

Innovation has been described with these words: "The best way to predict the future...is to create it."

- Author Unknown

PRESCRIPTION FOR health highlights

PROMOTING HEALTHY BEHAVIORS IN PRIMARY CARE RESEARCH NETWORKS

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Innovation Through the Lens of Prescription for Health

At this year's annual meeting of RWJF program directors, we were reminded that innovative organizations display four core values: honesty, trust (in each other, in their organization, and in themselves), rigor (they measure things), and faith—in what could be possible. Round 1 of P4H could, in my view, serve as verification of this assertion. From our vantage at the NPO, we have been impressed by the open sharing among the 17 projects, your confidence in yourselves, your desire to quantify and describe the nature and effects of what you do, and your belief that frontline practice can be made better by figuring out how to help patients adopt healthier behaviors. P4H innovators, individually and as a group, displayed these core values, and convinced us that we were right to call you *innovators*.

From our perspective, you have accomplished a great deal in a short time. You have provided further "proof of concepts" and pointed toward the viability of comprehensive, systematic adoption of health behavior counseling in new models of primary care. Among our most important overarching results is the recognition of how your ideas for primary prevention mapped to ideas about chronic disease care, suggesting possible efficiencies in practice that may accelerate adoption of both better primary prevention and chronic disease care into primary care. Among our greatest satisfactions is having done this together in real

practice settings involving family physicians, internists, nurses, and pediatricians—attaining a scope of work that is relevant for almost all people. Among our greatest delights are the privilege of working so closely with the analysis team, collaborating with staff at both the Foundation and at AHRQ and its PBRN Resource Center; and the way in which all 17 projects are pulling together to produce a journal supplement with key insights, not years later but almost immediately.

For all you've done and for the thoughtful and amicable way you have done it, the NPO staff thank you.

Larry A. Green, MD



Happy Holidays from the NPO

Maribel Cifuentes
Michelle Shiver
Julie Stevenson
Linda Niebauer

Round 1 Wrap-up

Final Innovators Meeting, Lansdowne Resort

The fall 2004 Innovators Meeting in Leesburg, Virginia, was laced with enthusiasm, engagement, and much forward thinking. Feedback from participants indicated that the meeting format, environment, and participant chemistry and energy fostered a collegial culture that promoted strong collaborative interactions and plans. One person commented that the difference between the first and last innovators meeting was the 'warmth and amount of teasing' that occurred indicative of the trust and relationships that have been developed over the two years. In your program evaluations you described specific concerns for consideration in Round 2. We appreciate your input and will do our best to incorporate your suggestions into our operations.

A real positive spin-off of this initiative was to behold the bonds that formed between and among networks in Round 1, as well as the desire expressed by attendees to continue working together beyond this project.

Dissemination of Lessons Learned

You have all contributed a 2-page lessons paper for inclusion in the May/June 2005 *Annals of Family Medicine Supplement*. Please refer to "Dates to Remember" (right) for submission instructions. Thanks to all for your timely efforts, this is shaping up to be a terrific body of work. For those of you who don't know, the five synthesis papers that will be considered for this same supplement are:

- P4H Overview (Cifuentes, et al.)
- Implementing Health Behavior Change in Primary Care: Lessons from P4H (Cohen, et al.)
- Practice-based Research in Primary Care: Facilitator or Barrier to Practice Improvement (Bodenheimer, et al.)
- Putting it Together: Finding Success in Behavior Change Through Integration of Services (Woolf, et al.)
- Using PDAs, Websites, and Health Coaches for Health Behavior Change in Primary Care Practices (Crawford, et al.)

Additionally, many of you have already begun presenting your work with plans established for independent publications. If you will let us know, we will create and post a P4H bibliography of your Prescription for Health work when published.

Round 2—Bring it On!

It's been an enriching experience working with you the past couple of years. We look forward to 2005 and Round 2 with great anticipation.

FINAL REPORTS

Final reports must follow **all** RWJF grantee reporting instructions as published on the RWJF website: <http://www.rwjf.org/grantee/reportInstructGrantee.jhtml>

Download:

- 1) *Financial Guidelines and Reporting Requirements*
- 2) *Grantee Reporting Instructions*

Follow instructions for Final Report

Send the following to the NPO:

- 3 hard copies of Final Narrative Report and Final Bibliography
- 3 hard copies of all grant products produced during the project
- 3 hard copies of Final Budget Report

Attn: Maribel Cifuentes
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Aurora, CO 80045-0508



Dates to Remember

December 20, 2004

Supplement submissions due to the *Ann Fam Med*
Online submission: <http://www.AnnFamMed.org>

January 11, 2005

Round 2 Call for Proposals available at <http://www.prescriptionforhealth.org>

January 28, 2005

Q&A session with potential P4H applicants

January 31, 2005

Formal critique from *Ann Fam Med* peer review

February 28, 2005

Supplement revisions due to *Ann Fam Med*

March 7, 2005

Round 2 P4H proposals due to NPO via Grantmaking Online (no hard copies)

March 21, 2005

Applicant notification

May 18, 2005

NAC selection meeting

May 23, 2005

Grant award notification

July 1, 2005

Round 2 P4H grants begin

July 13-16, 2005

1st Innovators Meeting, Colorado Springs, CO

June 30, 2007

Round 2 P4H grants end

Remember: The NPO must submit final reports to RWJF no later than 30 days after the end of each project. To meet this deadline, your final reports are due in the NPO office no later than two weeks following the project end date.

REFWORKS

<http://www.refworks.com/rwsingle>

Happy New Year

