

# Innovation Challenge

Deadline: MARCH 15, 2019

<http://pharmacyforme.org/innovation-challenge/>



## PROJECT SCORING PART I – CONTENT (100 Points)

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**GENERAL** – Did the student team lead the development of the solution and related materials? If no, project is disqualified.

### ESSAY AND CONTENT - TOTAL OF 100 POINTS POSSIBLE

- **General** (10 points possible)
  - Did the team use proper grammar and spelling?
  - Did the team provide relevant and appropriate references?
- **Problem: Briefly describe the selected medication or health-related problem, and its effect on the community or affected population.** (20 points possible)
  - Was a relevant medication or health-related problem selected?
  - Does the team understand the problem's impact on individuals and the target community?
  - Is the information provided about the problem accurate?
  - Are the concepts well-articulated?
- **Solution: Describe the project and proposed solution to address the problem.** (45 points possible)
  - Are the goals of the solution clearly defined?
  - Is the solution creative or innovative?
  - Does the solution address the problem?
  - Is the solution customized for the needs of the target community?
  - Could the solution positively impact the target community?
  - Does the solution include a specific plan of action?
  - Is the solution practical to develop?
  - Is the solution easy to replicate?
  - Is the information presented in the solution accurate?
- **Reflections: What did the participating middle/high school students learn about the current or potential role of pharmacists relative to the problem? What impact did or could the solution have on the target community in the short and long-term?** (25 points possible)
  - Did the students learn about the current or potential role of pharmacists relative to the problem?
  - Did the students discuss whether this experience influenced their perceptions about the problem, the community, or health care?
  - Are the potential impacts on the target community clearly defined?
  - Are the potential impacts on the target community realistic?
  - Are the concepts well-articulated?

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## PROJECT SCORING PART II – Media (100 Points)

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### MEDIA OVERVIEW FOR JUDGES: TOTAL OF 55 POINTS POSSIBLE

*Provide a link to a team video (up to 7 minutes), PowerPoint, Prezi, or other multimedia that describes the team's selected problem, solution, and reflections. The team's project overview should be designed with the Innovation Challenge judges in mind, and not the target community. Teams are encouraged to incorporate photos, graphics, animation, video, social media, or other media.*

- Does the overview provide the project title and identify the participating schools?
- Is the overview designed with the judges in mind, rather than the target community?
- Does the overview include information about the problem, solution, and reflections?
- Is the information in the overview consistent with the content in the essay?
- Does the overview include the role of pharmacists?
- Does the overview use unique methods to describe or depict the problem, solution, or reflections?
- Do the multimedia elements have sensory appeal?
- Are the multimedia elements used appropriately for emphasis?
- Do the multimedia elements work well together?
- Does the overview make the viewer interested or excited to learn more?
- Does the overview use proper grammar and spelling?

### PROJECT MATERIALS: TOTAL OF 45 POINTS POSSIBLE

*Enter one link (e.g., Google Drive, Dropbox, or YouTube) or upload a single electronic file (e.g. PDF) that reflects the materials, activities, or events developed by the team for the target community as part of the solution. Materials may include a brochure, poster, social media, hashtag, webpage, video, app, photos, graphics, animation, device, event, data, or other. If the team creates a video for its target community, the version submitted Pharm4Me must be limited to 90 seconds or less.*

- Are the materials, activities, or events designed with the target community in mind?
- Do the materials, activities, or events address the problem?
- Are the materials, activities, or events innovative or unique?
- Are the materials, activities, or events accessible to the target community?
- Do the materials, activities, or events encourage the target audience to take action?
- Do the materials, activities, or events have sensory appeal?
- Do the materials, activities, or events reflect accurate information?
- Do all of the materials, activities, or events work well together?
- Do the materials, activities, or events reflect proper grammar and spelling?