

CALL FOR APPLICATIONS: POLICY AND SYSTEMS CHANGES FOR IMPROVED HEALTH



Supporting community-led, multi-sector partnerships in addressing root causes of poor health outcomes to impact population-level health improvement

Closed – watch AHW Website for next RFA!



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**Please note that AHW staff are working remotely and email is the preferred form of communication.*

Overview

Application Checklist

- Review the RFA and confirm eligibility

- Consult with AHW Program Manager to review proposed project scope and fit with RFA (highly encouraged)

- Complete all sections of the LOI (sample application provided to work on with project team prior to submitting online)

- Share draft of LOI with AHW Program Manager a minimum of two weeks prior to application deadline for feedback

- Submit LOI via online form prior to 5:00 pm on November 16, 2020**

- Complete key personnel signatures via AHW-initiated DocuSign prior to 5:00 pm on November 19, 2020**

*Note: **BOLD** items are required*

At the Advancing a Healthier Wisconsin Endowment (AHW), we are driven by a vision for a healthier Wisconsin.

As a statewide philanthropy, we seek to propel the most promising work and ideas to improve health and advance health equity in Wisconsin today, and for generations to come. We do that by *investing* in high-impact, promising work; *connecting* people, research, and academic medicine to break down silos and build up relationships across sectors and communities; and *influencing* how ideas and knowledge can become action to inform programs, policies, and practices.

We focus our work to advance three health priorities in Wisconsin, seeking solutions and new knowledge to improve heart health, support healthy minds, and dismantle cancer. Alongside these issues, we aim to accelerate innovation, collaboration, and impact by responding to research- and community-identified needs. (Learn more about [our story](#), [how we work](#), and [our focus areas](#).)

Funding Summary

AHW's *Call for Applications: Policy and Systems Changes for Improved Health* aims to support successful projects that clearly identify a system change that will lead to a population-level health improvement and have a lasting impact after the funding period. This opportunity is open to community-led, multi-sector partnerships in Wisconsin that can carry out efforts in a 24- to 36-month period.

Key Dates

November 16, 2020

Letters of Intent (LOI) Applications Due

January 2021

Full Proposal Invitations

March 15, 2021

Full Proposal Applications Due (invited applicants only)

May 2021

Conditional Notification of Award

July 1, 2021

Project Start Date



Call for Applications: Policy and Systems Changes for Improved Health

Funding Details

AHW's *Call for Applications: Policy and Systems Changes for Improved Health* aims to address root causes of poor health outcomes by impacting the systems that make good health possible by engaging Wisconsin-based, multi-sector partnerships in advancing work that can be carried out in a 24- to 36-month period. Approximately \$1.5 million will be available through this call to support three to five projects that clearly identify a system change that will lead to a population-level health improvement and have a lasting impact after the funding period.

Description

Every day, we are surrounded by a variety of systems that impact our choices and the outcomes in our lives. These systems – such as criminal justice, housing, education, food or public health systems – all have functions that impact society. Some enable impact through programs and interventions, however many of these solutions are not sustainable.

Changing how systems function can have a significant, long-term impact on the health of a population or community. When a system works well for health, it can make healthy choices practical and available to all community members, especially those most adversely impacted by poor health outcomes.

AHW recognizes that a variety of interconnected systems impact not only our individual health but our community health outcomes. We see policy and systems-level change as a sustainable way to effectively improve the health of an entire population. Policy and systems changes look upstream from individual behaviors, asking what policies and systems are in place that either promote or inhibit healthy choices.

For the purposes of this funding opportunity:

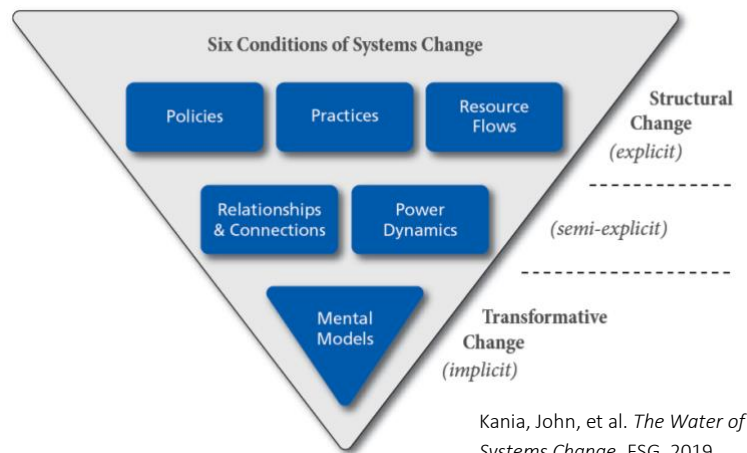
- Systems change refers to an intentional process designed to alter the status quo by shifting and realigning the form and function of a targeted system. In most systems change endeavors, the underlying structures and supporting mechanisms that operate within a system are altered, such as the policies, routines, relationships, resources, power structures, and values (Foster-Fishman, 2002)
- Systems are generally considered to be a collection of parts that, through their interactions, function as a whole (Ackoff & Rovin, 2003; Maani & Cavana, 2000)
- Policy change refers to the practices, protocols, regulations or rules that will be altered. This may include advocacy work, but cannot be associated with lobbying efforts
- Policy and systems changes are often interrelated and not necessarily mutually exclusive

