



INVITATION FOR HEALTH ISSUE BRIEF TEAM MEMBERS

Through this Invitation for Health Issue Brief Team Members, the Advancing a Healthier Wisconsin Endowment (AHW) will provide funds to support multi-sector teams in examining the current state of each of AHW’s three focus areas in Wisconsin. The final Health Issue Briefs will guide AHW, its governing boards, applicants and stakeholders in a shared perspective for addressing opportunities within each focus area to achieve intentional and purposeful movement toward improved health for all Wisconsin residents.

Invitation for Team Members Release.....	October 2018
Applications Due.....	November 15, 2018
Reviews Conducted.....	November 15 – December 1, 2018
Final Selection of Health Issue Brief Team.....	Mid-December, 2018
Health Issue Brief Team Start Date.....	January 1, 2019
Final Health Issue Brief Completed.....	February 28, 2019

ADVANCING A HEALTHIER WISCONSIN ENDOWMENT OVERVIEW

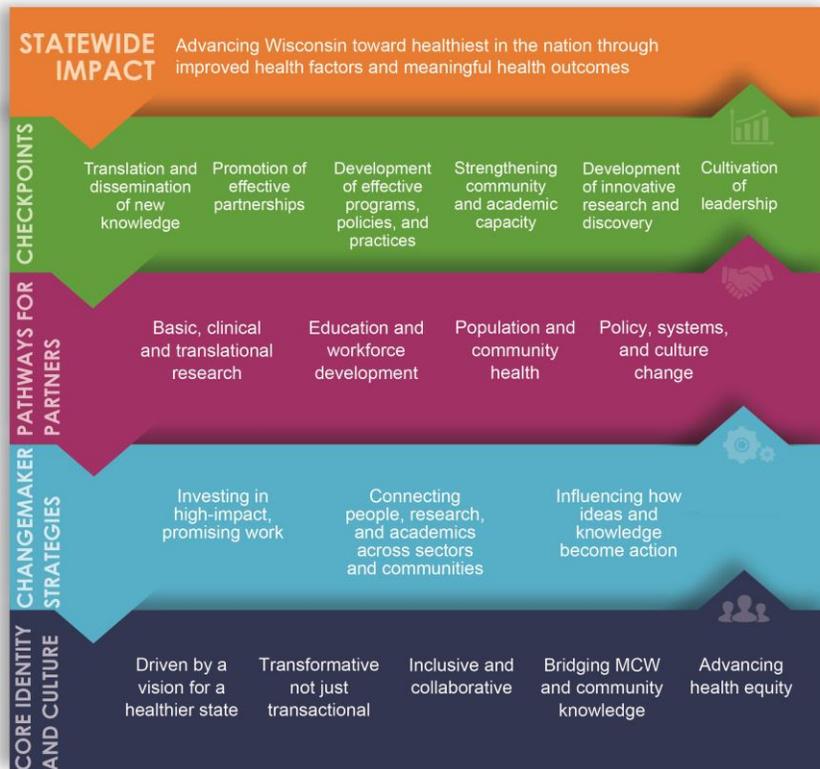
Driven by a vision for a healthier Wisconsin, the Advancing a Healthier Wisconsin Endowment (AHW) is a statewide health improvement philanthropy working to propel the most promising work and ideas in health research, health care education and workforce development, and community health initiatives.

Established by the Medical College of Wisconsin (MCW) in 2004 to receive a portion of the charitable funds from the conversion of Blue Cross Blue Shield of Wisconsin from a nonprofit organization to a for-profit corporation, AHW resides within the MCW School of Medicine. A nine-member governing body, the MCW Consortium on Public and Community Health (Consortium), provides oversight for AHW investments in public and community health. In addition, the AHW Research and Education Advisory Committee (REAC) provides oversight of AHW investments in biomedical and population health research as well as programs to enhance educational opportunities for the health care and public health workforce.

Since 2004, AHW has invested more than \$243 million in nearly 400 research, education and community health initiatives.

