

# CALL FOR APPLICATIONS:

## Community-led Population and Community Health Studies for Improved Health

**LETTERS OF INTENT DUE**

**November 1, 2021 by 5:00 pm CST**

Supporting community-led collaborations to conduct population health research to inform policy and practice to improve health outcomes and reduce health disparities



**AW** ADVANCING A HEALTHIER  
WISCONSIN ENDOWMENT

Tracy Wilson  
Program Manager  
(414) 955-4364  
[trwilson@mcw.edu](mailto:trwilson@mcw.edu)

# Overview

## Application Checklist

- Review 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 as a project team prior to submitting online)

---

- Share draft 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 CST on November 1, 2021**

---

- Complete key personnel signatures via AHW-initiated DocuSign process prior to 5:00 pm CST on November 4, 2021**

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: improving heart health, supporting healthy minds, and dismantling 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: Community-led Population and Community Health Studies for Improved Health* aims to support community-led collaborations to conduct population health research to inform policy and practice to improve health outcomes and reduce health disparities. This opportunity is open to community-led collaborations in Wisconsin.

### Key Dates

#### November 1, 2021

Letter of Intent (LOI) Applications Due

#### Mid-January 2022

Full Proposal Invitations

#### March 14, 2022

Full Proposal Applications Due (invited applicants only)

#### Mid-May 2022

Conditional Notification of Award

#### July 1, 2022

Funded Project Start Date



# Call for Applications: Community-led Population and Community Health Studies for Improved Health

## Funding Details

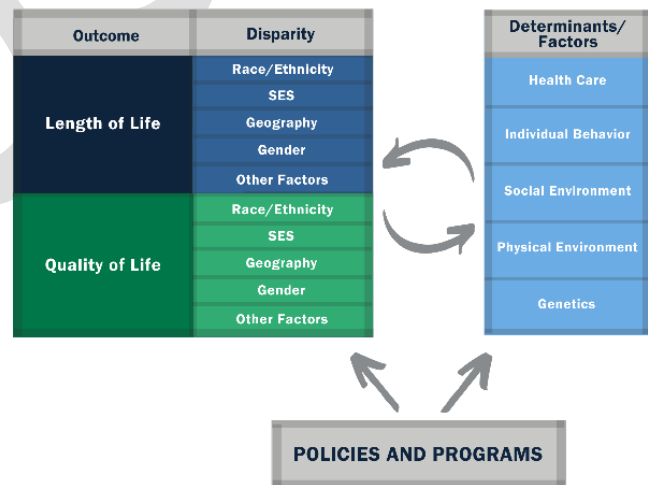
AHW's *Call for Applications: Community-led Population and Community Health Studies for Improved Health* aims to support community-led collaborations to conduct population health research to inform policy and practice to improve health outcomes and reduce health disparities. Project scopes should be feasible to complete within an 18-month period, without the option for a no-cost extension. Approximately \$1.5 million total is available to support approximately six to seven meritorious community-led collaboration projects, with each project requesting up to \$200,000 maximum.

### Description

To improve the health of the individuals and populations across Wisconsin, evidence must be built to inform the policies and practices that make good health possible and reduce health disparities. AHW's *Call for Applications: Community-led Population and Community Health Studies for Improved Health* seeks to support community-led project teams to inform policy and practice that will make a difference to health outcomes and health equity in 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>).

AHW views population health as the product of multiple determinants at the biologic, genetic, behavioral, social, and environmental levels and their interactions among individuals and groups and across time and generations. Population health research is a highly interdisciplinary field focusing on the health outcomes of groups of individuals. Population health researchers conduct studies that seek to characterize, explain and/or influence the levels and distributions of health within and across populations.

This Request for Applications (RFA) prioritizes project ideas that are relevant (align with current Wisconsin health priorities), actionable (demonstrate potential to apply new knowledge to policy and practice), and advance health equity (focus on health disparities and reducing inequities). Population health studies will identify important health disparities, promote policies, practices, systems, and interventions that reduce inequities, and evaluate and monitor health outcomes resulting from health behavior, clinical care, social and economic factors, and the physical environment. This opportunity is not designed to support research solely for the sake of generating new knowledge but is focused on the application of new knowledge to the development and implementation of policies, practices, and programs that influence and improve health.



