

## About the Robert Wood Johnson Foundation

The mission of the Robert Wood Johnson Foundation (RWJF) is to improve the health and health care of all Americans. We care deeply about the pressing health and health care issues facing our country, and we work with a diverse group of dedicated people and organizations to identify solutions and achieve comprehensive, meaningful and timely change. RWJF is committed to addressing health and health care problems at their roots, and to help make a difference on the widest scale—particularly for the most vulnerable among us. We have ambitious goals and we use a variety of strategies to achieve them. The Foundation supports training, education, research, and projects that demonstrate the effective delivery of health services. We aim for large scale change by working with our grantees and partners to improve the systems through which people receive care and to foster environments that promote health and prevent disease and injury.

To us, philanthropy is much more than writing checks. The philanthropy we practice seeks to be transformative—to change society and the lives of all Americans for the better. It is philanthropy that can alter the trajectory of families, neighborhoods and communities, prompt new public policies, trigger new private actions, change current systems—even invent entire new ones. A few examples of our past efforts are illustrative:

- Today, every school child in America knows to dial 9-1-1 in an emergency. That wasn't the case more than 30 years ago, when we first helped to create and proliferate what has become today's modern emergency medical response system. Emergency Medicine is now a professional discipline, and most every hospital, city and town has its own integrated emergency system.
- The changes in public behavior and attitudes toward tobacco use are staggering and viewed as a tremendous public health success story. Thirteen years ago, we introduced new approaches for research, prevention and treatment of tobacco use that have achieved extraordinary results, improving the public's health and saving lives.
- We were instrumental in helping to establish and legitimize the field of end-of-life care, developing guidelines for what constitutes good palliative care and promoting the adoption of palliative care programs by hundreds of hospitals across the country. What was once an issue that was ignored or swept under the table is now an integral, recognized feature of high-quality care.

As we continue to address the difficult health and health care issues that face our country today—like halting the rise in childhood obesity; improving the quality of care; raising the visibility, effectiveness and readiness of the public health system; and ensuring that everyone in America has stable, affordable health care coverage—we hope, and expect, to have similar impact.

**Resources:** Better information provides the groundwork for better decisions. This belief is central to RWJF's commitment to funding research and providing resources aimed at improving health and health care. We believe that developing and disseminating focused research will lead to sound, new solutions to the complex problems that affect the health and health care of our country. RWJF offers a variety of resources for policy-makers, health leaders, researchers, journalists, and others to do just that. From the Foundation's website, [www.rwjf.org](http://www.rwjf.org), you can access research findings and summaries, feature stories, profiles, news digests, and books and other print materials; you can view webcasts of program briefings, roundtables and our television health series; and of course, you can learn more about the Foundation's areas of interest and the types of grants we fund.

## RWJF Areas of Interest

We are guided by a fundamental premise: that we are stewards of private funds that must be used in the public's interest. As we address America's critical health and health care issues, the need for accountability and measurable impact is evident. We have chosen a group of issues to attack head-on by setting a specific objective, a time frame, a plan of action, and a budget to accomplish the objective. These interest areas include:

**Childhood Obesity:** Working to reverse the rise in childhood obesity by 2015, by building the evidence of what works to promote healthy eating and increase physical activity among kids; engaging partners at the local level, building coalitions, and promoting the most promising approaches; and educating leaders and investing in advocacy.

**Health Insurance Coverage:** Ensuring that all Americans have affordable and stable health care coverage that includes necessary, appropriate and effective health care services; is continuous and portable; promotes high-quality and cost-effective health care; and is based on shared responsibilities between the public and private sectors and individuals.

**Public Health:** Strengthening our long-eroded public health system to make it better prepared to promote health and protect all Americans from a wide range of threats—from infectious disease and exposure to secondhand smoke, to extraordinary crises like pandemic flu or natural disasters. We are improving the performance and impact of public health agencies; increasing advocacy for public health resources and policy changes that improve the public's health; and building an evidence base for effective public health practice and policy.

**Quality/Equality:** Ensuring that all Americans, especially those with chronic conditions, receive high-quality care is central to the RWJF mission. We are focused on standardizing the measurement of quality; engaging consumers and purchasers in demanding quality; demonstrating that when providers, purchasers and patients are aligned around a common set of quality standards, better care is possible; and evaluating progress toward genuinely higher quality.

**Human Capital:** Supporting new methods in leadership development, building diversity in the health professions, increasing the number of health and health care professionals trained in quality improvement methods, and addressing the nurse faculty shortage; because a diverse, well-trained leadership and workforce is essential to improve the health and health care of all Americans.

**Vulnerable Populations:** Improving health often means far more than improving access to medical care. Housing, education and income all significantly affect health, and those who lack them often bear a disproportionate share of the burden of disease. We seek to create profound change in the health status of highly vulnerable people by addressing health in the context of these social factors that limit good health.

**Pioneer:** Supporting novel, high-return ideas that may have far-reaching impact on people's health, the quality of care they receive, and the systems through which that care is provided. We seek ideas not only from the mainstream of health and health care but also looks to sources outside of these fields for innovations that seek to have transformative impact.