



HRET
COMMUNITY
Outreach Awards

Call for 2010 Entries

Deadline: October 14, 2009

The Community Outreach Award was founded on the belief that the partnerships between a hospital and its community are necessary to build and sustain health. The development of integrated “community care networks” enables hospitals to collaborate with communities to emphasize prevention and minimize illness. Through hospital community outreach programs the infrastructure is created to bring about changes needed to attain improved health and well-being for the community.

The New Jersey Hospital Association (NJHA) is committed to proactively guiding hospitals and community leaders to develop partnerships addressing needs of their community members. The Health Research and Educational Trust of New Jersey (HRET), a nonprofit affiliate of NJHA, established the Hospital Award for Community Outreach activities in 1991 to recognize hospital-initiated programs that demonstrate prospective identification, creative response, active collaboration and successful fulfillment of community needs. HRET’s 2010 Community Outreach Award Program seeks to publicly acknowledge hospital-community collaborative efforts leading to development of a shared vision of health.

CRITERIA

In an effort to make awards reflective of programs that address major healthcare issues in our communities today, the award categories were changed in 2004. Best community achievements will be recognized based on community partnerships and innovative programs/services focusing on three themes: **PREVENTING DISEASE AND INJURY**; **IMPROVING ACCESS AND QUALITY OF CARE**; **REDUCING HEALTHCARE DISPARITIES**. Removing barriers to care should be the focus of all programs. In each theme, different population categories may be the target of health improvement interventions including children, the elderly and those with special needs (i.e. indigent, minorities, women, patients with disabilities, addictions or specific diseases such as cancer, HIV/AIDS or chronic conditions). Entries may be submitted by all NJHA member hospitals for all themes.

To enter, a project or program must implement healthcare improvement

strategies on an ongoing basis focusing on community service and patient care. Short-term/one-day programs and special events are not eligible to apply. The themes and categories may change in the future. Programs must have been implemented during the period of **Jan. 1, 2009 through the present**, or must have been active during this period if implemented before this timeframe. Hospitals that submitted an entry in previous years but were not chosen to receive an award may resubmit that entry for 2010 if the program is still in progress and is relevant to this year’s themes. For each program submitted, applicants may only choose one theme that best describes their program.

Again this year, awards are presented in two major categories: programs with a budget more than \$50,000 — three awards, one in each of the above themes; programs with a budget less than \$50,000 — one award on any of the above themes.

Winners will be selected by a distinguished panel of judges representing various healthcare and community providers and professionals.

Selection criteria include: social significance and measurable impact on health status of the community; partnerships, originality and innovation; design implementation and evaluation; cost effectiveness; replicability and sustainability.

RECOGNITION

The winners and all other entrants will be notified of the results prior to the awards presentation. The awards will be presented at the NJHA Annual Meeting January 22 at the Princeton Hyatt Regency. The winners will receive a specially designed crystal reflecting the concept and spirit of the award, a banner to display in their facility and recognition in NJHA/HRET publications.

APPLICATION FORM

HOSPITAL _____

MAILING ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

CONTACT _____

TITLE _____

PHONE _____

FAX _____

E-MAIL ADDRESS _____

TITLE OF PROGRAM _____

PROGRAMS WITH ANNUAL BUDGETS MORE THAN \$50,000

- AWARD THEMES** PREVENTING DISEASE AND INJURY
 IMPROVING ACCESS AND QUALITY OF CARE
 REDUCING HEALTHCARE DISPARITIES

PROGRAMS WITH ANNUAL BUDGETS LESS THAN \$50,000

THEME ANY OF THE THEMES ABOVE, SPECIFY THEME _____

COLLABORATORS *(Please include organization, name, title and phone number of contact person)*

- 1) _____

2) _____

3) _____

SIGNATURES

I (we) certify that the project, program submitted for the HRET Community Outreach Awards is completely and accurately described and NJHA/HRET is authorized to publish its outstanding features, unique aspects or innovations.

CHIEF EXECUTIVE OFFICER

PRINTED NAME

SIGNATURE

VICE PRESIDENT OVERSEEING PROGRAM

PRINTED NAME

SIGNATURE



APPLICATION

A COMPLETE APPLICATION CONSISTS OF ONE ORIGINAL AND FIVE COPIES OF THE FOLLOWING.

1. COMPLETED APPLICATION FORM

To keep submission format simple and consistent, we request you staple your application form and other materials and do not use binders or folders.

2. PROGRAM SUMMARY

Please provide a brief description (maximum of one page in length, double-spaced, 12 pt. font) of the program, the population it serves, i.e. its size, geographic location, primary social and healthcare needs it addresses, community partnership and integration, list of major activities to meet the identified needs and description of their outcomes.

3. PROGRAM DESCRIPTION

Please provide a description (maximum of four pages in length, double-spaced, 12 pt. font) of the community outreach program that improved the health of the population it served, including the highlights of:

- Social significance and measurable impact on health status of the community
- Partnership, originality and innovation
- Program design, strategies and accomplishments
 - ◀ How the unique needs and resources of the community were identified.
 - ◀ What were the barriers and needs identified and addressed by the program.
 - ◀ What were the characteristics of the population it served, its size, geographic location, and their primary social and healthcare needs.
 - ◀ What was the program's primary goal and what were the specific objectives and action steps taken to accomplish that goal.
 - ◀ What strategies were used to remove the identified barriers and how the program was implemented.
- How the community partner's resources/assets were utilized and the program's overall cost effectiveness.

- How the program was integrated in the community and if it was a part of an integrated community care network.
- How the program was evaluated. Provide statistics on program success, such as the number of people served, number of visits and quantifiable improvements in health status.
- How the initiative met the unique needs of the population and improved community health.
- Replicability and sustainability of the program

4. PROGRAM EXPENSES

Please provide a list of the project's total operating expenses for the most recently completed fiscal year and an itemized list of the major funding sources.

DEADLINES

SEND APPLICATIONS TO:

HRET Community Outreach Awards
Health Research & Educational
Trust of New Jersey - Research Dept.
760 Alexander Road
Princeton, NJ 08543

Applications for the 2010 awards must be submitted by
October 14, 2009.

Entries will be judged by
November 23, 2009.

FOR MORE INFORMATION CALL:

HRET Research Department at
(609) 275-4145.