\*Adapted from: *What Is Population Health?* (n.d.). Retrieved from <https://www.improvingpopulationhealth.org/blog/what-is-population-health.html>.



Successful community-led applicant teams will provide a clear and compelling plan for how new knowledge will be developed and/or shared through the right medium and to the right people to be able to inform policy and practice and advance health equity. Applicable population and community health studies may focus on:

- Engaging in, promoting, generating, and using high-quality, relevant research and evaluation across disciplines to develop new knowledge to inform future policy and practice changes. This work may include epidemiological studies, program evaluation, gap analysis, health systems study, implementation science, needs assessments, and resource allocation research, among others.
- Actively applying knowledge through authentic engagement with impacted populations and active dissemination efforts to inform current policies and practices that produce changes in the sets of health determinants or factors that produce health outcomes and advance health equity. This work may include convenings, social marketing campaigns, policy briefs, tool kit development, and white papers, among others.

AHW encourages projects in alignment with the AHW focus areas of improving heart health, supporting healthy minds, and dismantling cancer, however work outside of these focus areas will also be considered.

### **Additional Proposal Considerations**

- All applications must clearly demonstrate how the proposed project will positively contribute to impacting health and health equity in Wisconsin in the long-term.
- Project aims must be distinct from prior or existing funded projects.
- This RFA intends to support funded applicants to pursue their projects in a compressed timeline to achieve their approved aims and objectives. No-cost extensions will not be allowed. It is not the intent of AHW funds to be used as bridge funding.

### **Eligibility**

At AHW, we firmly believe that we can go further together than we can alone. AHW is committed to supporting collaborative efforts that bring together multiple individuals with the necessary expertise, experience, and influence to address Wisconsin's leading health challenges and together advance health and health equity for all Wisconsin residents. All applications must be submitted by collaborative teams of community and MCW academic partners committed to carrying out the proposed project together.

**Applications will be led by a primary community partner organization and must include an MCW School of Medicine Principal Investigator (PI).**

#### ***Primary Community Partner Organization***

All projects must designate one primary community partner organization to serve as the fiscal agent for the project and one individual from that organization to serve as the primary contact for the project. At least one representative of the community partner must contribute effort to the project for the full award period.

The primary community partner organization is responsible for the fiduciary and reporting requirements of the community portion of the project and project budget and shares the responsibility with the MCW PI for transferring all communications, notifications, and instructions from AHW to all members of the project team. Eligible community organizations must be Wisconsin-based, nonprofit, 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 Principal Investigator*

All projects must engage an eligible MCW PI. The MCW PI 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. In addition to these roles, the MCW PI may also provide the following roles for funded projects:

- Serve as a core thought partner
- Provide content expertise related to the health issue area, evaluation process, or dissemination efforts
- Serve a clearly defined liaison role between community partners and MCW, including connection with additional MCW expertise
- Lead MCW-based research aspects of the project, including securing Institutional Review Board (IRB) approval

The MCW PI must be a full-time or full professional effort MCW faculty member with the rank of Assistant Professor, Associate Professor, or Professor, have a primary appointment in the School of Medicine, and is required to contribute a minimum of five percent FTE to the project for the full award period.

### *Collaborators*

Collaborators are optional but encouraged, as applicable, and are not subject to the same eligibility requirements as the primary community partner organization or the MCW PI. Collaborators may be MCW faculty, staff, or students, including MCW staff serving in MCW academic partner roles on the project, as well as experts outside of MCW, including additional community partner organizations and contacts. Collaborators typically have a smaller role in the project than the primary community partner and MCW PI and may or may not receive salary support through AHW funding. Any individual and/or organization listed as a collaborator should be committed to the proposed project and ready to engage in the project based on their specified role, if funded.

## **Budget Requirements**

AHW's investment in this funding opportunity will total approximately \$1.5 million to support approximately six to seven meritorious projects. The exact number of awards will depend on the merit of proposals received and the funding amount requested by successful applicants. Successful projects will demonstrate an appropriate budget and timeframe for their proposed scope of work. Project budget requests are limited to \$200,000 maximum and project durations are limited to 18-months maximum.

Letter of intent (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 all personnel and expenses.

- Project personnel salaries supported by AHW awards are subject to the applicable [NIH salary cap](#) at the time of the project start date.
- A **minimum of five percent FTE** is required of the MCW PI and at least one representative of the community partner is required to contribute effort to the project for the full award period.