2019-2023 FIVE-YEAR PLAN: CHANGEMAKING FOR A HEALTHIER WISCONSIN

In January 2019, AHW will begin implementation of its 2019-2023 Five-Year Plan. This strategic plan provides a roadmap toward AHW's vision of advancing health outcomes statewide and provides a framework (see below) of the interconnected layers that guides AHW's own work including its core identity and culture and changemaker strategies, how it engages with partners through a cells-to-society approach, and how it measures progress through checkpoints toward statewide impact.



AHW Five-Year Plan Action Agenda

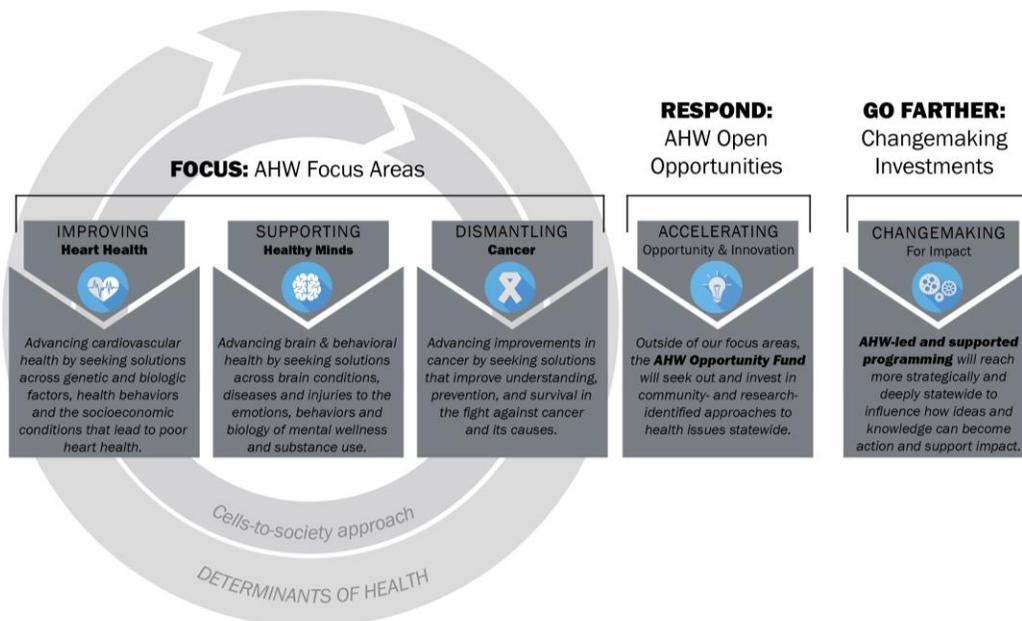
To implement this framework, AHW will put into action a three-step strategy:

1. **Focus:** AHW will target three significant health issues facing Wisconsin, seeking solutions across the determinants of health through AHW's cells-to-society approach that accelerates and supports health improvement projects from research to community.
2. **Respond:** AHW will seek out opportunities to invest in community- and research-identified needs, accelerating opportunity and innovation outside of the three focus areas.
3. **Go Farther:** AHW will expand its programming to reach more deeply and strategically beyond investments to engage, convene, and connect those working statewide to improve health outcomes.

AHW has selected three focus areas through which to target its changemaking strategies within its 2019-2023 Five-Year Plan. These focus areas are priority areas of health need in Wisconsin that complement community and MCW strengths and are where AHW will concentrate its high-impact investing, connecting, and influencing efforts across research, education, and community health. Focus areas had to meet the following criteria:

- Inequities in health outcomes exist in the focus area
- AHW can catalyze change through each of its four pathways for partners
- AHW can contribute to health improvement in the focus area, measuring progress across its six checkpoints

Based on these criteria, examination of existing data, and stakeholder input, three focus areas were selected for the AHW 2019-2023 Five-Year Plan: Improving Heart Health, Supporting Healthy Minds, and Dismantling Cancer.



