

Innovation Challenge

Deadline: MARCH 15, 2019

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



OptumRx and the American Association of Colleges of Pharmacy (AACP) invite middle/high school students and current student pharmacists to partner on the Pharm4Me Innovation Challenge! Student teams will collaborate to identify innovative solutions to medication or health-related problems in their communities. Email pharm4me@aacp.org or call AACP at 703-479-3840 with questions.

SUGGESTED TOPIC AREAS

- Acne or skin disorders
- Behavioral vs pharmacological management
- Depression (coping mechanisms, social stigma)
- Drug abuse (illegal, opioids, narcotics, prescriptions)
- Immunization/vaccinations (flu, HPV pneumonia)
- Medications (side effects, costs, branding, myths)
- Obesity or eating disorders
- Poison prevention
- Pregnancy prevention
- Tobacco use
- Wellness (nutrition, stress management)

The Pharm4Me Innovation Challenge
is sponsored by:



OPTUMRx[®]

AACP

PROJECT STEPS: The student-led teams will:

- Select a medication or health-related problem in the community.
- Explore and discuss the current or potential role of pharmacists in addressing the problem.
- Collaborate to develop possible solutions to address the problem.
- Develop one or more materials for the target community as part of the solution, such as brochures, posters, social media or hashtags, webpages, videos, apps, photos, graphics, animations, devices, events, data, action plans, or other. Be creative!
- Describe the problem, solution, and reflections in 3 short essays (2500 character limit per essay).
- Design a video, slides, or other multimedia file for the Innovation Challenge judges that is visually appealing and provides an overview of the team's work, including its problem, solution, and reflections.
- Follow the instructions to submit required materials by the deadline.



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TEAMS

- The team members must include at least one middle/high school student and one student pharmacist.
- Number of student pharmacists cannot exceed the number of middle/high school students on the team.
- Only students who participate in the development of the solution or materials are deemed team members.
- Student teams must lead the development of the solution and materials, rather than faculty.
- Pharmacy faculty and others can serve as advisors, guest speakers, and in other supporting roles.

GOALS

A primary goal of the Pharm4Me Innovation Challenge competition is to stimulate interest in pharmacy careers by exposing high school students to pharmacy or health-related problems with opportunities to create innovative community-based solutions. It is also intended to encourage student pharmacists to advocate for the importance of the role of the pharmacist and demonstrate the impact pharmacists can make on population health.

PRIZES

- Student members of the winning teams will receive an Innovation Challenge award certificate and letter.
- Plaques will be awarded to the middle/high school and pharmacy college or school of each winning team.
- A cash prize will be awarded to the middle/high school of each winning team to support STEM programs:
 - **First place:** \$1000
 - **Second place:** \$500
 - **Third place:** \$250
- A travel grant will be awarded to the pharmacy college or school of each winning team to attend the 2019 AACP Annual Meeting in Chicago, IL for an awards ceremony. A member of the winning team (preferred) or selected representative (e.g. CEO Dean) must register for the Annual Meeting before the travel grant will be issued. Meeting registration fees will not be waived:
 - **First place:** \$500
 - **Second place:** \$300
 - **Third place:** \$200
- Cash awards and travel grants will only be made payable to the appropriate institution and not an individual.

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PROJECT REQUIREMENTS

Submit materials using the online Innovation Challenge submission form at

<https://fs16.formsite.com/AACP/InnovationChallenge/index.html>

- **PROJECT TITLE**

- **SHORT ESSAYS** (2500 characters or less per essay). See Project Scoring for details:

- Problem:** Briefly describe the medication or health-related problem, and its effect on the target community.
- Solution:** Describe the project and proposed solution to address the problem.
- Reflections:** What did the participating middle/high school students learn about the current or potential role of pharmacists? What impact did or could the solution have on the target community?

- **MEDIA OVERVIEW FOR JUDGES**

Provide a link to a team video (up to 7 minutes), PowerPoint, Prezi, or other multimedia file that describes the team's selected problem, solution, and reflections. The team's overview should be visually appealing and designed with the Innovation Challenge judges in mind, rather than the target community. Teams are encouraged to incorporate photos, graphics, animation, video, social media, or other media.

- **PROJECT MATERIALS**

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.

- **STUDENT TEAMS:** Upload a single EXCEL file with the list of team members. See suggested file [template](#).

- Student Pharmacists:** Provide the names, years, and email addresses of the student pharmacists.
- Middle/High School Students:** Provide the names, grades, and email addresses of the middle/high school students. Students who were not involved in the actual planning or development of the team's project or solution should not be listed. Student emails will be used for award notifications only.

- **SCHOOL CONTACTS**

- Pharmacy Faculty Contact:** Identify the pharmacy faculty or staff member who provided support to the student-led team and can respond to AACCP questions. Include name, position, phone, and email address.
- Middle/High School Contact:** Identify an administrator, teacher, or counselor at the middle/high school. The individual will serve as AACCP's contact person for the mailing of awards and certificates. Include name, position, phone number, email address, and the school mailing address.

- **MEDIA RELEASE:** Does AACCP have permission to use the team's materials (i.e., images and videos) on the AACCP and Pharm4Me websites and social media for promotional purposes? The pharmacy institution is responsible for obtaining the appropriate permissions, as needed. Response will not impact the project review process.

- **REFERENCES:** Upload a list of related references (up to 5) that were identified and used by the student team to learn about the problem or develop the solution. Any standard reference format is acceptable.

OPTIONAL

- **TEAM PHOTO:** Email a single photo of the team for use in related announcements about the Innovation Challenge.

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PROJECT SCORING PART I – CONTENT (100 Points)

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)

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?