- Award personnel may cost-share their effort. Cost-sharing may support any or all salary put forth, so long as minimum effort requirements are met. AHW funds may not be used to cost-share effort on any other work.
- AHW awards should not fund relatives/significant others of the MCW PI unless the MCW PI can provide a written justification for how the relative's scientific or technical expertise is required to complete the award/project's aims. It is the responsibility of the MCW PI to disclose the relationships and provide written justification at time of full proposal application and request of personnel changes and indicate whether or not an evaluative relationship exists between the MCW PI and relative. MCW PIs are encouraged to refer to [MCW Policy HR.EE.110](#) for further detail.
- All personnel support must be justified and their specific project roles outlined in the budget justification included in the full proposal application. AHW funds cannot support general operational activities.

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

### 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 and/or its 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 work. Leveraging additional support not only demonstrates additional commitment to a project, but also increases sustainability of efforts and can provide resources for activities that AHW cannot fund.

Leveraging can include departmental funds, cost-sharing of salary support, matching funding from other funders, business partners, or government (city, county, state, or federal) funds, as well as in-kind support.

### Allowable Expenses & Funding Restrictions

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

Funds may not be used for:

- Projects conducted outside of Wisconsin
- Indirect costs such as ongoing operating expenses for routine functions and principal programs
- Debt reduction





- Entertainment or alcoholic beverages
- Lobbying
- 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: Community-led Population and Community Health Studies for Improved Health*, AHW utilizes a two-stage application and review process beginning with submission of a Letter of Intent (LOI), with selected applicants invited to submit a full proposal.

### Letter of Intent

All collaborative project teams that meet the applicant eligibility requirements should submit an LOI via the online form available on the AHW website **by 5:00 pm CST on November 1, 2021**. Late LOIs will not be accepted.

Please use the following instructions to prepare and organize the LOI as a collaborative team for final submission via the online form by the deadline. Applicants must answer all required fields and follow the restrictions set within the online form. No paper or emailed applications will be considered and no attachments will be accepted.

When filling out the online form, you may save your progress and resume at a later time by checking ‘Save my progress and resume later’ in the upper right-hand corner of the form. If saving, please follow the system prompts to save and re-access the form. Only one applicant team member may begin and save the online form by creating a login (email address and password) that will allow that individual to return to saved work. We recommend you designate one individual to enter the completed application information online.

The LOI should contain the following materials:

#### 1. Online LOI Application Form

The online LOI application form allows the project team to provide general project information and must be completed via the online form accessible on the AHW website. The online form content includes:

- Project title and goal statement
- Requested award amount and project duration
- Primary community partner and MCW PI contact information and optional demographic information
- Optional collaborator(s) contact information
- AHW five-year plan alignment information and geographic area impacted by the proposed project

A fillable template of the online LOI application form is available for download via the AHW website. The template will not be accepted as a final submission but is designed to be used by the applicant team to prepare their collaborative responses prior to completing and submitting the online form by the application deadline.



## 2. Narrative (attachment)

The Narrative is the applicant team's opportunity to describe their project in detail and will be attached in the indicated location within the online LOI application form. Responses to all sections of the Narrative are required, and applicants should limit responses to the maximum number of pages indicated for each section.

Organize the Narrative in the order specified below. Start each section with the appropriate section heading, be clear and concise, use lay friendly language as much as possible, and insert graphics, tables, and charts when applicable and within the allowable page limits.

- **Project Description** – *limit to 1 page maximum, 0.5" margins, 11pt font*
  - Describe the need this project aims to address, the targeted policy or practice to be informed by the project, the population to be impacted by the project, and how new knowledge will be shared to inform policy and practice.
- **Methods & Strategies**– *limit to 1 page maximum, 0.5" margins, 11pt font*
  - Describe the proposed project methods and strategies, including the study aims and activities to achieve the desired impact on health and health equity.
- **Impact on the Health of Wisconsin** – *limit to 1 page maximum, 0.5" margins, 11pt font*
  - Explain why the proposed project is a priority to improve the health of the people of Wisconsin and advance health equity, including applicable Wisconsin-based data and a description of the target population to be impacted.
- **Project Team** – *limit to 1 page maximum, 0.5" margins, 11pt font*
  - Describe the project team, including key roles and responsibilities, the expertise and influence of project partners, the team's commitment and readiness to carry out the proposed project, and how key decisionmakers and the impacted population will be engaged in the work.
- **Citations** – *no page limit, 0.5" margins, 11pt font*
  - Include all references cited in the Narrative. Each reference should include the names of all authors, the article and journal title, book title, volume number, page numbers, and year of publication. Applicants should be especially careful to follow scholarly practices in providing citations for source materials used in the preparation of the application.

