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The Robert Wood Johnson Foundation® is the nation's largest philanthropy devoted exclusively to health and health care. It concentrates its grantmaking in four goal areas:

- To assure that all Americans have access to quality health care at reasonable cost.
- To improve the quality of care and support for people with chronic health conditions.
- To promote healthy communities and lifestyles.
- To reduce the personal, social and economic harm caused by substance abuse—tobacco, alcohol and illicit drugs.

This document, as well as many other Foundation publications and resources, is available on the Foundation's Web site:

www.rwjf.org

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THE
ROBERT WOOD
JOHNSON
FOUNDATION®

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P.O. Box 2316
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CALL FOR PROPOSALS



ROUND 4

Proposal Deadline: December 1, 2004



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9/2004

THE ROBERT WOOD JOHNSON FOUNDATION®

PROGRAM OVERVIEW

(Please refer to specific sections for complete detail.)

Purpose

Active Living Research is a \$12.5-million national program to stimulate and support research that will identify environmental factors and policies that influence physical activity. Findings are expected to inform environmental and policy changes that will promote active living among Americans, both young and old.

In this fourth round of funding, *Active Living Research* seeks case studies of community efforts to change environments or policies that are relevant for active living. Proposals must address either:

1. The policy change process, or
2. Policy innovations.

Eligibility Criteria (page 7)

Preference may be given to applicants who may be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Selection Criteria (page 8)

Complete selection criteria are listed on page 8.

Total Awards—Round 4

- A total of up to \$500,000 is available in this fourth round of funding for research grants as follows:
 - Up to \$30,000 for single case studies.
 - Up to \$60,000 for multiple case studies.

Deadlines

- **October and November 2004**—Teleconferences for potential applicants (not mandatory). Preregistration details can be found at www.activelivingresearch.org. Applicants will have an opportunity to ask questions during teleconferences.
- **December 1, 2004 (1 p.m. PST)**—Deadline for receipt of proposals.

How to Apply (page 10)

All proposals must be submitted through the *RWJF Grantmaking Online system*.

For detailed information and submission guidelines, please contact the National Program Office or visit the program's Web site:

Active Living Research
Kevin Reese, Research Coordinator
Phone: (619) 260-5538
E-mail: kreese@projects.sdsu.edu

www.activelivingresearch.org

BACKGROUND

Physical inactivity is one of the most important modifiable threats to health. Despite the well-documented social, physical and mental health benefits of physical activity, at least 60 percent of adult Americans do not meet the recommendations of the U.S. Surgeon General for accumulating 30 minutes of moderate-to-vigorous physical activity most days of the week. Physical inactivity is estimated to be responsible for more than 200,000 deaths and \$77 billion in direct health care costs each year. It is widely recognized as one of the nation's most pressing health problems.

The majority of Americans are insufficiently active, but we do not fully understand why. Some research supports the idea that physical activity has been engineered out of our lives because of changes in how communities and buildings are designed, growing dependence on automobiles, widespread use of labor-saving devices, and sedentary work and recreation patterns. Yet little is known about the impact of these trends or how to counter them to promote physical activity.

THE PROGRAM

The Robert Wood Johnson Foundation (RWJF) is engaged in multiple strategies to promote healthier communities and lifestyles and to reduce the growing rate of childhood obesity. *Active Living Research* is a \$12.5-million national program of the Foundation, created to stimulate and support research that will identify environmental factors and policies that influence physical activity. Findings are expected to inform environmental and policy changes that will promote active living among Americans.

“Active living” is a way of life that integrates physical activity into daily routines. The goal is to accumulate at least 30 minutes of activity each day. Individuals may do this in a variety of ways, such

as walking or bicycling for transportation, exercise or pleasure; playing in the park; working in the yard; taking the stairs; and using recreation facilities.

The *Active Living Research* program focuses on relationships among characteristics of natural and built environments, public and private policies, and personal levels of physical activity. Policies adopted and implemented by governmental and nongovernmental organizations can affect physical activity by creating changes in the physical environment (such as changes in zoning or requirements for recreational facilities), by altering incentives (such as increased parking fees or location-efficient mortgages), or by improving the quality or quantity of activity-related programs (such as physical education in schools).

Active Living Research has three primary objectives: (1) to establish a strong research base regarding the environmental and policy correlates of physical activity; (2) to help build a transdisciplinary field of physical activity policy and environmental researchers; and (3) to facilitate the use of research to support policy change.

