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Powering Healthy Lives

Narrowing the Life Expectancy Gap through People, Place, & Power

Powering Healthy Lives is a \$1 million grant initiative that will select 6-10 projects interested in narrowing the gaps in life expectancy by putting local data to work for healthier, more equitable communities. Call for ideas open on September 17, 2018. Applicants should submit their ideas via email to USALEEP@urban.org on or before Friday, November 16th by 3PM EST.

Everyone deserves fair and just opportunities to lead healthy and productive lives. The newly released **United States Small-Area Life Expectancy Project (USALEEP)** dataset—a census tract-level dataset on life expectancy at birth—shows that people just a few miles apart may face vastly different opportunities for a long life. These new data can help pinpoint geographic disparities in life expectancy and initiate a conversation that leads to action.

The factors that most affect the health of our communities often lie outside of what may be traditionally seen as “health.” These factors often affect people differently – depending on their racial identity, ethnicity, gender identity, sexual orientation, disability, socioeconomic status, or geographic location. Reducing and ultimately eliminating differences in health outcomes and ensuring no one is denied the opportunity for a long and healthy life can also be known as health equity.

“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

“What is Health Equity?” – The Robert Wood Johnson Foundation

To promote health equity and better life outcomes across people, place, and power, this \$1 million grant initiative encourages community changemakers and leaders to use USALEEP data to advance innovative solutions from across sectors that intersect with health outcomes– such as education, transportation, criminal justice, housing, urban planning and other sectors.

Powering Healthy Lives will fund projects that use the USALEEP dataset with interdisciplinary approaches that seek to address health disparities, narrow the life expectancy gap, and promote health equity and social justice. As such, this grant initiative will support projects that demonstrate strong alignment with *at least one* of the priority areas of people, place, and power.

People

This funding opportunity seeks to support projects informed by the expertise of communities who have systematically experienced social or economic barriers to health – based on race, ethnicity, religion, class, immigration status, gender, age, or mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.

Powering Healthy Lives seeks projects led by individuals who have lived experience or have significant credibility and longstanding relationships with these communities. Identified communities include but are not limited to:

- People of color
- Low-income communities
- Refugees
- People with physical or mental disabilities
- Immigrants
- Women
- Youth
- Rural communities
- LGBTQ+ persons
- Native Communities such as American Indian, Alaska Native, and Native Hawaiian communities.

Projects that select this priority area will have to demonstrate how the expertise of communities who have endured historical and ongoing marginalization is reflected in ways such as:

- the key leadership of both the staff and board of the organization.
- the design, delivery, impact, and evaluation of the project outcomes.

Place

We know that not everyone has the same opportunity to be healthy where they live, especially across race and place. This funding opportunity seeks to support projects led by organizations [in regions facing some of the worst health disparities](#) using USALEEP data to better understand their local assets and challenges, grounded in deep knowledge of the community.

Powering Healthy Lives seeks to fund projects currently located in and serving communities facing some of the worst health disparities. While this is not meant to be an exclusionary list, this funding opportunity currently seeks to fund projects in the below priority areas:

- Appalachia
- Mississippi Delta
- Southeast
- Southwest
- Plains Region (Colorado, Kansas, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, and Wyoming)

- Native American and Indigenous Territories

- *Note:* We welcome other rural regions to apply not explicitly listed here

Please note: USALEEP data is currently not available for Wisconsin or Maine. Please see the *Map of USALEEP Data Availability in Key Materials* for a geographic visualization of where the USALEEP data is available (~90% of US census tracts).

Power

This funding opportunity will support projects that are committed to building power in communities and advancing equity by changing policies, laws, systems, environments, or practices to ensure that everyone has the opportunity to live the healthiest life possible, regardless of who they are or where they live. This includes efforts to use the USALEEP data to empower local stakeholders to hold institutions and policymakers accountable for providing equitable access to resources essential for health.

Powering Healthy Lives seeks to support projects with power building strategies including but not limited to:

- Advocacy and capacity-building efforts
- Community organizing
- Coalition building and collaboration
- Narrative change and media advocacy campaigns
- Policy innovation that challenges the status quo
- Organizational structures and approaches that shift traditional power structures (e.g. cooperative ownership)

An Open Invitation

This is an open funding opportunity. We welcome submissions from any organization interested in putting local data to work for healthier, more equitable communities, such as community organizers, nonprofits, local government agencies, public schools, researchers, service providers, and others. Universities are ineligible to apply as lead applicants but can serve as a partner to eligible applicants.