## 3. Signatures

Following successful submission of the completed LOI through the online form, signatures from key project personnel will be required via an AHW-initiated DocuSign process to indicate their awareness and support of the submitted application. The following individuals will receive an email with instructions to complete and submit their signature and all required signatures must be submitted by **5:00 pm on November 4, 2021** to complete the LOI submission and be eligible to advance to merit review:

- Primary community partner organization contact and an individual authorized signer, if applicable
- MCW PI and their respective MCW Department Chair or Center leadership

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





Notification emails are anticipated to be sent to the primary community partner organization contact and the MCW PI via email in mid-January 2022, following completion of the LOI review process. Selected applicants will be invited to submit a full proposal application.

### Full Proposal Application

Selected applicants will be sent instructions and full proposal application materials with notification of their invitation to the full proposal application. Full proposal applications must be submitted via the online AHW Grant Management System by 5:00 pm CST on March 14, 2022. Late applications will not be accepted.

### LOI and Full Proposal Review

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

- All fields are complete
- Adherence to guidelines and restrictions detailed in this RFA, the LOI and full proposal instructions, and the LOI and full proposal submission forms
- All eligibility criteria are met

Merit reviews will be conducted for all applications that pass technical review by a review body consisting of community and MCW reviewers. The review process is competitive with the LOI review anticipated to be the most selective. Applicants are encouraged to take the assembly of the collaborative team and writing of the LOI seriously.

All applications will be reviewed using the following criteria:

#### Impact

*The proposed project:*

- Addresses an important problem or critical knowledge gap related to policy and practice and explains why it is a priority.
- Demonstrates potential impact on the health and health equity of Wisconsin based on anticipated project results.

#### Feasibility

*The proposed project:*

- Engages appropriate partners and stakeholders, including the impacted population and key decisionmakers, with the necessary experience, influence, and expertise to accomplish project aims and demonstrates their commitment and readiness to successfully carry out the project.
- Demonstrates rigorous, high-quality, and appropriate methods to achieve the desired health impact.
- Describes a scope which can be completed within the requested project budget and duration.

#### Alignment

*The proposed project:*

- Is aligned with the RFA description and project and collaboration requirements.

Merit reviewers will provide scores and written comments for each proposal. The scoring system uses 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 major 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 reviewers and approve a slate of LOIs to invite 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 be advanced to the MCW Board of Trustees for approval.

### Conflict of Interest

Each 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. Reviewers with a conflict of interest pertaining to a proposal’s review and/or funding are self-identified and recused from review of that proposal.

### 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 mid-May 2022, following completion of the full proposal review process.

## Application Resources

*AHW funding is highly competitive. Our goal is to support applicants through the application process to the best of our abilities, and we encourage applicants to contact AHW staff with questions 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 your assigned AHW program manager to set up a time to discuss your proposal idea.



## 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](http://www.ahwendowment.org).

A fillable template of the online LOI application form is available for download via the AHW website. The template will not be accepted as a final submission but is designed to be used by the applicant team to prepare their collaborative responses prior to completing and submitting the online form by the application deadline.

When filling out the online LOI application form, 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 that project teams use the LOI application template with their collaborators, and then designate one individual to enter the completed application information into the online form and submit by the deadline.

# Funded Project Compliance Overview

---

The following information briefly highlights the processes and requirements for projects that are successfully awarded funding through AHW's *Call for Applications: Community-led Population and Community Health Studies for Improved Health*.

## Reporting Requirements

### Progress Reporting

There are many means to communicate award progress between AHW staff and the funded project team including, but not limited to, direct communication, annual progress reports, and final reports. Funded projects will be required to submit progress reports annually throughout their project duration. Progress reports will be due no later than one month following the completion of each project year. A final progress report will be due no later than two months after the award end date. If the award end date aligns with the end of the final project year, the final report may be submitted in lieu of the final progress report. All progress reports must be submitted electronically via the [AHW Grant Management System](#). Failure to provide a progress report could result in termination of the project and/or ineligibility for future AHW funding.

