building a Culture of Health.

Leadership for Better Health

Beth Toner then provides more information about five funding opportunities in the Leadership for Better Health area, all of which provide opportunities for leadership and skill development, mentoring, advocacy, social innovation, networking opportunities, etc.

Most of these programs provide annual stipends for winners, and some provide additional project-specific funding.

The programs are designed to allow participants to stay within their own communities and jobs, providing opportunities for virtual collaboration and some in-person meetings.

1. Clinical Scholars:

- a. Currently open for applications to interdisciplinary teams of clinically active professionals who will work together to advance health equity in their communities.
- b. Must be two kinds of clinicians or more on a team.
- c. Grant funding up to \$525,000 for the team over a three-year period.

2. Interdisciplinary Research Leaders:

- a. Currently open for applications to teams of three researchers and community leaders who will use engaged research to collaborate with the community and apply their research in real time to create change.
- b. Each team member receives a \$25,000 annual stipend and a one-time research project grant up to \$125,000 for the team.
- c. Projects must address a theme; this year's themes are:
 - i. community development and health; and

- ii. clinical practice, social services, and health.

3. Culture of Health Leaders:

- a. Currently open for applications for individuals from any field who want to advance health and equity; applicants do not need to be a clinician or researcher.
- b. Applicants should be highly motivated to explore new solutions and collaborate across sectors to address health inequities.
- c. Participants master four key areas of leadership: self, relationships, environments, and change; receive high caliber executive support in design and implementation of a strategic initiative.
- d. Annual stipend of \$20,000.
- e. Example: first woman and nurse practitioner to own a women's health clinic in a rural Utah community, collaborated with local public agencies, education institutions, and health and business communities to increase impact.

4. Harold Amos Medical Faculty Development Program:

- a. Opens February 7 for applications.
- b. Created to increase the number of faculty from historically disadvantaged backgrounds who can achieve senior rank in academic medicine, dentistry, or nursing and who will encourage and foster development of succeeding classes.
- c. Historically disadvantaged defined as challenges facing individuals because of their race, ethnicity, socio-economic status, or other similar factors.
- d. Up to 10 winners chosen each year and receive up to \$75,000 plus \$30,000 annual grant to support a research activity.
- e. Each scholar conducts research in conjunction with a senior faculty member of an academic medical center.

5. Health Policy Research Scholars:

- a. Applications not open for 2019 but will reopen in 2020. RWJF is selecting a new program center to oversee this program.
- b. For second year doctoral students from fields that have a direct impact on health policy, including economics, political science, psychology, sociology, etc. In 2020, they will accept up to 60 rising 2nd and 3rd year doctoral students.
- c. Applicants should apply research to shape health policy that reflects the diversity of this country to improve health.
- d. Applicants should come from underrepresented populations or disadvantaged backgrounds.
- e. Annual stipend provided to participants.

Research, Evaluation, and Learning Signature Programs

The four programs below are RWJF's signature research programs to examine what is needed to effectively build a Culture of Health.

1. Evidence for Action (E4A):

- a. Open for applications on a rolling basis; start by submitting a letter of intent.

- b. Investigator-initiated research on the impacts of programs and interventions on health, well-being and equity.
- c. No topic or issue priorities required.
- d. Not to be funded longer than 36 months.
- e. www.evidenceforaction.org

2. Health Data for Action (HD4A):

- a. Applications closed December 14, 2018.
- b. Newest signature research program that provides access to proprietary data sets that many cannot afford.
- c. Applicants propose a research project and what they would do with the data set requesting; winners receive access to the data set.
- d. Not for researchers who are currently working with the specific datasets requesting.
- e. All disciplines are welcome.
- f. <https://www.academyhealth.org/about/programs/health-data-for-action>

3. Policies for Action (P4A):

- a. Annual call for proposals opens spring of 2019.
- b. Projects will research actionable evidence regarding how policies and laws can help build a Culture of Health and improve population health, well-being, and equity.
- c. www.policiesforaction.org

4. Systems for Action (S4A):

- a. Projects research best ways to align the delivery and financing systems to support and improve health and well-being and reduce inequities.
- b. www.systemsforaction.org

Which RWJF program is right for you?

RWJF has a [Program Finder](#) online which provides a side-by-side comparison and more information on selected programs.

To browse open and upcoming Call for Proposals, go to RWJF's Funding Opportunities page [here](#) to view deadlines and more details. Additionally, anyone can register at the [My RWJF](#) page to sign-up for email notifications each time a new funding opportunity is posted.

RWJF Resources

Culture of Health: www.cultureofhealth.org

Culture of Health Prize: www.rwjf.org/cultureofhealthprize

Leadership and Research Programs: www.rwjf.org/leadershipforbetterhealth

Program Finder: www.rwjf.org/programfinder

Funding Opportunities: <https://www.rwjf.org/en/how-we-work/grants-explorer/funding-opportunities.html>

My RWJF: <https://my.rwjf.org/login.do>

The IOM's recommendations include: the need for more advanced education of registered nurses; nurses leading innovations in health care and being appointed to decision making bodies; all nurses practicing to the full extent of their education and training; a more diverse nursing workforce and faculty; and more interprofessional collaboration among nurses, physicians, and other members of the health care team in the educational and clinical environments.

CCNA Contact Information

For more information about this webinar, technical assistance questions, or questions related to the Future of Nursing: *Campaign for Action*, contact wquinn@aarp.org at the Center to Champion Nursing in America.

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