



## **ABOUT THE 2007 BRIDGE OVER TROUBLED WATER AWARDS**

The Visionary Leadership Institute is pleased to announce the **2007 Bridge Over Troubled Water Awards for Health**. This is the first year of this awards program. The goal of this awards program is to recognize the efforts of churches, nonprofits, businesses, media and coalitions in underserved communities that have a program which focuses on health promotion and disease prevention as a significant part of their mission.

### **AWARD GUIDELINES**

Please note that the Visionary Leadership Institute's 2007 Bridge Over Troubled Water Awards Program is NOT a grants program and organizations will not receive funding to establish new health promotion and disease prevention programs with this award.

The 2007 Bridge Over Troubled Water Awards are spearheaded by a regional steering committee made of health, community and business leaders throughout the Mid South. The awards will be presented at the 4<sup>th</sup> Annual Gathering of Women in Ministry Leadership in Baton Rouge, Louisiana on September 14, 2007 during the luncheon keynote address of Risa Lavizzo-Mourey, MD, MBA, President/CEO, The Robert Wood Johnson Foundation, the nation's largest healthcare foundation.

### **CATEGORIES**

#### **Category Number 1: CHURCH AWARDS**

**Physical Health Empowerment Award** will go to the church which has developed an exemplary health promotion and disease prevention program(s) which has provided programs to heighten awareness, educate on disease prevention and control and health promotion in areas such as: cardiovascular health (high blood pressure, high cholesterol), obesity, diabetes, healthy eating, exercise, cancer, tobacco use prevention and etc., and/or increased access to health care.

**Behavioral Health Empowerment Award** will go to the church which has developed an exemplary health promotion and disease prevention program(s) which has provided programs to heighten awareness, educate on disease prevention and control and health promotion on topic such as: mental illness, domestic abuse, substance abuse, child abuse, violence, HIV/AIDs, etc., and/or increased access to health care.

**Innovation Award** will honor a church whether large or small, rural or urban who has taken limited resources and accomplished great results in physical health empowerment, behavioral health empowerment and disaster response (flood, hurricane, tornado, storms and etc) and/or increased access to health care.

## **Category Number 2: NON-CHURCH AWARDS**

**Program of Excellence Award in Prevention and Control of Chronic Disease** will be given to a non-church organization, business, media or coalition that has developed and implemented a program which successfully reduces the chronic disease burden. Objectives for this program must have been based on sound epidemiologic data. The evaluation data must show significant impact.

**The Public Policy Award** is given to a non-church organization, business, media or coalition that has been effective in promoting policy change that reduces the chronic disease burden on a national, regional, state, or local level.

**Innovation Award** is given to a non-church organization, business, media or coalition who has taken limited resources and accomplished great results in physical health empowerment, behavioral health empowerment and disaster response (flood, hurricane, tornado, storms, and etc) and/or increased access to health care.

## **ELIGIBILITY**

**Category Number 1** is for Churches in **Arkansas, Louisiana, Mississippi or Tennessee** that have an existing program that focused on health promotion, disease prevention and control for at least one year or greater.

**Category Number 2** is for Non-Church organizations in **Arkansas, Louisiana, Mississippi or Tennessee** that have an existing program that focused on health promotion, disease prevention and control for at least one year or greater.

Any organization submitting a program must agree to full disclosure of how it was developed and provide sufficient details to enable replication if the organization receives an award. This includes sharing data and research and allowing key staff to be available for interviews.

Upon notification of the award, the winners must also agree to work with the Visionary Leadership Institute staff to develop a full description of the community-based program for a final report to be developed by the Awards program.

## **CRITERIA**

Applications will be judged on the following criteria:

1. **Impact** – applications will be evaluated based on impact it has had on the knowledge and behavior of community members such as: testimonials, surveys, published results, and etc.; qualitative data will strengthen your case
2. **Program Design** – applications will be evaluated based on the structure of the program, its soundness, uniqueness; creative and value added partnerships are desired
3. **Basis in research** –applies research to practice, such as: results of national standards of care i.e. define Hypertension according to JNC, LII, Diabetes according to guidelines of American Diabetes Associations, etc.
4. **Potential for replication or adaptability** –others could easily begin a similar program or whether others have already done so.
5. **Reach** – the population(age, number of people, demographics) affected by this program and how your program serves gap populations often neglected or underserved by others

### **SUBMISSION REQUIREMENTS**

All applications must be submitted by mail. Although the narrative is limited to three pages, please provide succinct but detailed responses. For an application to be reviewed, all questions must be answered and the following format used.

- a. Please submit your completed application (cover page and detailed narrative describing your entity's HEALTH Initiative), with all attachments in one package by mail. Must be **postmarked** no later than **August 17, 2007**
- b. Please do NOT bind your presentation as it makes it difficult to duplicate.
- c. Please submit your entry to:  
The Bridge Over Troubled Water Awards  
Attn: Steven Cooper  
Visionary Leadership Institute  
134 Amite Street  
Jackson, MS 39201

Please Note:

- Keep duplicates of all materials you send, as we will not be able to return anything to you.
- As part of the awards program, a site visit may also be required.