AHW uses the information in progress reports and other project updates to monitor progress 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.

Funded community partners and MCW PIs are expected to be responsive to requests for information on continued progress, sustainability of the project and/or collaborative team, and other developments beyond the award period.

### Additional Requirements

All projects should make accommodations to attend a grantee learning event held each project year during the award period. Learning events are organized by AHW to promote bidirectional learning among funded partners and provide an opportunity for networking.

Funded partners may also be asked to contribute to the social return on investment of AHW by participating in supplementary engagement activities, which may include participation on AHW review panels, programs and



initiatives, public presentations, networking events, peer-to-peer feedback sessions, trainings, and dissemination events, among others.

## Financial Compliance

While awards funded through this funding opportunity are collaborative in nature, the primary community partner organization and MCW PI are jointly responsible for ensuring compliance with fiduciary requirements throughout the life of the award. Upon funding approval, the primary community partner organization contact and MCW PI, along with any staff with administrative responsibility on the award, should attend an orientation session with AHW staff to discuss financial compliance requirements.

It is important to note that AHW funds may not be used to supplant funds or resources that are available from other sources. If a PI or community partner receiving AHW funding is awarded a new grant that is for the same or similar research, they should notify AHW staff so that a supplanting review can be conducted. If it is determined that supplanting exists, the affected portion of the AHW funding will either be rescinded or reallocated, in accordance with MCW Corporate Policy BF.SP.060.

## Funding Agreement

Upon funding approval, the primary community partner organization and MCW PI will be required to execute a Funding Agreement with the Medical College of Wisconsin (MCW) before project activities can officially commence. Only the primary community partner organization and MCW PI should be listed on the Funding Agreement and only these entities will be able to directly invoice MCW for project costs by means of a cost-reimbursement model. The Funding Agreement must be submitted to AHW prior to project commencement along with the following documents:

- MCW or Children's Wisconsin Institutional Review Board (IRB) approval letter
- Annual audit for the primary community partner organization

## 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 will be required to participate in 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 PI 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 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.

## Financial Conditions

The amount awarded is the maximum funding available from AHW for this project and the project start and end dates indicate the official project period, unless otherwise approved by AHW. 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. All AHW funds must be allocable within the project period.

## Legal Compliance

### Human Research Protection

AHW funding is contingent upon institutional approvals for the use of human subjects. Awards funded by AHW must ensure that human 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. MCW investigators may not independently make the determination whether an activity involves research; the MCW Institutional Review Board (IRB) will make the independent determination regarding human research subject involvement. MCW investigators must submit to the IRB for review prior to initiating the research regardless of whether their activities involve human subjects. Documentation of this regulatory review and documentation of IRB approval or exemption must be linked to the eBridge funding proposal. This process can be time consuming, and appropriate timing to secure approvals should be taken into consideration when developing the scope of work and timeline.

The MCW PI must lead this process and is highly encouraged to work with the IRB office to confirm regulatory approval processes, as needed.

### 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 generally 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 to publicize 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, Publications 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 AHW 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](mailto:sdeering@mcw.edu) or (414) 955-4753.

In press releases, publications 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.”





# Sample Letter of Intent

## Call for Applications: Community-led Population and Community Health Studies for Improved Health

Eligible community-led collaborative teams are invited to submit the following Letter of Intent (LOI) application to apply for AHW's Call for Applications: Community-led Population and Community Health Studies for Improved Health. The application must be completed and submitted using the online form available via the AHW website at [ahwendowment.org](http://ahwendowment.org). The online application form only supports Plain Text. No text effects such as bold, italics, underlining, bulleting, numbering, etc. will be captured in the form fields in the final submission. No paper or emailed applications will be considered. **The deadline for LOI submission is November 1, 2021 by 5:00 pm CST.** Late LOIs will not be accepted.

AHW does not discriminate against individuals on the basis of age, race, creed, religion, color, disability, marital status, sex, national origin, ancestry, sexual orientation, gender identity, arrest record, conviction record, membership in the national guard, state defense force or any other reserve component of the military forces of the United States or the State of Wisconsin or use or nonuse of lawful products off MCW's premises during nonworking hours.