To effectively impact a policy and system-level change, key players from the sectors driving the system, as well as those impacted by the system, must work collaboratively, sharing power, responsibility, and engagement. By bringing these partners together the various sectors, levers and pieces of a system can be truly understood and mapped to identify what is moveable in a 24- to 36-month time period.

Promising initiatives funded through this call will:



- Look beyond individual behavior change, reflecting a focus on the root cause(s) of poor health outcomes, changes at the policy and systems level, and demonstrates community collaboration
- Clearly identify a policy and systems change that will lead to a population-level health improvement change that will have a lasting impact after the funding period
- Include efforts to affect the six conditions of systems change (see image) that tend to hold a problem in place in the scope of work for their project, assuring that they have key decision makers and community voices working with them throughout the process
- Improve health equity. Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances” (<https://www.cdc.gov/chronicdisease/healthequity/index.htm>).



Focus on Health Equity and Determinants of Health

Contemporary research and evidence have shined a light on the health disparities that exist between groups based on race, location, geography, socio-economic status, and other demographic characteristics. Projects funded in this pathway have an opportunity to advance health equity by understanding and addressing a range of health factors in our society and to create sustainable impact and change in health outcomes. Successful projects will identify important health disparities and promote changes that reduce inequities.

AHW Health Focus Areas

Successful applications are encouraged to demonstrate alignment with AHW focus areas. AHW recognizes that the health issues threatening Wisconsin’s communities are complex, interrelated, and multi-faceted. While AHW will continue to support partners in responding to emerging health needs and opportunities, AHW focuses the bulk of its investment portfolio around three signature areas:

- **Improving Heart Health** – Advancing cardiovascular health by seeking solutions across genetic and biologic factors, health behaviors, and the socioeconomic conditions that lead to poor heart health
- **Supporting Healthy Minds** – Advancing brain and behavioral health by seeking solutions across brain conditions, diseases, and injuries to the emotions, behaviors, and biology of mental wellness and substance use
- **Dismantling Cancer** – Advancing improvements in cancer by seeking solutions that improve understanding, prevention, and survival in the fight against cancer and its causes



Eligibility

At AHW, we firmly believe that we can go further together than we can alone. All Letters of Intent (LOIs) and full proposals for this funding opportunity must be submitted jointly by a project team of individuals and organizations collectively bringing the necessary experience, influence, and expertise to carry out the proposed project. All successful project teams will reflect the principles outlined in [AHW's Community-Academic Partnership Model](#) in their project team structure and practices, and feature a multi-sector network of partners working with an MCW School of Medicine academic partner. Each partnership should contain the necessary expertise to address policy and systems changes in the targeted communities.

Projects must designate **one (1) primary community partner applicant organization** and **one (1) primary MCW School of Medicine academic partner**.

Primary Community Partner Organization

The primary community partner organization takes responsibility for the fiduciary and reporting requirements of the project and for transferring all communications, notifications and instructions from AHW to all members of the partnership. Eligible community organizations must be Wisconsin-based, non-profit, IRS tax exempt 501(c)3 or government organizations including, but not limited to:

- Health, social service, and other community-based organizations
- Faith-based organizations
- State and local governments
- Scientific or professional associations, universities, and schools
- Voluntary associations, foundations, civic and citizen groups
- Federally recognized Indian tribal governments, tribes, and tribal organizations

MCW School of Medicine Academic Partner

All projects must engage an eligible MCW academic partner (Principal Investigator). For community-led collaborations, the MCW academic partner is responsible for the fiduciary and reporting requirements of the MCW portion of the project and project budget and shares the responsibility with the primary community partner contact for transferring all communications, notifications, and instructions from AHW to all members of the project team. Policy and systems change projects are generally not considered to be research projects. While there may be items requiring research within a project, the guiding principles of the project must be focused on processes required for improving health by changing systems that hold a problem in place.