FOCUS: AHW Focus Areas

AHW will work with partners to identify promising work and ideas within the determinants of health impacting each focus area. The determinants of health are the contributing and risk factors that lead to increased risk for disease, disability, and death within each area. While there are many different definitions of determinants of health, AHW is guided by three broad categories of determinants:

<p>Biological and genetic factors, including areas such as:</p> <ul style="list-style-type: none"> • Genetic makeup (chromosomal, single-gene) • Physical body structure (age, weight) • Bodily function (blood pressure, biochemical function) 	<p>Health behaviors and health care, including areas such as:</p> <ul style="list-style-type: none"> • Diet, physical activity, alcohol/tobacco and other drug use, sexual activity • Policies that impact individual and population health • Health services such as access to and quality of care 	<p>Social, economic and environmental factors, including areas such as:</p> <ul style="list-style-type: none"> • 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 • Housing, homes, and neighborhoods
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AHW will drive impact in each focus area through a cells-to-society approach that invests in partners across AHW’s four pathways and enacts AHW’s changemaker strategies to support applicants, funded partners, and additional stakeholders working within each area. Through these strategies, AHW will strive to achieve measurable change across its checkpoints and improve health for all Wisconsin residents.

HEALTH ISSUE BRIEF OVERVIEW

AHW is seeking to develop a Health Issue Brief for each of its three focus areas – improving heart health, supporting healthy minds, and dismantling cancer – that will help identify the breadth and depth of the topic and guide AHW, its governing boards, applicants, and stakeholders in a shared perspective for creating measurable change and meaningful impact on health outcomes statewide.

In each brief, AHW is seeking an environmental scan of the complex health issue alongside an exploration of promising opportunities to address the issue through the lens of the determinants of health, describing the current state of each focus area in Wisconsin.

Each brief will concentrate on one focus area and will be developed collaboratively by a multi-sector group of Wisconsin-based experts spanning research, education, and community/public health who have prior experience with and a vested interest in addressing the specific focus area. The final briefs are anticipated to be about 10 to 20 pages in length, including illustrations, charts, and references. Each Health Issue Brief team, along with AHW team members, will work collaboratively and as independent team members to collectively develop the final Health Issue Brief that analyzes the focus area by:

- Defining the issue through an equity lens, using existing literature and Wisconsin and national data and trends
- Identifying causes, contributing factors, and risk factors within each of AHW’s three categories of determinants of health
- Exploring existing efforts or research initiatives in Wisconsin and nationally, including who else is working on the focus area and existing gaps and opportunities to add to the current field of knowledge and practice across research, education, and public/community health programming and policy initiatives
- Conducting a SWOT analysis describing the strengths, weaknesses, opportunities and trends in addressing the focus area through each of AHW’s four pathways for partners

- Describing the potential opportunities for high-impact investment, connecting and convening, and influencing how ideas and knowledge can become action within the focus area
- Discussing the potential limitations of the Health Issue Brief and proposing recommendations for next steps to more fully understand the issue and to use as a guide for intentional and purposeful action to achieve health improvement

Each issue brief should provide a concise, jargon-free explanation and examination of the issue, putting forward data and accompanying analysis that adds to scientific conversation, helps to clarify a bigger picture, and hopefully encourages further research and action. The brief should be built with strong evidence acknowledging opposing viewpoints or possible contradictions and the brief's strengths and weaknesses to remain open-ended and neutral. Each brief should be analytic in nature and remain objective even if the evidence appears persuasive.

The briefs should not be considered an advocacy statement or policy brief. While each brief may inform or motivate action, it should refrain from advocating a singular call to action. It is not an opinion piece that could suggest implications beyond parameters defined by the supportive evidence.

The brief should be a useful educational tool that other professionals can use to remain educated and informed, solve a problem, make a decision, or guide action around today's greatest health issues.

