**100 Million Healthier Lives – Spreading Community Accelerators through Learning and Evaluation (SCALE)**

**Supported in part by the Robert Wood Johnson Foundation**

**Request for Application for Pathway to Pacesetter Communities**

**SCALE-PATHWAY TO PACESETTER OVERVIEW**

We are pleased to announce the next phase of 100 Million Healthier Lives SCALE: Pathway to Pacesetter, which will support over 100 communities to help accelerate their improvement journey. The goal of Pathway to Pacesetter is to support local leaders at every level of a community to be successful and to multiply their effectiveness in achieving their existing vision and goals.

**S**preading **C**ommunity **A**ccelerators through **L**earning and **E**valuation (SCALE) is an exciting opportunity, made available by the generous support of the Robert Wood Johnson Foundation, for communities in the United States to substantially accelerate their health improvement journey. SCALE recognizes and values that communities hold the solutions to improve their health. Therefore, the goal of SCALE is to equip communities with skills and resources to unlock their potential and achieve significant results.

Twenty “pacesetter” communities and 4 “mentor” communities were selected in April 2015 to participate in SCALE, a 20-month intensive “learning and doing” program designed to assist communities to achieve unprecedented results in improving the health and well-being of people, populations and the community-at-large and to close equity gaps.

Hundreds of other communities expressed interest in accelerating their health improvement journey and asked if there might be a way to participate in the support system being designed for SCALE even without additional funding. In addition, many of you reported being earlier on the journey to becoming pacesetters and asked what might be available to help you develop your capabilities to be more successful in the future. Our team has been working tirelessly to identify simple, scalable, affordable ways to make meaningful technical assistance available to all communities because we

firmly believe that all communities should have access to these resources. We worked with over 100 of you to identify what would be most useful to you.

*SCALE-Pathway to Pacesetter is a signature program of the 100 Million Healthier Lives initiative,* [*www.ihi.org/100milionhealthierlives*](http://www.ihi.org/100milionhealthierlives) *and supports the Robert Wood Johnson Foundation’s Culture of Health vision,* [*https://www.youtube.com/watch?v=rs4QSF6mxug*](https://www.youtube.com/watch?v=rs4QSF6mxug)

**IDEAL APPLICANT**

For the purpose of this RFA we define community as a geographic area with a shared governance structure and a shared plan for improving health. An ideal applicant would be a coalition that is representative of the community and is composed of at least three partnering organizations capable of addressing the determinants of health (across healthcare, community, public health, social services, etc.). This coalition would be:

* Committed to health, well-being and equity
* Experienced with collaboration
* Devoted to meaningfully engaging community members and patients/clients
* Aware of its need to improve
* Motivated to accelerate the pace of improvement
* Prepared to do the work necessary to learn quickly and get to outcomes
* Willing to use and be transparent in sharing data
* Eager to be part of an effective coaching and peer-mentoring process
* Ready to adapt best practices that are relevant to its community

***We are not looking for “perfect communities”—we are looking for places that are hungry to be effective in their improvement efforts and committed to health, well-being and equity. For Pathway to Pacesetter, we will be looking for communities that are at all stages of their journey. Unlike SCALE, all qualifying teams will be accepted into Pathway to Pacesetter until we reach a maximum of 200 communities.***

**OUR EXPECTATIONS**

Pathway to Pacesetter communities must be willing to:

* Work across sectors (e.g., healthcare, education, public health, etc.);
* Adopt an improvement approach (e.g., a learning attitude, willingness to try things and test changes, and use data for improvement);
* Identify a team of people to work on the initiative;
* Report and share data monthly;
* Share the good, the bad, and the ugly with transparency with other 100 Million Healthier Lives communities;
* Address equity as part of their health improvement goals;
* Attend all core Pathway to Pacesetter activities for the duration of the program
  + Monthly Webinars
  + 100 Million Healthier Lives Support System
  + HealthDoers Online Peer Learning Community Platform
  + Peer Community Team (Free) **OR** Coach Supported Peer Community Team ($1800)
* Participate in a peer mentoring process; and
* Embrace the opportunity to mentor other communities in the future.

**OUR OFFER**

Pathway to Pacesetter communities will have access to the following over the 18-month period from October 1, 2015 through March 2017:

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| **Program Component** | **Cost** |
| **Monthly WebEx Webinars** - A systematic virtual “learning and doing” program consisting of monthly webinars that assist community representatives to expand skills and capabilities to accelerate their improvement journey, including skills of leadership, collaboration, change management, innovation, process improvement, and implementation. | Free |
| **HealthDoers:** Online Peer Learning Community - Access to a peer-learning and knowledge-sharing technology platform; | Free |
| **Support and tools from the broader 100 Million Healthier Lives Initiative**, including national leaders. | Free |
| **Peer Mentoring Options**  Option 1:  Peer-to-peer supported learning, mentoring and trouble-shooting.  **OR**  Option 2:  Improvement Coach-Supported Peer community team- support from a trained improvement coach who will offer individualized guidance and feedback on your improvement plans and progress. | Option 1: Free  Option 2: $1800 for the full 18 months payable in installments |
| **Certificate Program** - Access to an online certificate program to help develop deep skills in improvement for change agents in your community. | $250/person  $500/team of 4 must include a student |
| **Face to Face Opportunities** - Access to two face-to-face meetings a year where you can present your community’s health improvement journey and learn from other communities. First face-to-face opportunity will occur September 30th in Washington DC at the Communities Joined in Action conference. | Cost of travel plus conference fees for adjacent meetings |
| **Optional Enhancements** - Priority access to special opportunities to accelerate community health improvement. | Variable cost, depending on the offering |

**100 Million Healthier Lives-SCALE PATHWAY TO PACESETTER PARTNERS**

The partners who have come together to create the SCALE and Pathway to Pacesetter initiatives have extensive experience in supporting effective change at community and health care system levels and have collectively partnered with hundreds of communities and organizations in their effort to lead change.