MCW School of Medicine academic partners typically provide one or more of the following in a defined role:

- Serve as a core thought partner
- Provide content expertise in health, data gathering, data analysis, or evaluation of systems change
- Serve as a clearly defined liaison role between community partners and MCW, including connection with additional MCW partners
- Facilitate bidirectional learning among all partners

Eligible MCW PIs are required to contribute a minimum of five percent FTE for the full award period and must be full-time or full-professional effort status MCW faculty members with the rank of Assistant, Associate, or Professor and a primary appointment in the MCW School of Medicine. MCW staff may serve in the role of MCW academic partner provided they are supervised by a faculty member who meets the criteria to serve as a PI.



Collaborators

Additional project collaborators may participate from the community, MCW, or other academic institutions. Collaborators may or may not receive salary support through AHW funding (depending on their role). While additional collaborators are not required, they are highly encouraged in order to bring the necessary experience, influence, and expertise to successfully carry out the project.

Budget Requirements

AHW's investment for this funding opportunity will be approximately \$1.5 million to support approximately three to five community-led projects. The exact number of awards for each project team and award amount will depend on the merit of proposals received and the funding amount requested by successful applicants. There are no maximum or minimum requirements for project budget requests or project durations. Successful applications will demonstrate an appropriate budget and timeframe for their proposed scope of work with project durations generally between 24 and 36 months for this funding mechanism.

LOI applicants will provide a requested budget amount without a corresponding budget justification. Applicants invited to submit a full proposal will be required to provide a detailed budget with justification for expenses, adhering to the following:

- Faculty salaries must abide by the current [NIH salary cap](#)
- A minimum of five percent FTE is required of the MCW academic partner and at least one primary community partner must have effort on the award
- Award personnel may cost share their effort. Cost-sharing may support any and all salary put forth, so long as the five percent FTE minimum effort requirement is met for the MCW academic partner. AHW funds may not be used to cost-share effort on any other work
- All MCW and community (non-MCW) personnel support must be justified and their specific project roles outlined in the budget justification during the full proposal application stage

For information on financial compliance requirements for funded projects, please see the Funded Project Compliance Overview section.

Supplanting Criteria

AHW was established as the result of a generous financial gift made by Blue Cross & Blue Shield United of Wisconsin to the people of Wisconsin, giving AHW the extraordinary responsibility to steward this financial gift on behalf of Wisconsin residents. As such, AHW adheres to requirements as defined in a March 28, 2000 Order of the Commissioner of Insurance which requires that AHW funds (the Funds) "may not be used to supplant funds or resources otherwise available." AHW, via MCW, must report annually on its determination that the Funds do not supplant other resources that may be available to accomplish the same purposes. [Supplanting criteria can be found on the AHW website.](#)

Prior to final funding recommendations and approval, AHW's oversight body, the MCW Consortium on Public and Community Health, will assess whether other financial resources exist or are available for the project, including an assessment of whether the applicants have other financial resources available for the project. Applicants must certify that no financial resources will be supplanted and provide a complete listing of current funding sources for the project or similar other projects.



Leveraging

All applicants are highly encouraged to leverage additional funding support for their policy and systems change strategy. Leveraging additional support not only demonstrates community commitment to a project, but also increases sustainability of efforts and can provide resources for activities that AHW cannot fund.

Leveraging can include a cash match from one or more other funders, business partners, coalition member organizations, or government (city, county, state, or federal) funds as well as in-kind support provided by participating organizations.

Allowable Expenses & Funding Restrictions

AHW uses a cost-reimbursement model. Funds can only be used for direct project-specific expenses, which includes salary and benefits for personnel directly involved in the project and direct expenses including supplies, mileage, travel, training, etc.

Funds may not be used for:

- Projects conducted outside of Wisconsin
- Indirect costs such as ongoing operating expenses of an organization's routine functions and principal programs
- Debt reduction
- Entertainment or alcoholic beverages
- Lobbying (*see Legal Compliance section for additional details*)
- Reimbursement solely for patient care or clinical service delivery
- Publishing fees to benefit education or research in general
- Stipends
- Supplanting

View a complete list of [Allowable and Unallowable Costs](#) on the AHW website.

Application and Review Process

For the *Call for Applications: Policy and Systems Changes for Improved Health*, AHW utilizes a two-stage application and review process beginning with submission of a Letter of Intent (LOI), with selected applicants being invited to submit a full proposal.

Letter of Intent (LOI)

Projects that meet the applicant eligibility requirements should **submit LOI via the online form on the AHW website by 5:00 pm CST on November 16, 2020**. Late LOIs will not be accepted. No paper or emailed applications will be considered, and no attachments will be accepted. Please note that a pre-application meeting with an AHW program manager is highly encouraged.

