

## Robert Wood Johnson Foundation – 2021 Culture of Health Prize

**From:** Office of Foundation Relations  
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**Website:** <https://www.rwjf.org/en/library/funding-opportunities/2020/2021-culture-of-health-prize.html>  
**Submission Limitations:** N/A  
**Foundation Deadline:** **Funder Deadline Thursday August 15th, 2020**

### Opportunity Details:

At RWJF, building a Culture of Health has become the central aim of what we do, with a goal of giving every person across the nation an opportunity to live the healthiest life possible. Communities are already leading the way to drive local change and providing all residents opportunities to live their healthiest life possible. The RWJF Culture of Health Prize, a collaboration between RWJF and the University of Wisconsin Population Health Institute, is the Foundation's way of honoring communities—urban, rural, tribal, large, or small—that are beacons of hope and progress for healthier people, families, and places.

### Eligibility and Selection Criteria

There are characteristics shared by communities that catalyze and sustain positive change. Because the Prize recognizes whole communities, applicants must think beyond their own individual organizations and initiatives to what has been accomplished across the community. Interested applicants are encouraged to view RFP page to see in depth selection criteria.

The RWJF Culture of Health Prize honors U.S. communities. Submissions representing the work of a single organization will not be considered. With the exception of previous Prize winners and 2020 finalists, all past applicants are eligible to re-apply for 2021.

### Key Dates

Phase I

October 15, 2020 (3 p.m. ET)

Phase I Applications (for all applicant communities) are due.

Phase II

November 13, 2020

Invitations extended to select applicant communities to submit Phase II Applications.

December 21, 2020 (3 p.m. ET)

Phase II Applications (for invited communities) are due.

Phase III: Site Visit Phase

February 16, 2021

Invitations extended to finalist communities to participate in the Site Visit Phase.

Spring 2021

Site visits with finalist communities.

Recognition Phase

Fall 2021

**National announcement of winners and celebration event.**

**Total Awards**

In this ninth round of the annual Prize competition, up to 10 winning communities will receive:

- A \$25,000 prize.
- Communications funds to help share their story. Communities will have the opportunity to determine the communications tools that will best support their work.
- Strategic guidance and training from communications professionals. Communities will receive support and resources to aid in the national and local promotion of their stories and training to improve media skills.
- National and local promotion. Stories will be shared to inspire others' efforts, such as outreach to media, policymakers, and networks of organizations.
- Opportunities to expand networks. Winners will have opportunities to connect with other national and local leaders working to build a Culture of Health such as past Prize-winning communities.

**Application Components:** Applicants are encouraged to work with the Office of Foundation Relations before final submission to the sponsor.