**Community Solutions** is a registered 501(c)(3) organization that helps communities solve the complex problems facing their most vulnerable, hard hit members. Community Solutions works from eight locations to assist communities throughout the United States and internationally. Community Solutions recently successfully concluded the 100,000 Homes Campaign through the effective application of improvement science to a major social issue, homelessness. <http://cmtysolutions.org/>.

**Communities Joined in Action** (CJA) is a private, non-profit membership organization of nearly 200 community health collaboratives committed to improving health, improving access, and eliminating disparities in their communities. CJA’s mission is to mobilize and assist these community health collaboratives to assure better health for all people at less cost. <http://cjaonline.net>.

**Collaborative Health Network** is a vibrant network that connects diverse stakeholders and trusted groups who are working to improve community health and healthcare, especially those taking a multi-sector, collaborative approach. Supported by the Robert Wood Johnson Foundation (RWJF) and led by the Network for Regional Healthcare Improvement (NRHI), the Collaborative Health Network is designed to accelerate the adoption of what is working locally, and to identify the next generation of challenges. <http://www.nrhi.org/collaborative-health-network>.

**Institute for Healthcare Improvement (IHI)** is a leading innovator in health and health care improvement worldwide. For more than 25 years, IHI has partnered with visionaries, leaders, and front-line practitioners in hundreds of communities around the globe to spark bold, inventive ways to improve the health of individuals and populations. Recognized as an innovator, convener, trustworthy partner, and driver of results, IHI offers expertise, help, and encouragement for anyone, anywhere who wants to change health and health care profoundly for the better. IHI is well known for successfully leading the 100,000 Lives campaign, which accelerated the patient safety movement, and as the pioneer in developing and testing the Triple Aim of experience, health and cost. [ihi.org](http://www.ihi.org).

**Abraham H. Wandersman, PhD**, Professor of Psychology from the University of South Carolina, is an expert in formative evaluation who has worked with communities for over 40 years to help them learn and improve. Dr. Wandersman is leading a team of empowerment evaluation experts from multiple institutions to help us all understand what it takes to accelerate change within and between communities.  Collectively, they have worked on a variety of projects in multiple settings and in diverse content areas and bring extensive expertise in designing, monitoring, and sustaining evidence-based programs in community-based settings.  Dr. Wandersman has received numerous awards for his groundbreaking work in developing the field of formative evaluation, in which a team learns alongside communities in the process of creating change.  He is a co-author of Prevention Plus III and a co-editor of Empowerment Evaluation: Knowledge and Tools for Self-Assessment and Accountability and of many other books and articles.  In 1998, he received the Myrdal Award for Evaluation Practice from the American Evaluation Association.

***Two key lessons we have learned from our decades of collective experience is that we can achieve our goals much faster by learning together as we go - rather than waiting for a perfect plan or perfect resources; and that knowledge about how to create effective improvement and change can dramatically accelerate efforts.***

**JOIN THE JOURNEY!**

Accelerating the pace of improvement and creating a “culture of health” will be challenging and exhilarating. It will require a new level of commitment from each and all of us. To reiterate, to become a Pathway to Pacesetter community, you don’t need to be “perfect,” but you do need to be ready to roll up your sleeves with your peers across the country and get to work. We are eager to support you in your improvement journey. We are eager to work with you to help create meaningful connections. We are eager to help ensure that your community health improvement efforts are successful.

***We’re excited to learn with and from you, and have fun improving health - together!***

**SCALE Pacesetter Community - Application Timeline**

**Application Release:** RFA Released August 5th, 2015

**Application** **Opens:** August 5, 2015**:** [**https://www.surveymonkey.com/r/DY5R25Z**](https://www.surveymonkey.com/r/DY5R25Z)

**Info Sessions/Office Hours for SCALE Applicants:** Please register for the call(s) you would like to attend by clicking on the link(s) below. **Recordings of these sessions will be available following each call.**

* **Wednesday** August 5th EST from 2:00 -3:30PM
* **Tuesday**, August 18th EST from 2:00-3:30PM

**Applications Accepted (Rolling):** August 5th 2015 to September 8th 2015 at 8PM ET, 5PM PST

**All qualifying applicants will be accepted until we have reached maximum capacity of 200 communities.**

**Checklist for Pacesetter Community Applicants**

* Read the Request for Applications and the Frequently Asked Questions (FAQs)
* Sign up for an informational call, as needed
* Complete the online application: [**https://www.surveymonkey.com/r/DY5R25Z**](https://www.surveymonkey.com/r/DY5R25Z)
* Complete the Enrollment Process
* Attend the Welcome and Logistics webinar on September 15th EST from 2-3:30PM
* Attend a Virtual Focus Group session during the week of August 17th (To be scheduled)
* Identify coalition members who may be able attend the first face to face session – September 30th, 2015 in Washington DC (with Communities Joined in Action)
* Attend first monthly webinar on October 19th EST from 2-4:30PM
* For questions, please email Hayley Browdy [hbrowdy@ihi.org](mailto:hbrowdy@ihi.org)

**For questions and more Information: An FAQ is available** [**here**](https://www.dropbox.com/s/mlldwu8u7dgo67i/Frequently%20Asked%20Questions_Pathway%20to%20Pacesetter.docx?dl=0)**.** For further questions please contact Hayley Browdy [hbrowdy@ihi.org](mailto:hbrowdy@ihi.org).