

CALL FOR 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.

**STAGE 1 APPLICATIONS DUE
July 1, 2019 before 12:00 pm (noon) CST**



**ADVANCING A HEALTHIER
WISCONSIN ENDOWMENT**

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Overview

Application Checklist

- Review the RFA and confirm partnership's intent and commitment.
- Schedule pre-application meeting with AHW Program Manager to review project scope.**
- Review deadlines and confirm with partnership availability for August 22, 2019 Pitch Presentation.
- Share advance draft of application with AHW Program Manager minimum two weeks prior to application deadline for feedback.
- Submit online application prior to 12:00 pm on July 1, 2019.**

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 health improvement philanthropy, we seek to propel the most promising work and ideas for a healthier 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 Policy and Systems Changes to Improve 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 two- to four-year period.

Key Dates

July 1, 2019 by 12:00 pm (CST)

Stage 1 Applications Due

August 22, 2019 (times to be assigned at a later date)

Stage 2 Pitch Presentations (invited applicants only)

October 16, 2019 by 12:00 pm (CST)

Stage 3 Full Proposals Due (invited applicants only)

January 1, 2020

Funding Start Date

Call for Policy and Systems Changes for Improved Health

Funding Details

AHW's *Call for Policy and Systems Changes for Improved Health* aims to support multi-sector partnerships in Wisconsin that can be carried out in a two- to four-year period. Approximately \$1 - \$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

Policy and systems changes look upstream from individual behaviors, asking what policies and systems are in place that either promote or inhibit healthy choices.

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, and sees policy and systems-level change as a sustainable way to effectively improve the health of an entire population.

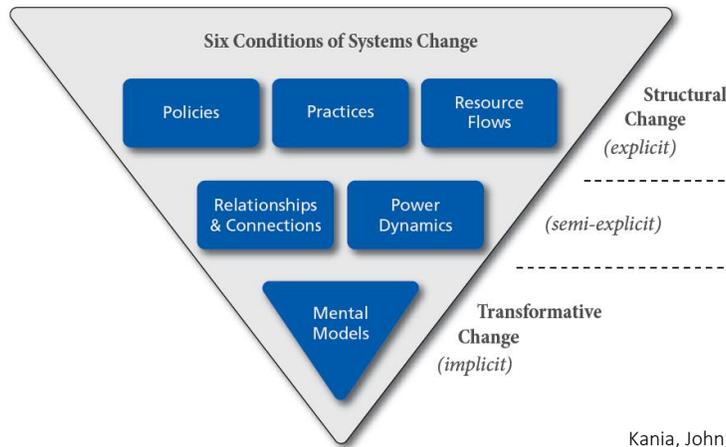
For the purposes of this funding opportunity:

- 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 two- to four-year 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 the key decision makers working with them throughout the process as well as community voices
- Will work to reduce health disparities



Kania, John, et al. *The Water of Systems Change*, FSG, 2019

Eligibility

Successful applicants will reflect AHW's [Community-Academic Partnership Model](#), featuring 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

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:

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

Eligible MCW School of Medicine academic partner include:

- Full-time, part-time, or full-professional effort status MCW faculty members (considered eligible MCW Principle Investigators) with a primary appointment in the MCW School of Medicine
- Full-time MCW School of Medicine academic staff with a minimum of a master's degree in public health or a related field, and relevant experience working with communities. The staff person may serve as the primary MCW School of Medicine academic partner, however an eligible MCW PI must approve the MCW staff person's participation and provide oversight of this individual throughout the award period

Additional MCW School of Medicine academic partners may be involved in a range of activities dependent on the project design and partnership structure. Additional MCW partners may include other faculty, staff, and students from multiple MCW departments.

AHW is happy to help in the facilitation of connecting community and potential academic partners upon request.

