

Healthiest Communities Data Challenge

Official Rules and Entry Instructions

November 5, 2018

Presented by the Aetna Foundation and AcademyHealth, the [Healthiest Communities Data Challenge \(HCDC\)](#) seeks your BIG ideas and BEST ways to leverage the available data in the Healthiest Communities rankings, a collaboration between the Aetna Foundation and U.S. News & World Report, to make them more actionable and drive better health outcomes in communities.

Overview

The Aetna Foundation and U.S. News & World Report's [Healthiest Communities](#) rankings draws from an examination of nearly 3,000 counties and county equivalents on 80 metrics across 10 categories, informing residents, health care leaders and officials about local policies and practices that drive better health outcomes.

How well and how long you live are shaped by where you live. Local health outcomes are often driven by factors like a community's economic performance, the strength of its education system, the availability and affordability of housing and myriad other elements that affect residents' overall quality of life.

Knowing how such factors interact to create a healthier community – or a sicker one – is an important first step toward targeting resources where they'll do the most good. And geography offers a powerful lens through which to focus reform.

Healthiest Communities Categories

- Population Health
- Equity
- Education
- Economy
- Housing
- Food and Nutrition
- Environment
- Public Safety
- Community Vitality
- Infrastructure

The [Healthiest Communities Data Challenge](#) provides a platform for you and your organization to offer ideas and/or inspiration on how to leverage available data and information to build and address health solutions and drive change in local communities. Put simply, the Challenge gives you the opportunity to demonstrate how to make data practical and useful so it can inform local health outcomes. Your BIG idea can empower citizens, health care leaders and officials to make decisions about policies and practices that can improve health outcomes for all.

The primary objective of the Challenge is to accelerate progress towards building healthy communities, by identifying information signals and gaps that can be used to design and implement community level interventions that drive better health outcomes, with additional goals of encouraging innovation and new ideas in the health data community.

Eligibility

The Challenge is open to teams (2 or more individuals) from the public health, academic, and business communities in the United States or US territory. This includes but is not limited to organizations such as: state/local government agencies, research institutions, universities (including student led groups), health systems, foundations or other non-profit groups, and technology companies. Teams are encouraged to organize themselves in a manner that best fits meeting the Challenge, however we encourage partnerships among city/county agencies, local foundations/organizations, entrepreneurs, and others to make the available data more actionable. Each team must designate a team leader who will serve as the primary point of contact for their participation.

Employees and direct family members (parent, son, daughter, or sibling) of Academy Health, Aetna, The Aetna Foundation, and U.S. News & World Report or their affiliates are not eligible to enter the Challenge.

Timeline

Submissions will be accepted on a rolling basis beginning on Monday, November 5, 2018. The submission period will end on **Thursday, January 31, 2019, at 5:00 PM Eastern Time**. The announcement of three (3) finalists is anticipated in February 2019, with final awarding of prizewinners at the 2019 Health Datapalooza, March 27-28, 2019 in Washington D.C.

- **Challenge Entry Period Opens:** November 5, 2018
- **Submission Deadline:** January 31, 2019
- **Announcement of Finalists:** February 2019
- **Announcement of Prizewinners:** At the [2019 Health Datapalooza](#), March 27-28, 2019 in Washington D.C.

Prize Information

Three (3) teams will be designated as finalists for the Healthiest Communities Data Challenge. All three finalists will be provided VIP registration and travel for one team member to attend the 2019 Health Datapalooza in Washington, DC. - March 27-28, 2019. The prizewinners will be announced on the mainstage during the 2019 Health Datapalooza.

Cash Prizes:

1. 1st place – \$5,000
2. 2nd place – \$2,500
3. 3rd place – \$2,500

Notice to finalists:

Finalists will be notified via email to the team leader on or about Friday, February 15, 2019. The team leader must confirm the team's eligibility to receive a prize award, intention to attend and participate in the 2019 Health Datapalooza, and designate the attendee to receive complimentary registration and travel within five (5) business days of notification. Finalists must sign an Affidavit of Eligibility and Appearance and Liability Releases in order to claim their prize. Failure to comply with the notification requirements may lead to disqualification.

General terms regarding prizes:

- AcademyHealth will provide prize awards directly to an entity or individual(s) as directed by the team leader, in accordance with AcademyHealth and the Aetna Foundation's policies and procedures
- The Challenge organizers are not responsible for any dispute among team participants related to prizes
- Participants are solely responsible for any applicable taxes for prizes awarded
- Prizes are not transferable

How to Enter

Participants may enter by visiting the [Healthiest Communities Data Challenge](#) website and following the instructions for submission. Entries not in compliance with the submission requirements outlined below will be ineligible for further review and prize awards.

During the open submission period, participants must submit the following information to enter the Challenge.

- Complete the Challenge submission form, including the project title, team leader and contact information, team members, and proposed approach
- Provide a PowerPoint, PDF, short video (3-5 minutes), URL or other visual presentation of their proposed approach
- The approach should include the following:
 - An overview of the community/communities of interest, including key health, social, and demographic information
 - A summary of how proposed activities address two or more of the categories from the Healthiest Communities rankings – <https://www.usnews.com/news/healthiest-communities/articles/methodology>
 - A description of the project team, including composition (both in terms of individuals and organizations) and their ability to impact change within or connect with others in the community. A reminder that the Challenge encourages partnerships among city/county agencies, local foundations/organizations, entrepreneurs, and others to make the available data more actionable
 - Other data sources and/or resources that are readily available to assist in implementation of the proposed approach
 - Anticipated outcomes of the proposed approach

- Maximum size for uploaded files is 50 MB

Criteria

A Challenge review committee selected by the Aetna Foundation and Academy Health will consider the following criteria and scoring when evaluating applications.