Following successful submission of the completed LOI through the online form, signatures from key project personnel will be required via an AHW-initiated DocuSign request to indicate their awareness and support of the submitted application:

- MCW PI, MCW staff (if applicable), and their respective MCW Department Chair or Center leadership
- Community partner organization primary contact and an individual authorized signer, if applicable



Following submission, each of the Individuals above will receive an email with instructions to complete and submit their signature and all required signatures must be submitted by 5:00 pm CST on November 19, 2020 to complete the LOI submission and be eligible to advance to merit review.

AHW will confirm receipt of the submission via email to the primary community partner organization contact and the MCW PI.

Notification emails will be sent to the primary community partner organization contact and the MCW academic partner in January 2021 following completion of the LOI review process (see below for details). Selected applicants will be invited to submit a full proposal application.

Full Proposal Application

Selected applicants will receive instructions and full proposal application materials with notification of their invitation to the full proposal application stage. Applicants must answer all required fields and follow the restrictions set within the application forms. Completed applications must be submitted via the AHW Grants Management System by 5:00 pm CST on March 15, 2021. Late proposal applications will not be accepted. AHW will confirm receipt of the submission via email to the primary contact(s) on the application.

AHW staff will aim to assist projects in assuring their plans meet AHW award requirements and criteria outlined in the *Call for Applications: Policy and Systems Changes for Improved Health*. The technical assistance providers will offer customized help to enhance specific aspects of the partnership or overall project plan. Each partnership will be accommodated five (5) hours of technical assistance. Additional information will be provided at that time.

LOI and Full Proposal Review

At both LOI and full proposal application stages, applications will undergo technical review by AHW staff for eligibility, content, and submission requirements, including:

- All fields are completed
- Adherence to guidelines and restrictions detailed in this RFA, the LOI and full proposal instructions, and the LOI and full proposal submission forms and instructions
- Proposed project scope is aligned with the intent of this RFA
- All community and MCW partner eligibility criteria are met

Merit reviews will be conducted for all LOIs and full proposals that pass technical review by a merit review panel with expertise in the field. The merit review panel will consist of a combination of MCW and community-based reviewers for both application stages.

Applications will be screened for eligibility and reviewed using the following criteria:

- Evidence of achievable, impactful, and sustainable policy and systems change strategies with clear identification of the regulations, rules, priorities, protocols, or practices within and across organizations and communities that are being changed
- Convincing evidence that the proposed policy and system change will address a disparity that the community is engaged and committed to change
- The proposed change will ultimately lead to improved population-level health outcomes and improved health equity within the target population
- Evidence of a multi-sector, diverse partnership with the experience, influence, and expertise to implement the change
- Evidence that the change will be sustainable beyond the length of the funding period



- Documentation of a realistic budget and timeframe
- Alignment of project activities with the conditions of systems change (see illustration on p. 4)

In addition to reviewer comments, the merit review panel will score submissions using a nine-point scale based on the rating scale used by the National Institutes of Health. The nine-point rating scale is anchored according to the following descriptions:

- | | |
|----------------------------------------------------------------------|--------|
| 1. Exceptional (exceptionally strong with essentially no weaknesses) | High |
| 2. Outstanding (extremely strong with negligible weaknesses) | |
| 3. Excellent (very strong with only some minor weaknesses) | |
| 4. Very Good (strong but with numerous minor weaknesses) | Medium |
| 5. Good (strong but with at least one moderate weakness) | |
| 6. Satisfactory (some strengths but also some moderate weaknesses) | |
| 7. Fair (some strengths but with at least one major weakness) | Low |
| 8. Marginal (a few strengths and a few minor weaknesses) | |
| 9. Poor (very few strengths and numerous major weaknesses) | |
- Minor weakness: an easily addressable weakness that does not substantially lessen impact
 - Moderate weakness: a weakness that lessens impact
 - Major weakness: a weakness that severely lessens impact

Following merit review at each application stage, the MCW Consortium on Public and Community Health will review the recommendations from the merit review panels and approve the slate of LOIs to advance to the full proposal application stage and the slate of full proposals to fund. AHW may request that applicants adjust their scope, budget, or timeline based on the outcome of the review process. If necessary, these applicants will be notified and asked to resubmit their adjusted application materials for further review. No negotiations or appeals will be accommodated. Final funding decisions will advance to the MCW Board of Trustees for approval.

Written feedback from the submission review process will be provided to all applicants via the primary partners.

