

Powering Healthy Lives: LOI Submission Guidelines

How to Submit a Letter of Interest

Applicants should submit their Letters of Interests via email to USALEEP@urban.org on or before **Friday, November 16th, 2018 by 3PM EST.**

We encourage applicants to apply in advance of the deadline. Any LOIs submitted **before Friday, November 16th** will be reviewed by the Urban team and applicants will be contacted if any materials are missing or are in the wrong format. We also encourage applicants to enable an email delivery receipt confirmation when sending your email submission.

In order to promote a fair and equitable application process, applications missing any of the below outlined requirements or submitted after the deadline will be removed from consideration. Re-submissions will not be allowed for LOIs submitted on November 16th.

Submission Requirements

The Powering Healthy Lives LOI consists of two components: (1) the LOI Application Form and (2) a LOI Submission Letter **or** LOI Submission Video. Applicants should send **one** submission email (with the subject: “Powering Healthy Lives LOI Submission_Org Name) when submitting LOIs.

COMPONENT #1: LOI Application Form: Please fill out the form-fill PDF provided with information relevant to your proposal.

COMPONENT #2: Choose one of the below options for your LOI submission format. If choosing to submit a LOI Submission Letter, please save the **one combined PDF attachment** as follows “**Powering Healthy Lives LOI_Org Name**”, substituting your organizations name. (Ex.: “Powering Healthy Lives LOI_Urban Institute).

LOI Submission Letter	LOI Submission Video
<p>LOI Submission Letter: Please follow the directions below on what to include in your LOI Submission Letter.</p>	<p>LINK: Please provide a link to an unlisted YouTube page with your uploaded LOI Submission Video in the indicated space within the LOI Application Form.</p> <p style="text-align: center;"><i>or</i></p> <p>ATTACHMENT: Please attach an AVI file of your LOI Submission Video within your submission email.</p> <p>Format details of LOI video submissions can be found below.</p>

Component #1: LOI Application Form

Applicants must complete the Powering Healthy Lives LOI Application Form, which can be found at USALEEP.urban.org. If you have trouble access this document, please email USALEEP@urban.org.

Format: LOI Application Form

- If choosing to submit a LOI Submission Letter, the LOI form should be submitted as the *first* page of **one combined PDF file**, saved as follows: “**Powering Healthy Lives LOI_Org. Name**”
- We recommend using Adobe Acrobat to enter the required information into the PDF form fields
- If you use Mac OS Previewer, please enter information into form fields and refrain from using the text box feature

Component #2: LOI Submission

Applicants are encouraged to be creative in how they present their ideas in this first stage. In presenting the proposed ideas, succinct videos and LOIs will be accepted according to the following guidelines. The LOI Submissions should include three sections that seek to answer the following questions:

<p>SECTION 1: Project Description</p>	<ul style="list-style-type: none"> • What problem or question is the idea trying to address? <ul style="list-style-type: none"> ◦ How does health equity play into this issue? • What approach does the project take to empower communities and support health equity? <ul style="list-style-type: none"> ◦ What is the justification for taking this approach?
<p>SECTION 2: Impact and Relevancy to USALEEP Data</p>	<ul style="list-style-type: none"> • Please explain how USALEEP data will inform the project approach and play a central role in its execution. • How does the proposed project approach use USALEEP data to highlight factors that influence health outcomes that might lie outside of what may be traditionally seen as “health” (transportation, criminal justice, climate change, etc.)? • What outcomes and/or impact does your project seek to achieve? • How will the project inform and empower organizations and stakeholders engaged in work focused on health and other community outcomes?
<p>SECTION 3: Alignment with Key Priority Area: People, Place, Or Power</p>	<ul style="list-style-type: none"> • How will the proposed project use the USALEEP life expectancy data to improve the pathways to health equity with a focus on people, place, and/or power? <i>Please answer the below if people is the proposal's self-selected priority area:</i> • Is the project led by and/or committed to serving those communities who face the greatest social obstacles and health disparities? • Does the project's leadership reflect the diversity of its target community? • Does the project empower one of the identified underrepresented communities? Explain. • <i>Please answer the below if place is the proposal's self-selected priority area:</i> • Is the project led by an organization currently located in and serving communities in one of the six priority regions (or another rural region not specified)? • Please explain how the proposed project will leverage local assets and/or address local challenges informed by a deep knowledge of the community. • <i>Please answer the below if power is the proposal's self-selected priority area:</i> • How does the proposed project empower local stakeholders to hold institutions and/or policymakers accountable for providing equitable access to resources essential for leading a healthy and productive life? • Please identify which power building strategies the proposed project engages in and the role the USALEEP data plays in that approach.

Format: LOI Submission Letter

- If choosing to submit a LOI Submission Letter, the LOI form should be submitted as the *second* page of **one combined PDF file**, saved as follows: “**Powering Healthy Lives LOI_Org. Name**”
 - Additional Instructions on how to combine PDFs in Adobe Acrobat are available [here](#).
- Submissions should be no longer than 1-page, single-sided.
- All text should be single-spaced.
- Page format should be 8.5x11 inches, with 1-inch margins.
- Text should be 11-point font, Times New Roman.



Format: LOI Submission Video (LINK or ATTACHMENT)

- The LOI submission video should be submitted as either: (1) a link to an unlisted YouTube video or (2) as an AVI file attached to the submission email. If you choose a link submission, the link should be provided in the appropriate field on the LOI form.
 - Additional instructions on how to upload an unlisted YouTube video are available [here](#).
- Submission videos must be no more than 3-4 minutes in length.
- Videos do not need to be professionally produced. Videos will not be judged on production values – it will be judged on the submission content outlined above.
- The submission video must be continuous and unedited. No animation is allowed.
- Applicants are strongly advised to submit videos in a selfie format.
- Closed-captioning is not required but is recommended as an optional component to assist in application review.