

# CALL FOR APPLICATIONS: POPULATION & COMMUNITY HEALTH STUDIES



Improving the health of the people of Wisconsin by informing policy and practice that make a difference to health outcomes, particularly where differences in health status are inequitable

Letters of Intent Due  
November 16, 2020 by 5:00 pm CST



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

# Overview

## Application Checklist

- Review the RFA and confirm eligibility

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

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

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

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

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

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Note: **BOLD** items are required

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

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

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

### Funding Summary

AHW's *Call for Applications: Population and Community Health Studies* will prioritize 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 reduce inequities). This opportunity is open to community-led collaborations in Wisconsin.

### Key Dates

#### November 16, 2020

Letters of Intent (LOI) Applications Due

#### January 2021

Full Proposal Invitations

#### March 15, 2021

Full Proposal Applications Due (invited applicants only)

#### May 2021

Conditional Notification of Award

#### July 1, 2021

Project Start Date



# Call for Applications: Population and Community Health Studies

## Funding Details

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AHW's *Call for Applications: Population and Community Health Studies* will support multi-sector collaborations in Wisconsin who are seeking to inform policy and practice, or address evidence gaps for policy and practice changes. There are no maximum or minimum requirements for project budget requests or project durations. Successful projects will demonstrate an appropriate budget and timeframe for their proposed scope of work with project durations generally between 24 and 36 months for this funding mechanism. Approximately \$1.5 million is available to support approximately three to five meritorious community-led collaboration projects.

### Description

In Wisconsin, and nationwide, health experts have recognized that in order to improve the health of the individuals and entire populations, we must build evidence to inform the policies and practices that make good health possible. AHW's *Call for Applications: Population and Community Health Studies* seeks to support collaborative partners in informing policy and practice by building an evidence base or addressing evidence gaps for policy and practice that will make a difference to health outcomes in Wisconsin.

**A key consideration of this funding opportunity is actionability.** Through this mechanism AHW does not support research solely for the sake of generating new knowledge, but is interested in the application of new knowledge to the development and implementation of the sets of policies, practices, and programs that influence and produce health.

This pathway will prioritize 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 reduce inequities). This will be accomplished through discovery, engagement, and action. 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>).

Successful applications will provide a clear and compelling plan for how new knowledge will be developed and shared through the right medium and to the right people to be able to inform policy and practice. Applicants invited to advance through the application process must provide a comprehensive roadmap that will address the following elements:

- **Discovery:** With the goal of improving policy and program effectiveness, population health, and health equity, projects will engage in, promote, generate, and use high-quality, relevant research and evaluation across disciplines. Applications will include a description of the study, discuss the affected population, the significance of the study, and plans for how the results will be used to improve health by informing policy and practice. Projects may choose to engage in, but are not limited to, one or more of the following:

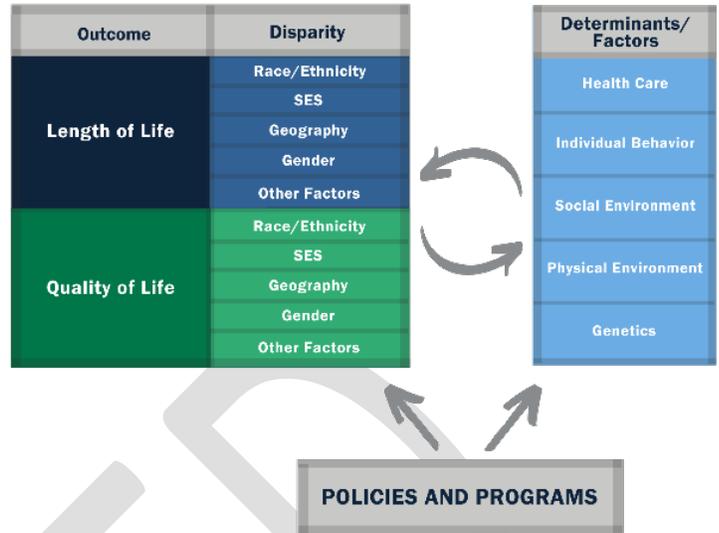


- **Epidemiological Study:** Conducting research to identify and understand patterns of disease risk factors, incidence, morbidity, and mortality for populations or health conditions that have not yet been adequately studied and potential disparities are not yet documented
- **Evaluation of an Initiative, Intervention, or Program:** Systematically assessing the processes and/or outcomes of an initiative, intervention, or program with the intent of furthering its development and improvement
- **Gap Analysis:** Identifying the difference between current knowledge, skills, and/or practices and the desired best practice (or the desired state)
- **Health Systems Study:** Ensuring that science, informatics, incentives, and culture are aligned for continuous improvement and innovation, with best practices seamlessly embedded in the delivery process and new knowledge captured as an integral by-product of the delivery experience
- **Implementation Science:** Conducting a scientific study of methods to promote the systematic uptake of research findings and other evidence-based practices into routine practice to improve the quality and effectiveness of health services
- **Needs Assessment:** Collecting and analyzing information that can influence the decision to initiate a new program or revise an existing one
- **Resource Allocation, Cost, and Cost Effectiveness Research:** Studying the resources used to implement a program or intervention and the health impacts of that program
- **Engagement:** Appropriate audiences will be engaged and enabled to put new knowledge into action by informing policies and practices. The description will include how new knowledge will be used and to what end, and will address:
  - **Audience/People:** Those who experience disparities, decision makers, researchers, etc.
  - **Power:** How decision-makers will be involved in the development of policy and practice, and the plan to get end products or new knowledge in the hands of decision-makers
- **Action:** The knowledge generated through the discovery process and enhanced via authentic engagement will be applied to Wisconsin health issues to inform the policies and practices that produce changes in the sets of health determinants or factors that produce health outcomes. Successful applications will engage in dissemination efforts and develop products that will advance the health of the target population. Dissemination efforts or products may include, but are not limited to, one or more of the following:
  - **Convening:** An event with the purpose of gathering individuals with the experience, expertise, and influence necessary to take action on a specific issue(s), such as a summit, symposium, or other meeting of key decision-makers
  - **Social Marketing Campaign:** A connected series of actions intended to bring about a particular behavior change in relation to a specific set of issues
  - **Policy Brief:** A concise summary of a particular issue, including recommendations or options for future action
  - **Tool Kit:** A set of resources and tools that help individuals, organizations, and communities address an issue
  - **White Paper:** A report or guide that helps a reader to understand a complex issue, solve a problem, or make a decision



### Population Health Research Defined

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. Studies funded in this pathway will address health outcomes and health determinants. The discovery process will identify the policies and interventions that link the two, and the engagement and action steps will result in efforts that will improve population health and reduce health disparities.



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

Population health research is a highly interdisciplinary field focusing on the health outcomes of groups of individuals, which can be defined variously (e.g., workers at a workplace, residents of a neighborhood, people sharing a common race or social status, or the population of a defined geographic area). Population health researchers conduct studies that seek to characterize, explain and/or influence the levels and distributions of health within and across populations.

### Focus on Health Equity and Determinants of Health

Population health research is in a unique position to advance health equity. Contemporary research and evidence have shined a light on the health disparities that exist between groups based on race, location, geography, socio-economic status, and other demographic characteristics.

Projects funded in this pathway have an opportunity to advance health equity by understanding and addressing a range of health factors in our society and to create sustainable impact and change in health outcomes. Population health studies will be able to identify important health disparities, promote policies, laws, 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.

### AHW Health Focus Areas

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

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



## Eligibility

At AHW, we firmly believe that we can go further together than we can alone. All Letters of Intent (LOIs) and full proposals for this funding opportunity must be submitted jointly by a project team of individuals and organizations collectively bringing the necessary experience, influence, and expertise to carry out the proposed project. All successful project teams will reflect the principles outlined in [AHW's Community-Academic Partnership Model](#) in their project team structure and practices.

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

### *Primary Community Partner Organization*

Community-led collaborations must designate one primary community partner organization and one individual from that organization to serve as the primary contact for the award. **The primary contact must contribute effort to the project for the full award period.** Community-led applications must also include an MCW School of Medicine PI. As necessary, applications should also include additional community and/or MCW collaborators and each project should clearly identify and include the necessary experience, influence, and expertise to comprehensively address the targeted area of study and proposed objectives.

The primary community partner organization shares responsibility for the fiduciary and reporting requirements 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, 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 Principal Investigator (PI)*

All projects must engage an eligible MCW PI. For community-led collaborations, 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

**Eligible MCW PIs are required to contribute a minimum of five percent FTE** for the full award period and must be full-time or full-professional effort status MCW faculty members with the rank of Assistant, Associate, or



Professor and a primary appointment in the MCW School of Medicine. MCW staff may serve in the role of MCW academic partner provided they are supervised by a faculty member who meets the criteria to serve as a PI.

### *Additional Collaborators*

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

## **Budget Requirements**

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

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

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

For information on financial compliance requirements for funded projects, please see 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 (Consortium), 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 population and community health study. Leveraging additional support not only demonstrates commitment to a project, but also increases sustainability of efforts and can provide resources for activities that AHW cannot fund.

