

# CULTURE OF HEALTH LEADERS

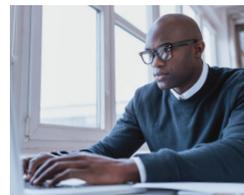
A Robert Wood Johnson Foundation program



Be a Change Leader.  
Build a Culture of Health.

CALL FOR APPLICATIONS: FEBRUARY 29–APRIL 19, 2016

*New leadership development and funding opportunity for leaders from sectors that influence health—including education, transportation, technology, public health, government, faith/spiritual, business, health care, social service, economic development, urban planning, and others*



**Culture of Health Leaders** is an unprecedented initiative engaging a diverse array of leaders to:

- Take their leadership and influence to the next level.
- Collaborate in new ways to create a healthier, more equitable future for all people.
- Develop advanced leadership skills to build a Culture of Health that will enable all to live longer, healthier lives now and for generations to come.

This national program is co-led by the National Collaborative for Health Equity and CommonHealth ACTION.

It is one of four national change leadership programs designed by the Robert Wood Johnson Foundation to extend the influence and impact of leaders working to build a Culture of Health—one in which health is a guiding social value and everyone can attain the best health possible. Participants will become the next generations of leaders, collaborating across sectors to upend the status quo, address health disparities, and take bold steps to achieve greater equity in communities across the country.

*“Regardless of their sector, stage in life, or careers, Culture of Health Leaders will engage in creating an alternative future, one in which all people have equitable opportunities for their best possible health and well-being.”*

—Natalie S. Burke  
President and CEO  
CommonHealth ACTION

*“Culture of Health Leaders will embark on a life-changing journey to build their leadership capacity, and, in so doing, positively affect the lives of millions around the country.”*

—Brian Smedley  
Executive Director and Co-Founder  
National Collaborative for Health Equity

# Program Elements and Timeline

## PROGRAM ELEMENTS

Each year, *Culture of Health Leaders* will select up to 50 participants from a wide range of health and nonhealth fields to drive important change in every sector. We encourage applications from emerging or established multisector teams (up to four people per team) or from individuals. Emerging teams have members who are already in relationship with one another but who have not yet collaborated to achieve a common goal. Established teams have a track record of working together and want to increase their impact. Participants work and learn from their home communities; they do not need to relocate and can continue working full time.

### Participants will:

- Attend up to four meetings per year (travel funded by the program).
- Participate in advanced leadership development curriculum and experiences in areas such as futures and change management, health equity, and social innovation.
- Receive mentoring and executive coaching.
- Create an individual leadership plan that includes self-assessment, leadership development goals, project work, and goals for sustaining leadership development and impact after the program is completed.
- Implement a bold leadership project with guidance from nationally recognized mentors and coaches.
- Receive an annual stipend of \$20,000 per person and financial support for the team to complete a bold project.

*The Culture of Health Leaders* program curriculum and experience is designed to develop and support leaders through a three-year process that results in their mastery of self, relationships, environment, and change. Components of the program include:

- Leadership and collaboration across sectors, professions, and disciplines
- Community engagement and ability to influence systems and institutions
- Issue-framing and public will-building
- Deep understanding of equity, Culture of Health, research, and other concepts
- Communication and advocacy

## CULTURE OF HEALTH LEADERS: PROGRAM PARTNERS

*American Planning Association  
American Public Health Association  
Build Healthy Places Network  
Center for Creative Leadership  
The Conservation Fund  
Institute for Alternative Futures  
Leadership Learning Community*

## CHANGE LEADERSHIP AT RWJF

In addition to *Culture of Health Leaders*, RWJF supports these other change leadership programs:

- *Health Policy Research Scholars* (for first- or second-year doctoral scholars from underrepresented populations or disadvantaged backgrounds)
- *Interdisciplinary Research Leaders* (for teams of researchers and community leaders)
- *Clinical Scholars* (for practicing clinicians)

Each program combines leadership development, mentoring, and collaboration across programs and sectors to build a Culture of Health. Details and application information at [www.rwjf.org/changeleaders](http://www.rwjf.org/changeleaders).

## 2016 TIMELINE