HEALTH ISSUE BRIEF TEAM MEMBERS

AHW values and remains committed to the [Community-Academic Partnership Model](#). Successful Health Issue Briefs will be developed by a **multi-sector group of partners** with the necessary experience and expertise to provide a clear and comprehensive understanding of each AHW focus area in Wisconsin. Multi-sector Health Issue Brief teams are targeted to include at least one representative of each of the following:

- MCW School of Medicine faculty member with expertise in basic, clinical, population science or translational research related to the focus area
- MCW School of Medicine faculty member or non-MCW faculty member with expertise in community health research or the social sciences related to the focus area
- Community-based subject matter expert representing an organization that provides direct service (either health care or social services) related to the focus area
- Community-based subject matter expert representing a statewide and equity-based perspective related to the focus area
- Community-based subject matter expert representing a state- and community-level policy perspective related to the focus area

Eligibility criteria include:

- Demonstrated experience and expertise working within the selected focus area
- Demonstrated understanding of addressing the focus area through determinants of health
- Demonstrated experience conducting and clearly communicating research and scientific information to diverse audiences
- Demonstrated experience working with multi-sector partnerships
- Availability to commit up to approximately 40 hours of time to conducting literature reviews and research independently and collaboratively developing the Health Issue Brief, including attendance at a minimum of three in-person meetings, between January 1 and February 28, 2019
- The highest personal standards of ethical review of proprietary information, maintaining confidentiality, and avoiding any conflict of interest
- NON-MCW ONLY: An organizational or individual federal tax identification number (EIN)
- MCW ONLY: Full-time, part-time or full-professional effort status MCW faculty members (considered eligible MCW Principal Investigators - PI) with a primary appointment in the MCW School of Medicine

TIMEFRAME

Health Issue Briefs will be developed during January and February 2019 with the final brief to be completed by February 28, 2019. During this time, Health Issue Brief team members will be expected to conduct individual research for their portion(s) of the brief based on their experience and expertise and also participate in in-person meetings to collaboratively develop, review, edit, and finalize the Health Issue Brief. The final schedule of activities will be informed by the selected team members, but a tentative schedule may include:

- Team Meeting 1 – First week of January 2019
- Individual research and drafting of Health Issue Brief sections – January 7-31, 2019
- Team Meeting 2 – First week of February 2019
- Individual review, editing, and revisions of Health Issue Brief – February 11-22, 2019
- Team Meeting 3 – Last week of February 2019

COMPENSATION

Each team member will be compensated for their time spent in team meetings and conducting individual research and drafting, reviewing, and editing the Health Issue Brief as well as applicable travel expenses to attend the in-person team meetings.

Compensation will be up to \$10,000 per team member for actual time committed to the following tasks:

- Participation in three three-hour in-person meetings (up to approximately nine hours total)
- Individual time spent researching, drafting, reviewing, and editing the Health Issue Brief (estimated at up to approximately 30 hours total)

Only actual time spent will be compensated, up to the maximum amounts described above, and all time must be documented through the AHW-provided invoicing template (non-MCW team members) or the funding reallocation request (MCW team members).

Additionally, team members may be reimbursed for travel expenses to participate in the three required in-person meetings, based on the following:

- Mileage reimbursement from the team member's address included on their W9 form at a rate not to exceed the current [IRS mileage rate](#). Driving directions must be submitted with the invoice.
- Reimbursement for hotel expenses, if incurred, with maximum reimbursement up to the [GSA rate](#) for the meeting location. A copy of the hotel reservation confirmation must be submitted with the invoice.
- Per diem reimbursement, if incurred, at the [GSA rate](#) for the meeting location.

APPLICATION PROCESS

Individuals that meet applicant eligibility requirements for one or more of the focus areas and team roles should **submit an application via the online form on the AHW website. The deadline for submission is 12:00 noon CST on November 15, 2018.** All applicants are applying as an individual to serve on one focus area Health Issue Brief team. Applicants must answer all required fields and follow the restrictions set within the online form. No attachments or paper or emailed applications will be considered. AHW will confirm receipt of the submission via email to the applicant.

Application Review Process

All applications will be **screened for eligibility and reviewed** by AHW using the following criteria:

- Complete application that adequately responds to all required fields
- Applicant meets all applicable eligibility criteria

- Applicant demonstrates strong capacity to serve in at least one of the team roles and adequate experience and expertise related to the focus area and one or more categories of determinants of health

Following receipt of applications and successful completion of technical review, AHW may contact select applicants to schedule a brief phone interview to learn more about the applicant and their experience and answer any questions that may have arisen during review of the application. Interviews will be conducted on an as-needed basis and are expected to occur between November 15, and December 1, 2018.

