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

July 30, 2020
Agenda – July 30, 2020

I. Welcome & Introductions
II. Opening Remarks and Overview of the Challenge
III. Resources for Solvers
IV. Upcoming Activities
V. Questions
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.
$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 - January 6-9, 2021
• Finalists and the winner are eligible for a bonus prize of $50,000
Resources

• Eldercare Locator

• Educational Webinars Using Technology to Address Social Isolation

• ADRC/No Wrong Door Partnership

• July 9th MENTAL Health Challenge Informational Webinar

• MENTAL Health Innovation Challenge Platform
The Eldercare Locator

eldercare.locator

Connecting You to Community Services

National Call Center

1-800-677-1116

eldercare.acl.gov
Eldercare Locator Website

Searchable Database
- Information and Assistance
- Aging and Disability Resource Center
- Area Agency on Aging
- State Unit on Aging
- Elder Abuse Prevention
- Health Insurance Counseling
- Legal Service Program
- Long Term Care Ombudsman
Application Programming Interface (API)
Educational Webinars Using Technology To Address Social Isolation

- **June 26th webinar**: Addressing Social Isolation Through Technology Solutions

- **July 9th webinar**: Successfully Engaging Older Adults & Adults with Disabilities via Technology Strategies and Best Practices
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
July 9th MENTAL Health Challenge Informational Webinar

- Recording
- PowerPoint Slides
- Transcript
CES 2021 Update

• CES 2021 is going all-digital. This will allow the entire tech community to safely share ideas and introduce the products that will shape our future.

• https://www.ces.tech/planning-for-ces-2021.aspx
Addressing Social Isolation for Older Adults During the COVID-19 Crisis Report

• **Addressing Social Isolation for Older Adults During the COVID-19 Crisis Report** (click here)

• An updated version of this report will be posted on the [ADvancingStates website](#) this Friday, July 31, 2020.
MENTAL Health Innovation Challenge Platform

• What is the MENTAL Health Challenge Platform?
  – A technology platform that registrants will use to submit information about their team and solution.
  – Will provide an opportunity to collaborate/match with other teams

• How will Team Leads be notified when the platform is live?
  – Registrant Team Leads will receive an email with instructions to access the MENTAL Health Challenge platform in the next week
Upcoming Activities

• Team Leads will receive an email with instructions to access the MENTAL Health Challenge Platform
• Booking Link—Opportunities for Teams to engage with the MENTAL Health Innovation Challenge Team
• A process/approach for the public to share social engagement programming and technologies that could be included in the clearinghouse.
• Next Webinar will be announced soon
Frequently Asked Questions

• July 16, 2020: Frequently Asked Questions Document

• An updated FAQ will be posted on August 4, 2020.

• Additional Questions?
Questions

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

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

Develop 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.

<table>
<thead>
<tr>
<th>CHALLENGE DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL CASH PRIZES OFFERED: $750,000</td>
</tr>
<tr>
<td>TYPE OF CHALLENGE: Technology demonstration and hardware, Software and apps, Analytics, visualizations, algorithms, ideas</td>
</tr>
<tr>
<td>PARTNER AGENCIES</td>
</tr>
<tr>
<td>PARTNER AGENCIES</td>
</tr>
<tr>
<td>SUBMISSION START: 06/23/2020 07:15 AM ET</td>
</tr>
<tr>
<td>SUBMISSION END: 09/08/2020 05:00 PM ET</td>
</tr>
</tbody>
</table>