Criteria	Maximum Scoring
Completeness of entry and adherence to requirements	10 points
Applicability to the stated objective of this Challenge	10 points
Capacity of proposed approach to generate knowledge regarding social determinants of health within the community/communities of interest	20 points
Team composition and ability to integrate approaches from multi-sector partners across health, social services, and other data sources (e.g. criminal justice, transportation, housing, etc.)	15 points
Potential impact of the proposed activities, including a focus on most in need communities	20 points
Creativity of approach in addressing key health care issues	15 points
Use of data visualization or infographics	10 points
Maximum possible score	100 points

Resources

More information on the data sources and methodology used to compile the Healthiest Communities Rankings is available at: <https://www.usnews.com/news/healthiest-communities/articles/methodology>

In addition, we have provided a limited, public dataset at: <https://academyhealth.sharefile.com/d-s22249145a76407ba>

To further aid participants, we have provided a brief listing below of analytics/visualization resources you may wish to use for your submission. There is no requirement to use these resources, nor is this meant to be an exhaustive list of potential resources or imply an endorsement for any of these products.

- **Shiny** is an R package that assists in building interactive web apps straight from R. You can host standalone apps on a webpage or embed them in documents or dashboards.
 - <https://shiny.rstudio.com/>
- **Vega** is a visualization grammar, a declarative language for creating, saving, and sharing interactive visualization designs. It provides basic building blocks for a wide variety of visualization designs: data loading and transformation, scales, map projections, axes, legends, and graphical marks such as rectangles or lines.
 - <https://vega.github.io/vega/>

- **D3.js** is a JavaScript library for manipulating documents based on data. D3 helps you bring data to life using HTML, SVG, and CSS. D3 allows you to bind arbitrary data to a Document Object Model (DOM), and then apply data-driven transformations to the document.
 - <https://d3js.org/>
- **Jupyter Notebook** is an open-source web application that allows you to create and share documents that contain live code, equations, visualizations and narrative text. Uses include data cleaning and transformation, numerical simulation, statistical modeling, data visualization, machine learning, and much more.
 - <https://jupyter.org/>
- **Tableau Public** is free software that can allow anyone to connect to a spreadsheet or file and create interactive data visualizations for the web.
 - <https://public.tableau.com/en-us/s/>

Additional Terms of Entry

There is no cost to enter the Healthiest Communities Data Challenge.

Each entrant retains title and full ownership in and to their submission. Entrants acknowledge and agree that U.S. News & World Report, L.P. is the owner of the Healthiest Communities rankings and associated data located at www.usnews.com, and shall not infringe U.S. News & World Report's copyright in such rankings and data.

Each entrant acknowledges that AcademyHealth, the Aetna Foundation and U.S. News & World Report make no representations or warranties regarding the data made available for the Challenge and that such data may be supplemented or removed from the data sets at any time and for any reason.

By participating in the Challenge, each entrant hereby irrevocably grants to AcademyHealth and the Aetna Foundation and U.S. News & World Report, L.P., a non-exclusive, royalty-free, perpetual, transferable, sublicensable, irrevocable, worldwide license and right to reproduce, publicly perform, publicly display, distribute, disseminate, translate, print, transmit, create derivative works from and sublicense the submission and use the submission, in any medium now existing or hereafter invented, in order to administer the Challenge, and to publicly perform and publicly display the submission, including, without limitation, for advertising and promotional purposes relating to the Challenge and the Health Datapalooza.

By applying to and/or participating in the Challenge, team members expressly consent to the collection of personal information. Personal information is collected for the purposes of registering teams for the Challenge, administering and promoting the Challenge, and communicating about current and future events.

Entrants and participants expressly consent to receiving electronic messages relating to participation in the Challenge. Aetna Foundation and AcademyHealth and their respective

agents, affiliates, subsidiaries, representatives, service providers or prize providers may use entrants' personal information submitted with entry for purposes of communicating with entrants, prize fulfillment and/or for marketing. By entering, entrants consent to such use of their personal information.

By entering the Challenge, each participant represents, warrants and covenants as follows:

- Participants are the sole author, creator, and owner of the submission;
- The submission is not the subject of any actual or threatened litigation or claim;
- The submission does not and will not violate or infringe upon the intellectual property rights, privacy rights, publicity rights, or other legal rights of any third party; and
- The submission, and participants' use of the submission, does not and will not violate any applicable laws or regulations of the U.S. and other jurisdictions.

Entrants must indemnify, defend, and hold harmless AcademyHealth, Aetna Foundation, Aetna and U.S. News & World Report, L.P., and their respective parent companies, subsidiaries and affiliates, and the partners, shareholders, directors, officers, employees, agents and attorneys, from and against all claims, actions, or proceedings of any kind and from any and all damages, liabilities, costs, and expenses relating to or arising from participant's submission.

AcademyHealth reserves the right to disqualify any submission that, in their discretion, deems to violate these rules and terms of entry.

All decisions of the Challenge Review Committee are final.

New York law governs the Challenge without regard to any principles of conflict of laws. The Challenge is void where prohibited and outside the State of New York and is subject to all applicable federal, state and local laws, regulations, and ordinances.

If, for any reason, the Challenge is not capable of running as planned due to, without limitation, errors in these rules or advertising for the Challenge, tampering, unauthorized intervention, fraud, technical failures, human error or any other cause that, in the sole judgment of the Aetna Foundation and Academy Health, could corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge, Aetna Foundation and Academy Health reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Challenge or any part of it.

The Challenge rules are subject to change. Interested parties and participants will receive notification when changes are made; however, we highly encourage you to visit the [Healthiest Communities Data Challenge](#) site often to review updates.

For Further Information Contact: Raj Sabharwal, Raj.Sabharwal@academyhealth.org