Conflict of Interest

The review process follows a Conflict of Interest policy. A conflict of interest is apparent whenever a reviewer’s objectivity may be perceived as compromised by the nature of a personal or professional relationship or obligation to an applicant. Review panel members with a conflict of interest pertaining to a proposal’s review and/or funding are self-identified and recused from proposal discussion and scoring.

Award Determination

Notification emails of conditional award determination are anticipated to be sent to the primary community partner organization contact and the MCW PI in May 2021, following completion of the full proposal review process.

Application Resources

AHW funding is highly competitive. Our goal is to support applicants through the multi-stage process to the best of our abilities, and we encourage applicants to contact AHW staff to discuss ideas, request assistance in identifying partners, or other application needs throughout the application process.



Pre-Application AHW Consultation (highly encouraged)

For an efficient application process, applicants are highly encouraged to connect with the AHW program manager to discuss their proposed project scope and ensure it is in alignment with the funding opportunity. Applicants are encouraged to connect as early in the development of their LOI as possible. **Contact Maureen Busalacchi at mbusalacchi@mcw.edu or (414) 955-4327 to schedule a meeting.**

AHW Online Resources

AHW's website provides information, application resources, and answers to frequently asked questions related to each application and the AHW funding process. Visit the AHW website at www.ahwendowment.org.

At the end of this RFA is a sample LOI application which shows the questions and information needed. A fillable copy of this sample application is available to download on the AHW website and is designed to be used to prepare your responses for the official application form. The official application is available online via a link on the AHW website.

When filling out the online application, only one applicant team member may begin the application by creating a login (email address and password) that will allow that individual to return to saved work. We recommend first using the sample application with your collaborators, and then designating one individual to enter the completed application information online.

Funded Project Compliance Overview

The following information briefly highlights the process and requirements for projects that are successfully awarded funding through the *Call for Applications: Policy and Systems Changes for Improved Health* from the Advancing a Healthier Wisconsin Endowment.

Reporting Requirements

There are multiple means used to communicate award progress between AHW staff and funded projects, including direct communication, annual progress reports, and final reports, among others.

Progress Reporting

Progress reports, site visits, conference calls, and other periodic project updates are required throughout the duration of the project. Funded projects will be required to submit progress reports annually throughout their project duration. Progress reports will be due in the ninth month of each project year. A final progress report will be due no later than 60 days after the award end date. All progress reports must be submitted electronically to AHW according to the instructions provided during the funded project orientation. Failure to provide a progress report could result in termination of the project and/or ineligibility for future AHW funding.

AHW uses the information provided in progress reports and other project updates to monitor progress, provide periodic updates to AHW's governing bodies for review, and prepare public communication pieces that demonstrate the benefits of AHW funding to improve the health of Wisconsin residents. As such, progress reports should be written using lay-friendly language to the extent possible.



The primary community partner organization contact and the MCW PI are expected to be responsive to requests for information on continued progress, sustainability of the project and/or partnerships and collaboration, and other developments beyond the award period.

The project will include the development of a final dissemination product(s). Project partners must include costs to develop a final product in the overall project budget. Examples of types of products envisioned are: policy briefs, white papers, podcasts, interactive toolkits, TED-like talks, etc.

Additional Requirements

All projects should make accommodations to attend at least one AHW grantee learning event per project year throughout the award period. These capacity-building events are organized by AHW to promote bidirectional learning among funded projects and provide an opportunity for networking. Adequate resource flows, including time and funds, to attend and fully engage in grantee learning community events should be accommodated within the scope of the project and approved budget. Grantee learning events may be hosted virtually and/or in-person.

Funded primary community partner organizations, MCW PIs, and additional collaborators involved may also be asked to contribute to AHW’s mission by participating in supplementary engagement activities, which may include participation on future AHW merit review panels, programs, and initiatives, public presentations, networking events, peer-to-peer feedback sessions, trainings, and dissemination events, among others.

Financial Compliance

Projects funded through this funding opportunity will be expected to adhere to AHW’s financial compliance requirements:

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| <p><i>Community-Led Awards</i></p> | <p>Responsibility: The primary community partner organization contact and MCW School of Medicine academic partner are jointly responsible for ensuring compliance with fiduciary requirements throughout the award period.</p> <p>Orientation: Upon funding approval, responsible parties, along with any staff with administrative responsibility on the award, will be required to attend an orientation session with AHW staff to discuss award and financial compliance requirements.</p> <p>Funding Agreement: Upon funding approval, the primary community partner organization and MCW academic partner will be required to execute a Funding Agreement with the Medical College of Wisconsin (MCW) before the project activities can officially commence. Only the primary community partner organization and MCW academic partner should be listed on the Funding Agreement and only these entities will be able to directly invoice MCW for project costs. The Funding Agreement must be submitted to AHW prior to project commencement along with the following documents:</p> <ul style="list-style-type: none"> - MCW or Children’s Hospital of Wisconsin (CHW) Institutional Review Board (IRB) approval letter - Annual audit for the primary community partner organization |
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Annual Financial Audit: Per the Funding Agreement, the primary community partner organization listed on the funding agreement and receiving funds from AHW is required to furnish an annual financial audit, the cost of which must be borne by the community organization. A federal single audit or an audit performed in accordance with Government Auditing Standards will fulfill the audit requirement. If such audits are not performed, the community organization will need to work with AHW staff to determine how to best meet this requirement. As financial stewards, AHW is required to monitor all sub-recipients, including those community organizations receiving AHW funds. Therefore, community organizations listed on the Funding Agreement may be selected for a sub-recipient audit.

Invoicing: Project activities are funded through an expense-reimbursement process. Payment requests must be submitted using the AHW Invoice Form. Invoices must be submitted to the MCW academic partner who will facilitate payment through the MCW Accounts Payable department via the MCW academic partner's department administrator. Requests should be made for approved, direct, allowable costs incurred by the community organization not more often than monthly nor less than quarterly (e.g. not more than one invoice per month, but at least one invoice per quarter). A final invoice must be signed, marked as "Final," and be submitted within 60 days of the end of the award period. MCW reserves the right to request and review additional documentation for any payment requests submitted.

Supplanting: AHW has the extraordinary responsibility to steward the endowment on behalf of Wisconsin residents. As such, AHW adheres to requirements as defined in a March 28, 2000 Order of the Commissioner of Insurance which requires that AHW funds "may not be used to supplant funds or resources otherwise available." AHW, via MCW, must report annually on its determination that the Funds do not supplant other resources that may be available to accomplish the same purposes. Supplanting criteria can be found on the AHW website.

Prior to recommending funding AHW's oversight bodies will assess whether other financial resources exist or are available for the project, including an assessment of whether the applicants have other financial resources available for the project. Applicants must certify that no financial resources will be supplanted and provide a complete listing of current funding sources for the project or similar other projects.

Financial Conditions

The amount awarded is the maximum funding available from AHW for the approved project. MCW reserves the right to reduce unspent funding and/or funding duration, if needed, to comply with state and/or federal law (including but not limited to law governing endowment fund management), or to address MCW financial constraints which negatively impact AHW.

Legal Compliance



Human Research Protection

AHW funding is contingent upon institutional approvals for the use of human subjects or laboratory animals. Awards funded by AHW must ensure that human and animal participants are protected during the collection of information from award participants and/or the publication or dissemination of award results.

Following award announcements, MCW IRB staff must review all successful proposals that involve human subjects for any purpose. Documentation of this IRB review will be required before an executed Funding Agreement is approved. Other community organizations may also have IRB requirements that must be completed before funding will be awarded. This process can be time consuming and should be factored into considerations for project start dates.

Health Insurance Portability and Accountability Act (HIPAA)

The HIPAA privacy rules are federal regulations protecting the confidentiality of information used in clinical practice, research, and operations of health care facilities. The privacy rules apply to the use or disclosure of protected health information for research purposes and require a number of actions and documentation. Funded projects must comply with all HIPAA requirements.

Proposal Protection/Intellectual Property

AHW's public oversight body, the MCW Consortium on Public and Community Health (Consortium), operates in accordance with standards consistent with Wisconsin's Open Meetings and Open Records Laws. Documents that are considered by the Consortium in open public meetings become public record that may be subject to release. Prior to funding decisions being made, information contained in your proposal will not be shared outside the established RFA review process and the governing body. If your project is funded, information contained in the proposal may be subject to release. An Intellectual Property Agreement may be required for inventions, discoveries, or copyrightable material developed as a result of a project.

Lobbying

AHW funds may not be used for lobbying efforts. Successful applicants will ensure that descriptions of the intended use of all AHW funds abide by the nonlobbying requirement.

Lobbying includes communication with a legislator or agency official regarding a specific piece of legislation and your view on it, including any attempt to influence local, state, or federal legislation or administrative action. Advocacy is allowable and includes taking part in efforts to create or effect change in policies or systems, and can take many forms including education, media, etc.

Marketing & Publicity Requirements

Award Announcement

All announcements related to the award of AHW funds are embargoed (i.e. not for dissemination outside of project partners) until the date set by AHW. In most cases, AHW will prepare its own press release announcing funding awards and announce awards on its own dissemination channels, which may include the AHW website, electronic newsletter, and/or additional avenues such as social media.