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

## Allowable Expenses & Funding Restrictions

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

Funds may not be used for:

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

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

## Application and Review Process

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

### Letter of Intent (LOI)

Applications that meet the applicant eligibility requirements should **submit an LOI via the online form available on the AHW website by 5:00 pm on November 16, 2020**. Late LOIs will not be accepted. No paper or emailed applications will be considered, and no attachments will be accepted.

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

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

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



AHW will confirm receipt of the submission via email to the primary community partner organization contact (community-led collaborations only) and the MCW PI.

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

### Full Proposal Application

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

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

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

All applications will be reviewed by the merit review panels using the following criteria:

- Evidence of engagement with the appropriate partners with the necessary experience, influence, and expertise to accomplish project aims
- Prioritizes a project focus and target population that is relevant to population health priorities, policies, or practice needs in Wisconsin
- Evidence of engagement with appropriate stakeholders (such as policymakers, local health service practitioners, and those likely to be affected by the research) before, during, and after the award period necessary to make a change
- Evidence that project findings will inform policy and practice, or address evidence gaps for policy and practice that make a difference to health outcomes, particularly where differences in health status are inequitable
- Demonstrates rigorous, high-quality, and appropriate methods for its purpose (including quantitative, qualitative and/or mixed methods)
- Prioritizes health equity by identifying health disparities and proposing solutions to reduce inequities

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

1. Exceptional (exceptionally strong with essentially no weaknesses) High



2. Outstanding (extremely strong with negligible weaknesses)
3. Excellent (very strong with only some minor weaknesses)
4. Very Good (strong but with numerous minor weaknesses) Medium
5. Good (strong but with at least one moderate weakness)
6. Satisfactory (some strengths but also some moderate weaknesses)
7. Fair (some strengths but with at least one major weakness) Low
8. Marginal (a few strengths and a few minor weaknesses)
9. Poor (very few strengths and numerous major weaknesses)

- Minor weakness: an easily addressable weakness that does not substantially lessen impact
- Moderate weakness: a weakness that lessens impact
- Major weakness: a weakness that severely lessens impact

Following merit review at each application stage, the appropriate AHW governing body (either the MCW Consortium on Public and Community Health or AHW Research and Education Advisory Committee) will review the recommendations from the merit review panels and approve the 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.

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

### Conflict of Interest

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

### Award Determination

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

## Application Resources

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

### Pre-Application AHW Consultation (highly encouraged)

For an efficient application process, applicants are highly encouraged to connect with the AHW program manager to discuss their proposed project scope and ensure it is in alignment with the funding opportunity. Applicants are encouraged to connect as early in the development of their LOI as possible. **Contact Tim Meister at [tmeister@mcw.edu](mailto:tmeister@mcw.edu) 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](http://www.ahwendowment.org).

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

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

## Funded Project Compliance Overview

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The following information briefly highlights the process and requirements for projects that are successfully awarded funding through AHW'S *Call for Applications: Population and Community Health Studies*.

### Reporting Requirements

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

### Progress Reporting

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

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

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

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



## Additional Requirements

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

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

## Financial Compliance

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

Community-Led Awards	<p><b>Responsibility:</b> The primary community partner organization contact and MCW PI are jointly responsible for ensuring compliance with fiduciary requirements throughout the award period.</p>
	<p><b>Orientation:</b> Upon funding approval, responsible parties, along with any staff with administrative responsibility on the award, should plan to attend an orientation session with AHW staff to discuss award and financial compliance requirements.</p>
	<p><b>Funding Agreement:</b> 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 the 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. The Funding Agreement must be submitted to AHW prior to project commencement along with the following documents:</p> <ul style="list-style-type: none"> <li>- MCW or Children’s Hospital of Wisconsin (CHW) Institutional Review Board (IRB) approval letter</li> <li>- Annual audit for the primary community partner organization</li> </ul>
	<p><b>Annual Financial Audit:</b> 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 covered by the community organization. A federal single audit or an audit performed in accordance with Government Auditing Standards will fulfill the audit requirement. If such audits are not performed, the community organization will need to work with AHW staff to determine how to best meet this requirement. As financial stewards, AHW is required to monitor all sub-recipients, including those community organizations receiving AHW funds. Therefore, community organizations listed on the Funding Agreement may be selected for a sub-recipient audit.</p>
	<p><b>Invoicing:</b> Project activities are funded through an expense-reimbursement process. Payment requests must be submitted using the AHW Invoice Form. Primary community partner invoices must be submitted to the MCW PI who will facilitate payment through the MCW Accounts Payable department via the MCW PI’s department administrator.</p>



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.

**Supplanting:** AHW funds may not be used to supplant funds or resources that are available from other sources. If a partner receiving AHW funding is awarded a new grant that is for the same or similar work, 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.