Final applications will be reviewed by the MCW Consortium and REAC who will jointly make the final team selections for the Health Issue Brief for each of the three focus areas. All applicants will be notified of the decision by December 17, 2018.

EXPECTATIONS OF SELECTED HEALTH ISSUE BRIEF TEAM MEMBERS

- Complete a contract with MCW (non-MCW team members) or a scope of work agreement with AHW (MCW team members) prior to beginning the project on January 1, 2019
- Compile and share with AHW all literature reviews, data, and other information used to develop your portion(s) of the brief
- Participate in the three in-person Health Issue Brief team meetings
- Remain in regular communication with AHW and the Health Issue Brief team throughout the duration of the process
- Submit an invoice (non-MCW team members) or process a funding reallocation request (MCW team members) with required supporting documentation based on the conditions described in the contract/scope of work agreement following completion of the Health Issue Brief

PROPOSAL PROTECTION AND INTELLECTUAL PROPERTY

The MCW Consortium operates in accordance with standards consistent with Wisconsin's Open Meetings and Open Records Laws. Documents are generally considered by the MCW Consortium in open public meetings and become public record that may be subject to release. Prior to funding decisions being made, information contained in your application will not be shared outside the established MCW Consortium and REAC review process. If your application is selected, information contained in the application is subject to release. An Intellectual Property Agreement may be required for inventions, discoveries or copyrightable material developed as a result of a project.

FINANCIAL CONDITIONS

The amount awarded is the maximum funding available from AHW for this 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 the AHW Endowment from which AHW funding is taken.

LOBBYING

Lobbying efforts are not allowable with AHW funding including any attempt to influence local, state or federal legislation or administrative action including providing information on MCW research or AHW projects.

MISCELLANEOUS

Each party agrees to maintain during the term of this agreement, at its own cost, the insurance coverage necessary to insure itself, its employees and agents against any claims of any nature, which may arise from performance of its duties under this agreement. All services shall be provided without regard to the race, color, creed, sex, age, disability status, or national origin. Each party warrants that neither it nor its personnel (including employees and contractors) are currently excluded from participating in Medicare, Medicaid or other Federal health care programs, and each agrees to notify the other party immediately if this status changes. None of the provisions of this agreement shall be deemed to create any relationship between the parties other than that of independent entities and neither party (nor its personnel) are or will be considered employee(s) of the other party. The laws of the state of Wisconsin shall govern this agreement.

HEALTH ISSUE BRIEF APPLICATION

Form below is for applicant review only. Please submit your official application online at AHWendowment.org.

Applicant Contact Information:

Organization:
Department (if applicable):
Name:
Title:
Phone Number:
Email:

Select the focus area that you are applying to work on (select only one area – individuals may apply for multiple areas, but must submit separate applications for each):

- Supporting Healthy Minds
- Improving Heart Health
- Dismantling Cancer

Select the determinants of health within the selected focus area that you would be able to provide a perspective on for the Health Issue Brief (check all that apply):

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

Select the applicable team role or roles that you are applying to fill for the selected focus area (check all that apply):

- MCW School of Medicine faculty member – basic, clinical, or translational research
- MCW School of Medicine or non-MCW faculty member – community health research or social sciences
- Community-based subject matter expert – direct service provider
- Community-based subject matter expert – statewide and equity-lens
- Community-based subject matter expert – policy perspective
- Other, please describe:

Describe your background, work experience, and expertise related to the selected focus area and team role(s)
(maximum 1,000 characters, including spaces)

Discuss your work experience related to the selected determinant(s) of health (maximum 1,000 characters, including spaces)

Describe your experience developing products similar to the proposed Health Issue Brief and briefly discuss how you would propose approaching the task of researching and developing the Health Issue Brief (maximum 1,000 characters, including spaces)

Describe your experience working with multi-sector teams and briefly discuss how you would propose approaching the task of collaborating with a team to create the final Health Issue Brief (maximum 1,000 characters, including spaces)