Budget Requirements

AHW's investment into this RFA will total approximately \$1 - \$1.5 million to support three to five projects. The exact number of awards and award amount will depend on the merit of proposals received and the amount requested by successful applicants. Successful applicants generally request between \$200,000 - \$400,000 for the award period.

Applicants are asked to submit a request amount during Stage 1 of the application process that demonstrates an appropriate dollar amount for their proposed scope of work and timeframe. Stages 2 and 3 of the application process will require applicants to provide a more detailed budget.

Projects are highly encouraged to leverage additional funding support for their project. Each applicant must pass a supplanting review and abide by AHW guidelines regarding allowable expenses.

For information on financial compliance requirements for funded projects, please see p. 13.

Supplanting Criteria

AHW was established as the result of a generous financial gift made by Blue Cross Blue Shield 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 recommending funding, 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
- Capital expenditures costing \$3,000 or more with a useful life of more than one year
- 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
- Supplanting

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

Application and Review Process

Under the Call for Policy and Systems Changes for Improved Health, AHW utilizes a three-stage application process. Across all three 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)

Stage 1 Application

Projects that meet the applicant eligibility requirements and conduct the required pre-application meeting should **submit a Stage 1 Application via the online form on the AHW website by 12:00 (noon) CST on July 1, 2019.**

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 primary community and MCW School of Medicine academic partners.

Note: When filling out the online form, you will NOT be able to save your submission and return at a later date to finish. We recommend you use the Word-version form available on the AHW website to prepare your responses with your partnership. Information can be cut-and-pasted into the appropriate sections of your online submission. The online form only accommodates basic text and will not translate formatting options from Microsoft Word.

Stage 1 Review Process

The Stage 1 review process includes a detailed, multi-level qualitative and quantitative assessment. Applications will be reviewed by a review panel using a 9-point scale based on the criteria outlined above. A numeric score will be assigned to Stage 1 applications, complemented by discussion and critique. This numeric score is used to prioritize proposals for funding.

The review panel will provide a recommendation to the MCW Consortium on Public and Community Health, a governing body providing oversight for AHW's investments, for invitations to the next stage of the application process. Invitations will be sent to the proposal's primary community organization and MCW School of Medicine academic partner via email.

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

Stage 2: Pitch Presentations

A limited number of Stage 1 applicants will be invited to conduct a Pitch Presentation to a review panel on **August 22, 2019**. This is the partnership's opportunity to interact with the reviewers, describe their proposed project, and respond to Stage 1 reviewer questions and comments. Each Pitch Presentation will be approximately 20 minutes in length, including a brief presentation by the applicant partners and question-and-answer dialogue with the reviewers.

Stage 3: Full Proposals

Applicants of select Pitch Presentations will be invited to submit a full proposal. Stage 3 applicants will work with AHW staff and pre-approved technical assistance providers to develop their full proposal, which will include:

- Project overview
- Response to reviewers
- Performance monitoring plan
- Budget

- Declaration of Non-Supplanting

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

Stage 3 Review Process

Full proposal materials will be submitted to AHW for review **October 16, 2019 by 12:00 pm (noon) CST**. The final recommendation of funding will be presented at the following meeting of the MCW Consortium on Public and Community Health.

AHW may request that applicants adjust their scope, budget, or timeline based on the outcome of the review process. If necessary, these specific applicants will be notified and asked to resubmit their adjusted application for further review. No negotiations or appeals will be accommodated through this process. Final funding decisions will be advanced to the MCW Board of Trustees for approval.

Award Announcement

Following the Stage 3 review process, AHW will notify the primary community organization and MCW School of Medicine academic partner of the award determination.

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.

Required AHW Pre-Application Meeting

It is required that applicants under this RFA meet with the AHW program manager prior to submission of an application. **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.

Sample Application

CALL FOR POLICY AND SYSTEMS CHANGES FOR IMPROVED HEALTH Stage 1 Application

Stage 1 Application is required before an invitation to submit a full proposal can be made. **The deadline for submission is July 1, 2019 at 12:00 pm (noon) CST.** AHW will confirm receipt via email to the primary community and academic partners. Following review, select applicants will be invited to move to Stage 2 of the application process.

