

Go Viral to Improve Health Second Annual Institute of Medicine-National Academy of Engineering Health Data Collegiate Challenge

Grantor: Institute of Medicine/National Academy of Engineering

Closes: 2/10/2012

Maximum: \$5,000.00

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Using social networking, mobile apps, and other new technologies, how can the power of health data be unleashed to increase awareness of health problems and inspire positive action at the community level? The IOM and NAE challenge college and university students to use health data to develop effective, innovative apps that take on the nation's pressing health issues.

The Challenge

With an abundance of U.S. Department of Health and Human Services (HHS) data and other health data available as part of the Health Data Initiative (HDI), students have an unprecedented opportunity to create interactive apps and other tools that engage and empower people in ways that lead to better health. Working in interdisciplinary teams that meld technological skills with health knowledge, the IOM and NAE believe that college students can generate exciting and powerful new products – the next “viral” apps - to improve health for communities and individuals.

To “Go Viral To Improve Health”:

Identify a health problem in your college's surrounding community

Assemble an interdisciplinary student team

Develop an app using data from the HHS Health Indicators Warehouse and other data sources

Demonstrate how your solution will engage people in your community to promote action that will improve their health

ELIGIBILITY CRITERIA

The challenge is open only to teams comprised of students, 18 years of age or older, currently enrolled in a United States college or university. Students must be enrolled in their college or university both at the beginning of the challenge as well as when the technology product is submitted.

A team must include at least 2 people. There may be no more than 5 people on a team.

A team must be interdisciplinary.

At least one team member must be from a computer science, engineering, or similar school, program, or major.

At least one team member must be from a medical, nursing, public health, dental, pharmacy, allied health or similar school, program or major.

The remaining members of the team may be from any discipline, school, program, or major within the college of university.

Colleges and universities may have several teams; however, a student may only be a part of one team.

The challenge is open to both undergraduate and graduate students. A team may include both undergraduate and graduate students.

Teams members must be from the same college or university. If the school does not offer one of the required disciplines, students must reach out to the challenge sponsors for approval to compete.

Teams are required to consult with a faculty advisor. The faculty advisor's name, title, and contact information must be provided during registration. As teams develop the strategy for their app, the faculty advisor may provide guidance, however the majority of the work should be developed by the students.

Any team that supplies false information, enters the challenge by fraudulent means, or is otherwise determined to be in violation of the eligibility criteria or terms of the challenge shall be ineligible for any prize and shall be required to forfeit any prize obtained based on such information or means.

Prizes

Three winning teams will be recognized for their work in the creation of the next "viral" app in the 2012 Challenge.

First place: \$5,000 prize

Second place: \$3,000 prize

Third place: \$2,000 prize

Team Registration

Students wishing to compete in the 2012 Go Viral to Improve Health Challenge must first register their team members to verify eligibility. A team must consist between two and five currently enrolled students at a U.S. college or university.

Registration is open from November 1, 2011 through February 10, 2012.

Registration is a two-step process. Once the registration process is completed in February 2012, eligible teams will be

invited to submit their final app. The submission link will be released by February 17, 2012. Teams will have until March 28, 2012 at 12:00 PM EST to submit their app for this year's challenge. Questions concerning eligibility and the registration or submission process, should be directed to goviral@nas.edu.

Link: <http://www.iom.edu/Activities/PublicHealth/HealthData/GoViral.aspx>

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