### Project Information

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

**Goal Statement** – Please provide a brief statement describing the goal of the proposed project, including the policies and practices the project will address to impact health outcomes and reduce health disparities in Wisconsin. (**required**; maximum 400 characters, including spaces)

### Award Budget

Total amount requested (**auto-calculate from amount for community and MCW**; in whole dollars and not to exceed \$200,000 maximum): \$

Amount for community (**required**; in whole dollars):

Amount for MCW (**required**; in whole dollars):

Additional funds, if applicable: \$

Source of additional funds:

Start date: July 1, 2022

Duration of funding (**required**; in months and not to exceed 18 months maximum):

### 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 MCW Principal Investigator (PI) for transferring all communications, notifications and instructions from AHW to all



members of the project team and will be responsible for the fiduciary and reporting requirements on behalf of the larger partnership. See full RFA for eligibility requirements.

### Primary Community Partner Organization Information

Organization Name (required):

Organization Website (required):

Does your organization have social media handles that you would like to share with AHW?

Yes  No

If yes, please provide:

Twitter Handle:

Facebook Handle:

LinkedIn Handle:

Instagram Handle:

Type of organization (required):

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

OR

Government organization (check the applicable type below)

health, social service or other community-based organization

state or local government

faith-based organization

tribal organization

private university or school

public university or school

other (specify):

other (specify):

### Primary Community Partner Organization Diversity and Inclusion Information

To help AHW better understand our community applicants, we'd like to learn more about your organization. Please answer the following optional questions about the primary community partner organization. This information is for AHW's awareness only and will only be used in aggregate across AHW's applicants and funded partners.

Is your organization's primary focus or mission on supporting or working with the underserved, historically marginalized or minority populations?

Yes  No

If yes, please describe and identify the primary population(s) that your organization serves or aims to directly impact. (maximum 1,000 characters, including spaces)

Is your organization led in management and/or board representation by individuals from minoritized or marginalized backgrounds?

Yes  No

If yes, please describe. (maximum 1,000 characters, including spaces)

### Primary Community Partner Organization Contact

Name (First Last, Suffix/Credentials) (required):

Preferred Name:

Pronouns:

Title (required):

Work Phone Number (XXX-XXX-XXXX) (required):

Cell Phone Number (XXX-XXX-XXXX) (required):

Email (required):

Authorized Signer Name (if applicable):

Authorized Signer Email:

### Primary Community Partner Organization Contact Demographic Information

To help AHW better understand our applicant pool, we'd like to learn more about our primary applicants. Please answer the following optional questions about the primary community partner organization contact. This information is for AHW's awareness only and will only be used in aggregate across AHW's applicants and funded partners.

Gender Identity – How do you publicly self-identify?

Gender Identity – How do you publicly self-identify?

a. Female

a. Transgender



- b. Male
- c. Gender nonbinary/Genderqueer/Gender non-conforming
- d. Other, please describe:
- e. Decline to state

- b. Not transgender (cisgender)
- c. Decline to state

Race – How do you publicly self-identify? Please select all that apply.

- a. Asian American/Pacific Islander/Asian
- b. Black/African American/African
- c. Latino/Latina/Latinx
- d. Native American/American Indian/Indigenous
- e. White/Caucasian/European
- f. Multi-racial/Multi-ethnic (two or more races or ethnicities)
- g. Different identity, please specify:
- h. Decline to state

Ethnicity – How do you publicly self-identify?

- a. Hispanic or Latino/Latina/Latinx
- b. Not Hispanic or Latino/Latina/Latinx
- c. Decline to state

Sexual Orientation – How do you publicly self-identify?

- a. Heterosexual or straight
- b. Gay, lesbian, bisexual (or other sexual orientations within the LGBTQIA+ community)
- c. Different identity, please specify:
- d. Decline to state

Disability Status – How do you publicly self-identify?

- a. I identify as a person with disability
- b. I do not identify as a person with a disability
- c. Decline to state

Do you consider yourself to be a member of any of the following groups? Please select all that apply.

- a. A member of the LGBTQIA+ community
- b. A military veteran
- c. Active military
- d. A person with a disability or impairment

Are you early in your career? Early career is defined as completing terminal degree or end of post-graduate training within the past 10 years.