Press Releases and/or Media Opportunities

News releases regarding the receipt of your AHW funding award are embargoed until the date set by AHW (see Award Announcement details above). Subsequent news releases about your project's activities do not need to



adhere to an embargo or be reviewed by AHW. Exceptions to this guideline include announcements or press releases related to major events, information releases, or other announcements in which you seek AHW's collaboration on the announcement. Please contact your program manager with any questions.

If you are contacted by a reporter during the period of your award, AHW encourages you to share the news and impact of your work! If reporters have specific questions about AHW or why your project was funded, please direct those inquiries to AHW Communications at sdeering@mcw.edu or (414) 955-4753.

In press releases and/or other media opportunities, acknowledge AHW as the project funder with the following clause:

"This [project, program, conference, research, report, etc. (choose one)] is funded [in part or wholly (choose one)] by the Advancing a Healthier Wisconsin Endowment."

Closed



Sample Letter of Intent

Call for Applications: Policy and Systems Changes for Improved Health

The following Letter of Intent (LOI) application is required before an invitation to submit a full proposal can be made. The application must be completed and submitted using this online form. This form only supports Plain Text. No text effects such as bold, italics, underlining, bulleting, numbering, etc. will be captured in the final submission. No paper or emailed applications will be considered, and no attachments will be accepted. **The deadline for LOI submission is November 16, 2020, by 5:00 pm CST.** Late LOIs will not be accepted.

Project Information

Project Title (required; maximum 100 characters, including spaces):

Goal/Change Statement - brief statement describing the goal of the proposed systems and policy change, the community and need, and desired outcome for population (**required; maximum 400 characters, including spaces**)

Award Budget

Total Amount Requested (**required; in whole dollars**): \$
Amount for MCW (**required; in whole dollars**): \$
Amount for Community (**required; in whole dollars**): \$
Start Date: July 1, 2021
Project Duration (**required; in months**):

System Declaration: A system is any type of entity that is made up of parts that interact. Together these parts and their interconnections create a whole and produce their own pattern of behavior over time, which in turn produces a result. A system is typically a social system such as education, housing, or health care.

What system(s) will be changed? (**required; max 110 characters including spaces**)

Project Team Information

Primary Community Partner – required - Projects must designate one (1) eligible primary community partner organization to serve as the fiscal agent for the project. Identify one (1) contact person at the primary community partner organization who will share responsibility with the primary MCW School of Medicine academic partner of transferring all communications, notifications and instructions from AHW to all members of the partnership and will be responsible for the fiduciary and reporting requirements on behalf of the larger partnership. See full RFA for eligibility requirements.

Organization Name:

Contact Name:

Title:

Email:



Work Phone Number (XXX-XXX-XXXX):

Cell Phone Number (XXX-XXX-XXXX):

Authorized Signature Name (if different from contact): Authorized Signature Email:

Organization Website:

Type of organization:

Non-profit organization (check the applicable type below):

health, social service or other community-based organization

faith-based organization

private university or school

other (specify):

Government organization (check the applicable type below)

or

state or local government

Tribal organization

public university or school

other (specify):

Primary MCW School of Medicine Academic Partner – required- Projects must designate one (1) eligible primary MCW School of Medicine academic partner. Collaboration among partners is expected, but responsibility for reporting the administrative and budgetary aspects of the project to AHW lies with the primary partners. The primary partners share the responsibility of transferring all communications, notifications and instructions from AHW to all members of the partnership.

Name:

Title:

MCW Department:

MCW Division (if applicable):

Work Phone Number (XXX-XXX-XXXX):

Cell phone Number (XXX-XXX-XXXX):

Email:

MCW Standing:

Full-time faculty

Full-professional effort status

MCW staff (with eligible faculty)

Department Admin Name:

Administrator Phone Number (XXX-XXX-XXXX):

Department Chair Name:

Department Chair Email:

For academic staff, an eligible MCW faculty must approve the staff person's participation on this project and provide oversight throughout the award period. Indicate the MCW faculty member:

Name:

MCW Department:

Email:

Collaborators(s): Key players from the sectors driving the system, as well as those impacted by the system, must work collaboratively, sharing power, responsibility, and engagement. By bringing these partners together the various sectors, levers and pieces of a system can be truly understood and mapped to identify what is moveable. Please identify project collaborators.