All applications will be reviewed by a Steering Committee, including key staff members of Visionary Leadership Institute. Final award winners will be chosen by a panel of judges who are experts in the field of health disparities, philanthropy and community development.

Award winners are expected to attend the awards ceremony in Baton Rouge during the keynote luncheon on Friday, September 14, Hilton Capitol Center, noon. Winners will be notified no later than September 3, 2007. One night at the Hilton Capitol Center will be reserved at the expense of the Visionary Leadership Institute for award winners and conference registration will be waived for two persons from the winning organizations.

**Visionary Leadership Institute**  
*2007 Bridge Over Troubled Water Awards*

Churches, Non-profits, Businesses, Media & Coalition efforts in addressing health disparities in  
Arkansas, Louisiana, Mississippi and Tennessee

## APPLICATION

By taking the time to fill out and submit this application, your entity will not only be considered for The Bridge Over Trouble Water Awards, but your story will serve to educate and inspire other organizations to get actively engaged in responding to the health crisis in our communities.

**1. Please attach this page to the front of your application.**

### CONTACT INFORMATION

Name of Entry in Full \_\_\_\_\_

Entry Designation(Check one): \_\_\_\_ Church or \_\_\_\_ Non-Church (SPECIFY:\_\_\_\_\_)

Award Category for Churches(Check one): \_\_\_\_ Physical Health \_\_\_\_ Behavioral  
Health \_\_\_\_ Innovation Award

Award Category for Non-Churches(Check one): \_\_\_\_ Program of Excellence \_\_\_\_ Public  
Policy \_\_\_\_ Innovation Award

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Senior Pastor/CEO \_\_\_\_\_

Key Contact (if not the Sr. Pastor or CEO) \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

### ORGANIZATIONAL INFORMATION

Denomination/Industry \_\_\_\_\_

Date Founded \_\_\_\_\_ Church Membership/Number of Employees for Non-Churches \_\_\_\_\_

Annual Budget \_\_\_\_\_ Budget Committed to Health Initiative \_\_\_\_\_

Describe briefly (no more than 20 words) what initially inspired your entity to address the health crisis.

I, \_\_\_\_\_, verify that all the information contained in this application is accurate and true, to the best of my knowledge.

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Signature

Position in the entity

Date

**2. Submit a detailed description (no more than 4 pages in 12 point, 1 inch justified margins, single-spaced) of your organization's health program to include the following information.**

**A. Summary of the program (maximum of 100 words)**

- History of the church or non-church organization, business, media, or coalition? Including when the program was started and how long it has been in existence
- Program purpose, activities, goals, etc.
- Is the pastor or leadership involved?
- To what geographic location are you directing your efforts?
- Persons served (number, who, specifics)

**B. Narrative (up to three pages, single-spaced)**

- Description of applicant organization (including non-profit status)
- Description of the program
  - a. Clearly describe the program including specific needs you are addressing (prevention, treatment, care, advocacy, education, etc) and the rationale behind your efforts.
  - b. Specific goals and objectives, current results to date, and expected, outcomes in the next 12 months.
  - c. Who is your program impacting most? Including how many and what types of people have been served?
- What is the total overall budget? And resources committed to the program (funding, volunteers, gif-in-kind, etc)
- How have you built sustainability into your plan in order to have long-term impact?
- How many members/staff or volunteers are utilized? With what credentials?
- Congregation and community involvement and how you have educated and motivated them to get involved.
- What specific impact have your program had on the health crisis?
- If appropriate, describe with whom you collaborated or formed a partnership and how it functions

**3. Criteria used to evaluate your application**

- Innovation: Explain how the program is new or different and how it enhances quality.
- Effectiveness or impact: Describe the impact of the program and how it was measured. Be as specific as possible. For example, what percentage of the target group has been reached successfully? How did you measure the results? Describe any evaluation undertaken to prove the impact of the program.
- Basis in research: Describe the research base used to develop your program (e.g., community needs assessment, literature review, or survey). Describe how it builds upon similar programs or models or extends a proven model to new population or user.
- Reach – share about the population (age, number of people, demographics) affected by this program and how your program serves gap populations often neglected or underserved by others
- Program Design – applications will be evaluated based on the structure of the program, its soundness, uniqueness; creative and value added partnerships are desired

- Replication or adaptability: Describe whether the program has been replicated or how easy it would be to do so. What was the budget for the program (is it prohibitively expensive)? Describe what would be required for someone else to replicate what you have done and the resources to do so (costs, staff, other resources). Clearly indicate your agreement to full disclosure of all necessary details to enable replication and to provide contact information for an individual to respond to inquiries.

**3. You may also choose to include: (optional)**

- Testimonials (up to 3, no more than 1 page each)
- Photographs
- Brochures or printed information
- DVDs or videos covering your project are acceptable.

**NO MATERIALS WILL BE RETURNED.**