Award Information

Award Title (maximum 100 characters, including spaces):

Award Budget

Total Amount Requested: \$
Amount for Academic partner:
Amount for Community partner:
Start Date: January 1, 2020
Duration of Funding (years):

Use of Funds - provide a brief description of how the proposed award budget will be used (maximum 1,000 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 (maximum 255 characters, including spaces)

Project Partner Information

Primary Community Partner – 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:

Organization Website:

Phone Number:

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)*

state or local government

tribal organization

public university or school

other (specify):

or

Primary MCW School of Medicine Academic Partner – 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:

MCW Department:

MCW Division:

Phone Number:

Email:

MCW Standing:

Full-time faculty

Part-time faculty

Full-professional effort status

Full-time MCW academic staff

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

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, the bulk of its portfolio will be focused around three signature health areas. **Select the primary area of emphasis for this project (select one).**

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

All

Advances all three health focus areas

If applicable, select additional focus areas(s): (select all that apply)

Improving Heart Health

Supporting Healthy Minds

Dismantling Cancer

Please describe how the proposed work addresses each of the selected AHW focus areas: (up to 2,000 characters, including spaces)

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. **Select the primary area of emphasis for this project (select one).**

Biological and Genetic Factors

Including areas such as:

- Genetic makeup (chromosomal, single-gene)
- Physical body structure (age, weight)
- 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
- 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
- Housing, homes and neighborhoods

If applicable, select additional areas(s) of emphasis for this project: (Select all that apply)

Biological and Genetic
Factors

Health Behaviors and Health Care
Factors

Social, Economic and Environmental
Factors

Please describe how the proposed work addresses each of the determinant of health areas: (Up to 2,000 characters, including spaces)

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 some kind of result. A system is typically a social system such as education, housing, or health care.

What system(s) will be changed? (max 100 characters including spaces)

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

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)?

Not For Submission

Funded Project Compliance Overview

The following information briefly highlights the process and requirements for projects that are successfully awarded funding from the Advancing a Healthier Wisconsin Endowment.

Reporting Requirements

Progress Reporting

Funded projects must continually engage in program evaluation activities to document progress toward achieving stated outcomes and to disseminate lessons learned. Funded projects will undergo an annual assessment of progress toward achieving their objectives and outcomes which may have an impact on continued funding. Progress reports, site visits, and conference calls are required throughout the duration of the project and are scheduled at the discretion of AHW in collaboration with project partners. Partners shall develop a final product. Project partners must include costs to develop a final product in the overall project budget. Examples of types of products envisioned are: policy briefs, podcasts, interactive toolkits, TED-like talks, etc.

Additional Requirements

All funded projects should make accommodation to attend one (1) in-person grantee cohort meeting each award year during the project period. Adequate resource flows (i.e. time, funds) should be accommodated within the scope of the project and budget.

Financial Compliance

Funding Agreement

Upon funding approval, the primary community partner organization and MCW School of Medicine academic partner(s) 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 School of Medicine 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:

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

Annual Financial Audit

Per the Funding Agreement, community organizations receiving funds from AHW are required to furnish an annual financial audit, the cost of which must be borne by the community organization. A federal A-133 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 Invoice Form available from the AHW website. Invoices must be submitted via the primary MCW School of Medicine academic partner who will facilitate payment through the MCW accounts payable department via the 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.

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 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 or CHW IRB and/or IACUC 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

Your proposal will be considered by AHW staff and governing boards as part of a multi-level review process.

The MCW Consortium on Public and Community Health 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 proposal will not be shared outside the established RFA review process and the MCW Consortium discussion. If your project is funded, information contained in the

proposal is 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 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."



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Changemaking for a Healthier Wisconsin