## Financial Conditions

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

## Legal Compliance

### Human Research Protection

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

Following award announcements, MCW or Children’s Wisconsin 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

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 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](mailto: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.”



# Sample Letter of Intent

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## Call for Applications: Population and Community Health Studies

Eligible collaborations are invited to submit the following Letter of Intent (LOI) application to apply for AHW's Call for Applications: Population and Community Health Studies. The application must be completed and submitted using the online form available via the AHW website at [ahwendowment.org](http://ahwendowment.org). The online form only supports Plain Text. No text effects such as bold, italics, underlining, bulleting, numbering, etc. will be captured in the final online submission. No paper or emailed applications will be considered, and no attachments will be accepted. **The deadline for LOI submission is November 16, 2020 by 5:00 pm CST.** Late LOIs will not be accepted.

## Project Information

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

**Goal Statement** - brief statement describing the goal of the proposed population and community health study, the community and need, how new knowledge will be applied to inform policy and practice, and the desired outcome for the population (**required; maximum 400 characters, including spaces**):

## Award Budget

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

## Project Team Information

**Primary Community Partner – required** – Projects must designate one (1) eligible primary community partner organization to serve as the fiscal agent for the project. Identify one (1) contact person at the primary community partner organization who will share responsibility with the primary MCW academic partner for 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:

Email:

Phone Number (XXX-XXX-XXXX):

Title:

Organization Website:

Cell Phone Number (XXX-XXX-XXXX):

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):

Additional Community Collaborators – Additional community or key players from the targeted population, as well as those impacted by the interrelated conditions and factors that influence the health of the population, must work collaboratively, sharing power, responsibility, and engagement. By bringing these partners together evidence gaps will be identified, policy and practice will be informed, and health equity will be advanced. Please identify project collaborators.

**Name:** **Institution/Organization:** **Project Team Role:**

**MCW School of Medicine Principal Investigator (MCW-PI) – required** – Project team must designate one (1) eligible primary MCW School of Medicine PI who is responsible for the fiduciary and reporting requirements of the MCW portion of the project and project budget and shares the responsibility for transferring all communications, notifications, and instructions from AHW to all members of the project team. See full RFA for eligibility requirements.

Name: Title:  
 MCW Department: Email:  
 MCW Division (if applicable): Phone Number (XXX-XXX-XXXX):  
 Cell Phone Number (XXX-XXX-XXXX):  
 MCW Standing:

Full-time faculty
  Full-professional effort status faculty

Full-time staff (faculty oversight required)

Department Administrator Name: Administrator Phone Number (XXX-XXX-XXXX):  
 Department Chair Name:

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: Email:  
 MCW Department:



Additional MCW collaborators (optional):

Name:

Institution/Organization:

Project Team Role:

### 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 (required)

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 (required)

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** – choose the area that best reflects the project’s primary geographic activity area:

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

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

### Narrative Questions

The questions below are designed to allow collaborations to describe their proposed project idea and how it aligns with AHW’s principles and criteria outlined in the call. Please limit responses to a maximum 3,000 characters per question, including spaces. Responses to all questions are **required**.

#### Discovery

1. **Target Population:** Describe the target population. What is known and what is not known about the health of the target population? What are the specific conditions and factors that influence the health of this population? How will a focus on this population advance health equity?
2. **Gap in Knowledge:** Describe the evidence gap(s) that the project will address. What is the gap or problem this project is trying to solve? How is this issue relevant to current Wisconsin population health priorities and population health policy and practice? How will closing this gap contribute to improved health outcomes?

3. **Project Design:** Describe the methods for the proposed project, including scale, scope, and sustainability.

### Engagement

4. **Project Team:** Describe the experience, influence, and expertise of project partners. How does this partnership represent the necessary sectors and players to improve the targeted health outcomes?
5. **People:** How is the affected population represented in the project? How will this project include the appropriate influencers and decision-makers that are necessary to lead to future action?
6. **Power:** How will decision-makers be involved in the development of policy and practice? What is the plan to transfer end products or new knowledge into the hands of decision-makers?

### Action

7. **Policy and Practice:** How will this project inform policy and practice? How will the knowledge gained increase the use of evidence in population health policies and practice? How will the health of the affected population be impacted by this knowledge?
8. **Dissemination:** What are the traditional and non-traditional dissemination outlets for the project? What end product(s) (e.g. white papers, policy briefs, tool kits, etc.) will be created to summarize project findings? How will these dissemination efforts impact the issue, the affected population, and lead to healthier communities across Wisconsin?
9. **Next Steps:** If successful, what are the logical next-steps for this project? How will the knowledge gained, evidence supported, or gaps addressed influence other work?

### Citations (optional)

Please use plain text to list citations (optional).

### Signatures

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

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

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