Mobilizing and Empowering the Nation and Technology to Address Loneliness & Social Isolation (MENTAL) Health Innovation Challenge

July 9, 2020

ACL
Administration for Community Living

Agenda – July 9, 2020

I. Welcome & Introductions

II. Partners

III. Background

IV. Overview of the Challenge

V. Timeline

VI. Resources & Organizations

VII. Questions

VIII. Next webinar—July 30, 2020 3:00 pm -4:00 pm EDT

MENTAL Health
Prize Challenge Partners

- The Administration for Community Living (ACL)
- The Office for the Assistant Secretary for Health (OASH)
- The U.S. Department of Veterans Affairs (VA)
- The Federal Communications Commission (FCC), and
- The Consumer Technology Association Foundation (CTA Foundation)

Background / Problem

- The number of people in the United States aged 65 or older will almost double from 49 million in 2020 to 95 million by the year 2060 comprising nearly one quarter of the total US population.

- Approximately 25 percent of older adults in the United States are socially isolated and 43 percent of people over age 60 report feeling lonely.

- Analyses of Medicare spending found that $6.7 billion is spent on enrollees who are socially isolated.

- The COVID-19 pandemic has exacerbated social isolation and loneliness due to the need to adhere to public health recommendations for social distancing to protect at-risk populations.

Social Isolation & Loneliness

- Social isolation is the objective physical separation from other people (living alone). It's the result of feeling detached physically or psychologically, or being disconnected from support groups of family, friends, and community.

- Loneliness is the subjective distressed feeling of being alone or separated.

- Impact of social isolation

  - Premature mortality

  - Higher risk for developing dementia, heart failure, and stroke

  - Increased risk of hospitalizations

  - Medicare spending analyses revealed an additional $6.7 billion spent annually on enrollees who are socially isolated.[1]

The Challenge

- Develop innovative ideas and solutions for a software platform that increases awareness of, access to and use of social engagement technologies and programming to help curtail the impact of loneliness and social isolation.

- Identify solutions that assess socially isolated individuals and match them with appropriate technology tools and social engagement programming that best meet their needs.

- Develop consumer facing app, clearinghouse with built-in algorithms to match people's interest, accessibility needs to social engagement programing, technology, software, and apps and enable enrollment/fulfillment of needs.

MENTAL Health Prize Challenge Phases

- Phase 1: Plan and Design a Social Engagement Clearinghouse and User Interface Prototype

- Phase 2: Pilot and Test Social Engagement Clearinghouse Prototype

$750,000 Prize Purse

- The challenge will compete in two phases with cash prizes awarded in each phase.
  - Phase 1: Total prize funds is $150,000. Up to 3 finalists, each winning $50,000 and move to Phase 2.
  - Phase 2: Total prize funds is $550,000.
    - The winner will be awarded $450,000
    - The runner-up will be awarded $100,000
- The top two contenders will present their solution at the CES 2021 in Las Vegas, NV (January 6-9, 2021)
- Finalists and the winner are eligible for a bonus prize of $50,000

Eligibility

- To be eligible to win a prize under this challenge, an individual or entity may participate as part of one or more teams. Team formation is strongly encouraged, and teams are not limited in the number of members.

  - Each team must designate a captain who must be a U.S. citizen or permanent resident who is responsible for all correspondence regarding this Challenge.

- An individual or entity:

  - Shall have registered to participate in the competition under the rules promulgated by the Administration for Community Living;

  - Shall have complied with all the requirements listed in the MENTAL Health Prize Challenge.

ADRC/No Wrong Door Partnership

- Critical partners for designing solutions to this challenge should include a team of key stakeholders with relevant technical expertise as well as knowledge in technologies and programs that address social isolation.

- Preference will be given to teams that coordinate with or are informed by a state ADRC/No Wrong Door (NWD) System.

- To connect with an ADRC/No Wrong Door (NWD) System email the MENTALHealthChallenge@acl.hhs.gov

How Do I Register for the Challenge?

- The identified Official Representative (individual, team, or legal entity) may register for this Challenge by sending an email to MENTALHealthChallenge@acl.hhs.gov with the subject line stating 'MENTAL Health Challenge Registration'.

    – In this email you must identify only one Official Representative for each Challenge registration.

    – The Official Representative must provide a name and email address and, by sending in the registration, affirms on behalf of the Solver (individual, team, or legal entity), that he or she has read and consents to be governed by the Challenge Rules.

- **Note Change:** Registration for this Challenge is due by September 8, 2020 at 11:59 pm EDT.

Judging Criteria—Phase 1

Phase 1: Solutions will be evaluated for usability, user-centeredness, and technical approach that meets the goal of successfully getting individuals to solutions that meet their needs. Four component areas:

- Innovation and Value to Stakeholders – 20%
- Product Functionality and Usability – 30%
- Partnerships & Collaboration – 25%
- Technical Feasibility – 25%

Judging Criteria—Phase 2

Phase 2: Participant teams will pilot the prototype in collaboration with at least one Aging and Disability Resource Center (ADRC) and convene in person to demonstrate the user experience with the tool and summarize results achieved during the pilot.

- Impact – 25%

- Technical Feasibility / Viability – 20%

- Design Quality, Usability and Functionality – 30%

- Deployment Approach and Refinement – 25%

MENTAL Health Prize Challenge Timeline

- Registration for the Prize Challenge and Submissions for Phase 1: September 8, 2020

- Submission for Phase 2: December 4, 2020

- Top two contenders present solutions at CES 2021 January 6-9, 2021 in Las Vegas, NV

- Winner announced at CES 2021

- Bonus Prize submission September 30, 2021

More Information at Challenge.gov

Resources and Organizations Engaged In Addressing Social Isolation

- ADvancingStates
- AARP Foundation
- AT3
- Colorado Center for Inclusive Design and Engineering (CIDE)
- Consumer Technology Association Foundation
- Georgia Tech Pass It On Center
- LeadingAge
- Meals on Wheels Association of America (MOWAA)
- National Association of Area Agencies on Aging (n4a)
- National Council on Aging (NCOA)
- Older Adults Technology Services (OATS)

Questions

Additional feedback or questions about this challenge can be sent via e-mail to MENTALHealthChallenge@acl.hhs.gov

Additional Webinar

- An additional webinar will occur on July 30, 2020 from 3:00 pm – 4:00 pm EDT.

- To register for the additional webinar go to: [MENTAL Health Challenge Webinar](#)