The chief aim of the *Active Living Research* program is to fill a knowledge void by supporting research to identify environmental factors and policies with potential to substantially increase levels of physical activity among Americans of all ages, incomes and ethnic backgrounds. Because decisions about community design are made continually, decision-makers need timely and accurate information about how their design and construction choices can affect the physical activity and health of entire populations. Research supported by this program will provide policy-makers with evidence about how to create more activity-friendly communities. Each year, *Active Living Research* will release a Call for Proposals to stimulate research on the wide variety of issues that are relevant to understanding how environments and policies can support active living. Information about previously funded grants is available on the Grants Page of the program's Web site at www.activelivingresearch.org.

Round 4 of funding will have a total pool of \$500,000 for case studies. Grants of up to \$30,000 are available for individual case studies. Grants of up to \$60,000 are available for studies that include multiple cases.

Case Studies of Active Living Policies

A body of knowledge is accumulating about the environmental and policy correlates of active living. For these research findings to make an impact on physical activity and health in the population, evidence-based environmental and policy changes must be implemented. Case studies are useful for communicating information to decision-makers about significant policies that could promote active living, as well as processes for changing existing activity-related policies. Case studies serve another function by generating hypotheses or suggesting new research questions that can lead to scientific and policy advancements.

The Round 4 Call for Proposals will fund grants to conduct two types of case studies:

1. Policy Change Process

These case studies will systematically examine and document the process of significant policy change attempts and communicate examples of and reasons for their success and failure. Each case study should preferably test one or more conceptual models about the change process. At a minimum, the policy change process should be evaluated using rigorous qualitative methods, and the procedures should be clearly described. Case studies in this category should include the perspectives of multiple stakeholders and the roles of institutional and personal influences on the process of change. The focus should be on the change process itself; the outcome may be the adoption or implementation or failure of the active living-related policy. Projects are not expected to evaluate quantitatively changes in physical activity as a result of the policy change.

Studies of multiple cases usually provide more generalizable results than single case studies. Such studies are encouraged, therefore, where they are feasible and logically related. Studies of multiple cases should use a common protocol that will facilitate cross-case comparisons.

2. Policy Innovations

These case studies will describe a significant policy change or set of policy changes that demonstrate the highest level of thinking and practice, are likely to substantially improve active living, and could serve as models for other communities. Some U.S. communities have demonstrated a long-term commitment to policies that are consistent with active living. A systematic description of the policies that have been adopted could lead other communities to pursue similar strategies. Although some communities may be recognized already for their leadership, an effective case study could expand awareness of the innovations and stimulate further research to evaluate such examples of “best practices.”

Other communities have demonstrated leadership that is more limited in scope by pioneering an active living-related policy that is not widely known, but has potential for widespread adoption. Still other communities may have instituted an innovative policy that was expected to promote active living and then discovered unintended negative consequences or other evidence that might caution others against adopting the policy. Case studies in this category should emphasize a clear and systematic description of the target policies and their apparent impact. In most instances, single case studies may be sufficient for describing the policy innovations. Unique circumstances may justify the use of multiple cases.

Applicants are encouraged to discuss the apparent impact of the policies. For these case studies, “impact” refers to such outcomes as changes in the built environment, incentives for

being active, or quality of activity-related programs.

Consideration of other outcomes, such as economics and social well-being, also would be welcome.

For both categories, the policy change target does not have to be specifically motivated by an intention to increase or decrease physical activity, but the policy should have a clear logical connection to physical activity for transportation, recreation or other purposes. Lessons derived from each case study should have the potential to be informative for decision-makers in many other communities. At the time of the proposal application, the target policy must already have been implemented, because the timeline does not allow for prospective studies. The target policy can be at the local, regional, state or national level. These projects are not expected to assess quantitatively the physical activity outcomes of the policy changes.

Case Study Reports

At the conclusion of each grant, *Active Living Research* will require case study reports that follow a specified outline to facilitate comparisons across case studies. Reports will include an executive summary, a full report that will be submitted to a peer-reviewed journal, optional appendixes, and a PowerPoint summary. Portions of the final report will be posted on the *Active Living Research* Web site. A preliminary description of the case study report outline is posted at www.activelivingresearch.org.

ELIGIBILITY CRITERIA

Preference may be given to applicants who may be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

SELECTION CRITERIA

Proposals should demonstrate the ability to produce clear, systematic studies that will inform policy-makers about promising approaches to making environmental and policy changes that increase physical activity in the United States. *Active Living Research* will assess each proposal based on the degree to which it:

- *(For studies of the policy change process)* Is likely to produce generalizable principles of policy change that can affect physical activity in large populations in many communities (e.g., children, minority populations).
- *(For studies of policy innovations)* Is likely to communicate effectively the strengths, weaknesses and likely impacts of innovative, successful or failed policies that are relevant to multiple communities.
- Articulates a clear hypothesis or conceptual framework that guides the case study data collection and analysis plans.
- Describes a plan for systematic data collection and analysis.
- Provides evidence of access to needed data.
- Documents that the experience, qualifications and time commitment of the investigator(s) and key project staff are adequate for conducting the proposed project.
- Includes a team member who is academically based or an investigator with a record of publishing case studies.
- Justifies the reasonableness of the budget request and feasibility of the timeline.
- Describes a reasonable plan to disseminate results to researchers and policy-makers.

