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Visualizing Healthy Lives

Data Visualization for Better Life Outcomes

Visualizing Healthy Lives is a \$1 million grant initiative that will select 3-5 projects committed to narrowing the gaps in life expectancy by effectively and powerfully visualizing USALEEP data for a wider audience. 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.

The goal of this funding opportunity is to support data visualizations that jumpstart conversations about the causes of life expectancy disparities and how communities can address these disparities more effectively. This grant initiative is calling upon data visualization specialists to create powerful and understandable visualizations of the USALEEP data in order to effectively communicate the data to a wider audience and promote a shared vision of better health for all.

Visualizing Healthy Lives welcomes submissions from eligible organizations interested in using USALEEP data to develop visualizations that advance effective calls to action, foster stronger collaborations, and support greater understanding of factors that potentially affect how well and how long we live, such as access to safe and affordable housing, educational opportunities, and health care.

Applicants are asked to submit data visualization project ideas that expand on conversations currently in communities around health and factors that shape health such as access to reliable transportation, safe and affordable housing, quality education, and economic opportunity. Projects should fall under one of the two data visualization categories below:

Exploratory Visualizations

Projects that help a target audience (e.g. community organizations or key decision makers) answer specific questions, solve specific problems or explore the depth of the USALEEP data.

Sample Projects:

- [CRIME IN CONTEXT](#)
- [Mapping America's Futures](#)

Explanatory Visualizations

Projects that include an analysis of USALEEP data. Many such analyses may require USALEEP data to be combined with or compared to another external dataset to show how other factors influence life expectancy disparities; however, this is not required as long as some reference to current conversations exist in the proposal (whether those references be quantitative data, qualitative data, or part of a narrative discussion).

Sample Projects:

- [Here's every total solar eclipse happening in your lifetime. Is this year your best chance?](#)
- [Everyday violence: Gunfire near DC schools](#)

An Open Invitation

This is an open funding opportunity. We welcome submissions from any organization interested in exploring disparities in life expectancy across communities. Eligible organizations include but are not limited to community changemakers, nonprofit practitioners, local government offices, researchers, data analytic companies, service providers, journalists, and graphic designers. Visualizing Healthy Lives seeks to fund teams with data visualization expertise that can create understandable and powerful visualizations of the USALEEP data that will lead to action. 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, Visualizing Healthy Lives will follow a two-stage process:

Stage 1: This funding opportunity begins with an open invitation to submit brief letters of interest and optional sketches that illustrate the proposed visualization. Applicants are encouraged to be creative in how they present their ideas in this first stage. (*For more information, please see the LOI Submission Guidelines.*)

Stage 2: The top applicants will be invited to submit full proposals detailing the activities, budget, and impact of their projects.

Selection Criteria

Ideas will be evaluated based on several factors, including the following:

- Proposed projects must identify the target audience of the data visualization and explain what they are hoping to accomplish with the visualization. Projects should target an audience of community changemakers, community organizations, service providers, or other important actors that may not have the necessary time or resources to produce data visualizations of their own. We especially encourage audiences outside of the health sector to apply, and the data visualization should enable target audiences to improve their work, advocacy or service delivery.
- Proposals are encouraged to incorporate insights from diverse fields outside of public health and health care to present a meaningful representation of the USALEEP data and its implications for health equity.
- While customizable data tools are welcome, we expect the visualizers to not be fully free-form dashboards. Projects should have a point of view, targeting specific audiences and helping answer specific questions.
- We encourage collaborative proposals. Organizations with data-visualization expertise may choose to partner with community-based organizations, or academic researchers may partner with organizations or individuals with graphic design or web development expertise.
- Proposals must describe the final output and give a clear justification for the chosen display.
- Proposals should discuss approaches to visualizing uncertainty in the data, whether through confidence intervals, data filtering, or other statistical methods.
- Ideal projects will seek to inform and empower organizations and stakeholders concerned about the relationship between health and other community outcomes.
- Proposed projects must elaborate on how the data visualization expands conversations currently in the field by advancing effective calls to action, fostering stronger collaborations, and/or yielding more knowledge about the intersection of health and related factors.

Application and Award Process

Phase 1: Idea Submission	September – December 2018
Deadline to Submit Letters of Interest	November 19, 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 funding opportunity, including webinars and feedback from the USALEEP Team.

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

- Visualizing Healthy Lives One-Pager
- Visualizing Healthy Lives Eligibility Checklist
- [USALEEP Data](#)
- Frequently Asked Questions
- Visualizing Healthy Lives Full Application Rubric
- Visualizing Healthy Lives LOI Submission Guidelines
- Visualizing Healthy Lives LOI Application Form
- Sample Projects
 - [State Economic Monitor](#)
 - [City Health Dashboard](#)

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 six months, ending by November 30, 2019.
- Projects should be formatted as a data visualization web app that can be maintained for a minimum of 3 years.
- During the Full Proposal stage, applicants will be asked to provide detailed budgetary information for their project.
- Funding will be available for 3-5 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 funding opportunity 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 Visualizing Healthy Lives or Powering 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.