- a. Yes
- b. No
- c. Decline to state

**MCW School of Medicine Principal Investigator (required)** – Project teams must designate one (1) eligible MCW School of Medicine Principal Investigator (PI). PIs must be full-time or full professional effort MCW faculty with the rank of Assistant Professor, Associate Professor, or Professor with a primary appointment in the School of Medicine. See the RFA for MCW PI eligibility requirements. Collaboration among partners is required, but compliance with fiduciary and reporting requirements are the responsibility of the PI.

**MCW PI Contact Information**

Name (First Last, Suffix/Credentials) (required):

Preferred Name:

Pronouns:

Title (required):

Work Phone Number (XXX-XXX-XXXX) (required):

Cell Phone Number (XXX-XXX-XXXX) (required):

Email (required):

MCW Standing (required):

Full-time faculty

Full-professional effort status faculty

MCW Department (required):

MCW Division:

Does your department have social media handles that you would like to share with AHW?

Yes  No



If yes, please provide:

Twitter Handle: \_\_\_\_\_ Facebook Handle: \_\_\_\_\_

LinkedIn Handle: \_\_\_\_\_ Instagram Handle: \_\_\_\_\_

Department Administrator Name **(required)**: \_\_\_\_\_

Administrator Phone Number (XXX-XXX-XXXX) **(required)**: \_\_\_\_\_ Administrator Email **(required)**: \_\_\_\_\_

Department Chair Name **(required)**: \_\_\_\_\_ Department Chair Email **(required)**: \_\_\_\_\_

**MCW PI Demographic Information**

To help AHW better understand our applicant pool, we'd like to learn more about our primary applicants. Please answer the following optional questions about the MCW PI. This information is for AHW's awareness only and will only be used in aggregate across AHW's applicants and funded partners.

- Gender Identity – How do you publicly self-identify?
- a. Female
  - b. Male
  - c. Gender nonbinary/Genderqueer/Gender non-conforming
  - d. Other, please describe: \_\_\_\_\_
  - e. Decline to state

- Gender Identity – How do you publicly self-identify?
- a. Transgender
  - b. Not transgender (cisgender)
  - c. Decline to state

- Race – How do you publicly self-identify? Please select all that apply.
- a. Asian American/Pacific Islander/Asian
  - b. Black/African American/African
  - c. Latino/Latina/Latinx
  - d. Native American/American Indian/Indigenous
  - e. White/Caucasian/European
  - f. Multi-racial/Multi-ethnic (two or more races or ethnicities)
  - g. Different identity, please specify: \_\_\_\_\_
  - h. Decline to state

- Ethnicity – How do you publicly self-identify?
- a. Hispanic or Latino/Latina/Latinx
  - b. Not Hispanic or Latino/Latina/Latinx
  - c. Decline to state

- Sexual Orientation – How do you publicly self-identify?
- a. Heterosexual or straight
  - b. Gay, lesbian, bisexual (or other sexual orientations within the LGBTQIA+ community)
  - c. Different identity, please specify: \_\_\_\_\_
  - d. Decline to state

- Disability Status – How to you publicly self-identify?
- a. I identify as a person with disability
  - b. I do not identify as a person with a disability
  - c. Decline to state

- Do you consider yourself to be a member of any of the following groups? Please select all that apply.
- a. A member of the LGBTQIA+ community
  - b. A military veteran
  - c. Active military
  - d. A person with a disability or impairment

- Are you early in your career? Early career is defined as completing terminal degree or end of post-graduate training within the past 10 years.
- a. Yes
  - b. No
  - c. Decline to state

**Collaborator(s) (highly encouraged)** – Please list additional key members of the project team to demonstrate that the project team brings together individuals with the necessary skill sets, experience, influence, and expertise to carry out the project. Any individual and/or organization listed as a collaborator should be committed to the proposed project and ready to engage in the project based on their specified role, if funded. Collaborators are not subject to primary community partner or MCW PI eligibility requirements. Please note that the online form is limited to ten collaborators.



Name:

Organization/Department:

Project Role (maximum 50 characters, including spaces)

## 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 determinant(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**):

- 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

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

Attach completed Narrative (PDF) here (**required**)

### Signatures

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

- Primary community partner organization contact and an individual authorized signer, if applicable
- MCW PI and their respective MCW Department Chair or Center leadership

Following submission and technical review, 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 4, 2021** to complete the LOI submission and be eligible to advance to merit review.