Name:

Organization:

Role (leader, facilitator, partner)



AHW Five-Year Plan Emphasis Areas

AHW Focus Areas – AHW recognizes that the health issues threatening Wisconsin’s residents and communities are complex, interrelated, and multi-faceted. While AHW supports partners in responding to emerging health needs and opportunities, we aim to focus in three signature health areas:

- Improving Heart Health – Advancing cardiovascular health by seeking solutions across genetic and biologic factors, health behaviors and the socioeconomic conditions that lead to poor heart health outcomes
- Supporting Healthy Minds – Advancing brain and behavioral health by seeking solutions across brain conditions, diseases and injuries, as well as the emotions, behaviors and biology of mental wellness and substance use
- Dismantling Cancer – Advancing improvements in cancer by seeking solutions that improve understanding, prevention, and survival in the fight against cancer and its causes

Primary (required)

Please select **one (1)** primary area of emphasis for this project:

- Improving Heart Health
- Supporting Healthy Minds
- Dismantling Cancer
- Other, please describe:

Secondary

If applicable, select **all** additional focus area(s):

- Improving Heart Health
- Supporting Healthy Minds
- Dismantling Cancer
- Other, please describe:

AHW Determinants of Health – AHW recognizes that determinants of health are the contributing and risk factors that lead to increased risk for disease, disability, and death within each focus area. While there are many different definitions of determinants of health, AHW is guided by three broad categories of determinants:

- Biological and genetic factors – Including areas such as: genetic makeup (chromosomal, single-gene); physical body structure (age, weight); and bodily function (blood pressure, biochemical function)
- Health behaviors and health care factors – Including areas such as: diet, physical activity, alcohol/tobacco and other drug use, sexual activity; policies that impact individual and population health; and health services, such as access to and quality of care
- Social, economic and environmental factors – Including areas such as: availability of resources to meet daily needs, such as living wage and healthy foods; social supports and interactions; public safety; exposure to toxic substances and physical hazards; social norms and attitudes, such as discrimination; exposure to crime, violence and social disorder; quality schools; and housing, homes and neighborhoods

Primary (required)

Please select **one (1)** primary area of emphasis for this project:

- Biological and genetic factors
- Health behaviors and health care factors
- Social, economic and environmental factors

Secondary

If applicable, select **all** additional determinants(s):

- Biological and genetic factors
- Health behaviors and health care factors
- Social, economic and environmental factors

Health Equity – AHW is committed to advancing health equity across Wisconsin. Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.” (<https://www.cdc.gov/chronicdisease/healthequity/index.htm>)

Please select **all** applicable ways that your project aims to impact equity (**required**):



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- Project aims, objectives, strategy or approach
 - Project team participation
 - Population the project aims to serve or directly impact
 - Health issue, disease, or condition the project is focused on
 - Other, please describe:

Geographic Area Impacted – choose the area that best reflects the project’s primary geographic activity area:

Please select the area that best reflects the project’s **primary** geographic activity area (**required**):

- Statewide
- Rural – list the **primary** counties:
- Urban – list the **primary** counties:

Narrative Questions

The questions below are designed to allow partnerships to describe their proposed policy and systems change and how it aligns with AHW’s principles, the Community-Academic Partnership Model, and criteria outlined in the call. Please limit responses to a maximum 3,000 characters per question, including spaces.

1. Describe the need for change by explaining the targeted system intended to be changed. What is the gap or problem this partnership is trying to solve? Identify the change to status quo that will occur (i.e. the regulations, rules, priorities, protocols or practices within and/or across the organizations and communities that will be changed).
2. Describe the sector players that interact with the system. Describe the quality of connections and communication occurring among actors in the system, especially among those with differing histories and viewpoints. Describe the power dynamics, or the distribution of decision-making power, authority, and both formal and informal influence among individuals and organizations involved. Describe additional partners needed, but not yet engaged.
3. What are the specific strategies and activities that will be used to achieve the change? What resources are needed? How will resource flows be altered to sustain the proposed change? What barriers are anticipated? How will the collaborative know it has succeeded in implementing the change?
4. How will the proposed change to the system improve health equity? How will it address a disparity? How are those most adversely impacted by the current system going to be engaged in the process of change? What will be the resulting population-level health impact?
5. How will the change be maintained? What is the mental model/narratives that will be changed across the system (i.e. habits of thought, deeply held beliefs and assumptions, and taken-for-granted ways of operating that influence how we think, what we do, and how we talk)?



Citations

Please use plain text to list citations (optional).

Signatures

Following successful submission of the completed LOI through the online form, signatures will be required via DocuSign from the following individuals to indicate their awareness and support of the submitted application:

- MCW PI and their respective MCW Department Chair or Center Leadership
- Community partner organization primary contact and an individual authorized signer, if different than primary contact

Following submission, each of the individuals above will receive an email with instructions to complete and submit their signature. Please note that required signatures must be submitted by 5:00 pm on November 19, 2020 to complete the LOI submission and be eligible to advance to merit review.