To ensure that the funding opportunity is open and equitable to all, Powering Healthy Lives will follow a two-stage process:

Stage 1: This funding opportunity begins with an open invitation to submit ideas. Ideas may be submitted by either a brief written letter or video. Only the content of the proposed idea will be considered; videos and letters will not be judged for production value. *(For more information, please see the LOI Submission Guidelines.)*

Stage 2: Top ideas will be invited to submit full proposals detailing the activities, budget, and impact of their projects. Funding will be available for up to 6-10 projects. The total amount awarded and the number of awards will depend on the quality of the applications received.

Selection Criteria

All projects will be required to demonstrate how they will incorporate USALEEP data into an approach to address the [social determinants of health and equity](#) to improve life and health outcomes. **Powering Healthy Lives seeks to fund projects that:**

- Demonstrate strong alignment with at least one of the priority areas of people, place, and power;
- Centralizes the use of USALEEP data as a core project component;
- Incorporates insights from fields that intersect with health outcomes outside of the traditional health sector (e.g., criminal justice, transportation, education);
- Are Community-driven;
- and Evidence-informed.

See scoring rubric for how these selection criteria will be evaluated.

Application and Award Process

Phase 1: Idea Submission	September - December 2018
Deadline to Submit Letters of Interest	November 16, 2018
Invitations to Submit Full Proposals	December 19, 2018
Phase 2: Full Proposal Submission	December 2018 – March 2019
Full Proposal Submission Deadline	February 22, 2019
Notification of Selected Projects	March 25, 2019

Important Information for Applicants

SUPPORT AND TECHNICAL ASSISTANCE: Support and technical assistance from the Urban Institute will be available throughout the data challenge, including webinars and feedback.

KEY MATERIALS: Please visit USALEEP.urban.org to explore the following materials for more information on Powering Healthy Lives.

- [Powering Healthy Lives One-Pager](#)
- [Powering Healthy Lives Eligibility Checklist](#)
- [USALEEP Data](#)
- [Frequently Asked Questions](#)

- Powering Healthy Lives Full Application Rubric
- Powering Healthy Lives LOI Submission Guidelines
- Powering Healthy Lives LOI Application Form
- Sample Project Ideas:
 - **Community development financial institutions** can use these data to help decide which neighborhoods most need their investment dollars to fund broadband, transportation, sewer and water systems, schools, preschools, community centers, and other projects that can improve health.
 - **Cultural institutions** can use the data to better inform their communities about the reality of life expectancy gaps and encourage involvement in community forums and/or organizing around health equity.
 - **Political advocacy groups** can use the data to strengthen policy advocacy campaigns that can inform discussions with local officials and give visibility to health disparity narratives in their communities.

CONTACT: USALEEP@urban.org

Other Special Considerations

Please refer to the below for other special considerations:

- Grants will start June 1, 2019 and continue up to one year, ending by May 31, 2020.
- During the Full Proposal stage, applicants will be asked to provide detailed budgetary information for their project.
- Funding will be available for 6-10 projects with the combined total awards not to exceed **\$1,000,000**. The total amount awarded and the number of awards will depend on the quality of the applications received.
- All materials, reports, and results produced through the grant initiative will be made available for dissemination to the public. Resulting data visualizations and projects should be developed with Open Source Software and made available to the public.
- The Urban Institute will execute, administer, and manage all subgrant agreements with the lead organization submitting the application. Subgrants will be cost reimbursement agreements with payment made via regular disbursements throughout the project, the first issued upon full execution.
- For projects with a human subjects research component, applicants must comply with the standards and criteria set forth in United States Department of Health and Human Services

policy for the protection of human research subjects (45 C.F.R. Part 46 and related guidance); to this end, applicants must demonstrate the ability to undergo a review with an Institutional Review Board (IRB), either internally or through a contracted agency.

- Applicants may apply for Powering Healthy Lives or Visualizing Healthy Lives but not both.
- Urban Institute staff are ineligible to apply or participate in this funding opportunity in any capacity, to include applying in partnership with other eligible applicants.
- Applicants must be willing to grant RWJF and Urban a paid up, non-exclusive, irrevocable, perpetual, worldwide royalty-free license to reproduce, publish, republish, summarize, excerpt or otherwise use, and license others to use in print or electronic form (in whole, or in part, including in connection with derivative works), including in electronic databases or in any future form not yet discovered or implemented, the work produced from this project.