EVALUATION AND MONITORING

Grantees will be expected to meet RWJF requirements for the submission of narrative and financial reports. Grantees also will be required to submit periodic information needed for overall project

performance monitoring and management. Project directors may be asked to attend periodic meetings and to give progress reports on their grants. *Active Living Research* staff or consultants will be available to provide technical assistance when needed to ensure the success of the project. At the close of each grant, the grantee is expected to provide a written report on the project and its findings, suitable for wide dissemination.

USE OF GRANT FUNDS

Funding will be commensurate with the size and scope of the proposed activity. Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, dataset procurement, meeting costs, project-related travel, supplies, computer software and other direct expenses essential to the proposed project, including a limited amount of equipment. In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities. *Active Living Research* grant funds may *not* be used for advocating, implementing or promoting environmental or policy changes.

Applicants are expected to include in the proposed budget travel costs needed to present their results to an audience that is consistent with the dissemination plan. It is permissible, but not required, to include travel costs to present findings at the *Active Living Research* Grantee Meeting and Conference in 2006. In some instances, applicants may be asked to participate in media and policy briefings and other forums that will help communicate research results to a wide audience.

HOW TO APPLY

Proposals may request up to \$30,000 for single case studies and up to \$60,000 for studies of multiple cases. The study timeline is 12 months.

All proposals must be submitted through the RWJF Grantmaking Online system. To apply, use the Web links listed below.

Applicants must submit an online proposal of no more than 15 pages, double-spaced, accompanied by a budget and budget narrative and additional supporting documents.

To apply, go to <http://grantmaking.rwjf.org/pap6>

Proposals must utilize the online template(s) to include the following components:

- Description of the targeted policy change.
- Significance and relevance to active living.
- Description of the population(s) impacted by the policy change.
- Estimate of the potential for the targeted change to be replicated in multiple locales and to affect large numbers of people.
- Articulation of any hypotheses or conceptual models guiding the case study.
- Context and background of the case(s) and description of previously published reports on this case.
- Description of methods used to collect and analyze data.
- Access to data sources.
- Proposed outline for the final report and statement of an intention to follow the format described at www.activelivingresearch.org.
- Anticipated use of photographs, figures and tables.
- Plan for disseminating results.
- Investigator qualifications, including prior experience in conducting and reporting case studies.

Guidelines and information, including a list of Frequently Asked Questions (FAQs), are available on the *Active Living Research* Web site at www.activelivingresearch.org. *Active Living Research* will host applicant conference calls (listed under Timetable) to answer questions about the program, as well as the application and selection processes. Participation in these calls is encouraged, but not required.

PROGRAM DIRECTION

Direction and technical assistance for this program are provided by San Diego State University, which serves as the National Program Office (NPO):

Active Living Research Program
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Responsible staff members at the NPO are:

- James Sallis, Ph.D., *Program Director*
- Leslie Linton, J.D., M.P.H., *Deputy Director*
- Kevin Reese, M.C.P., *Research Coordinator*
- Andrea Deen, M.P.H., *Research Coordinator*
- Irvin Harrison, M.A., *Administrative Coordinator*

Responsible staff members at The Robert Wood Johnson Foundation are:

- M. Katherine Kraft, Ph.D., *Senior Program Officer*
- C. Tracy Orleans, Ph.D., *Senior Scientist and Senior Program Officer*
- Kathryn Thomas, M.J., *Senior Communications Officer*
- Jeanne Stives, *Grants Administrator*

NOTES

TIMETABLE

September 20, 2004
RWJF Grantmaking Online system is available to applicants.*

October and November 2004
Optional teleconference calls for potential applicants. Details and preregistration information are posted at www.activelivingresearch.org. Applicants will have an opportunity to ask questions during teleconference calls.

December 1, 2004 (1 p.m. PST)
Deadline for receipt of proposals. All proposals must be submitted through the *RWJF Grantmaking Online* system.*

April 22, 2005
Notification of awards.

Summer 2005
Funding initiated.

** All applicants should log in to the RWJF Grantmaking Online system and familiarize themselves with online submission requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to other applicants, the program will not accept late applications.*