



**CHXD**

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Robert Wood Johnson  
Foundation

# Health x Design Challenge

Building Health into Everyday Life

Enter by August 31, 2019  
[centerhxd.com](http://centerhxd.com) #HealthxDesign

# About Us

## Center for Health Experience Design

The Center for Health Experience Design, founded by Mad\*Pow, is a community of more than 600 professionals and a range of organizations in the health space. Our partners include fledgling startups and global corporations.

## Robert Wood Johnson Foundation

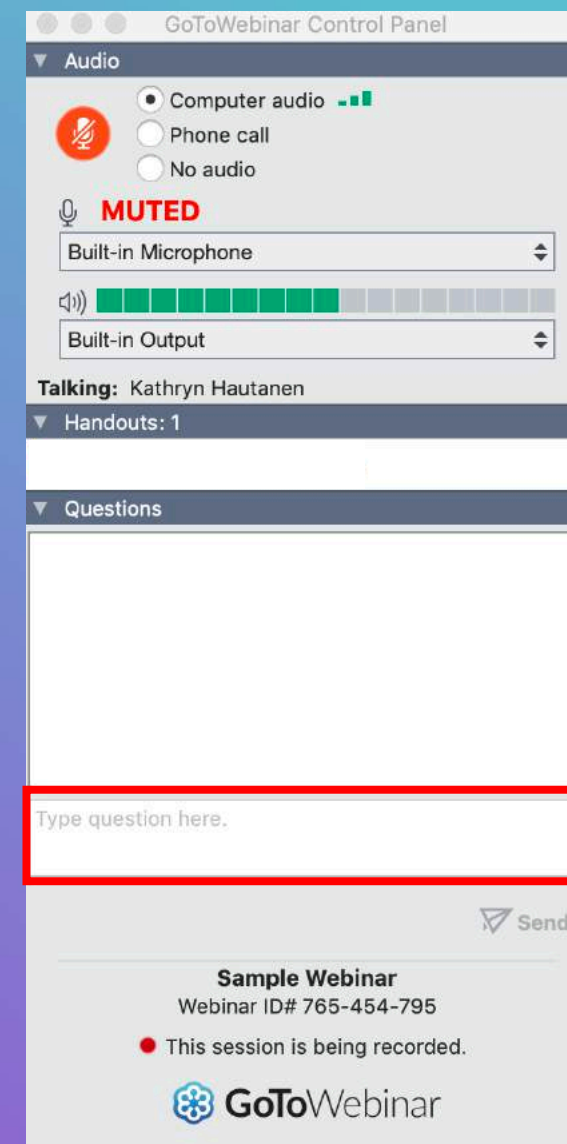
For more than 45 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working alongside others to build a national Culture of Health that provides everyone in America a fair and just opportunity for health and well-being.

## About Health 2.0 Advocates

Health 2.0 Advocates Inc is a 501(c)(3) California-based non-profit corporation. Its mission is to support programs and competitions that promote the development of innovative applications and technologies which improve health and wellness and tackle some of the most difficult challenges in health care.

# GTW Interface

- This is an interactive session. We will present for about 40 minutes and then we will answer your questions.
- Please enter your questions into the chat box and we will answer them at the end.
- You can also email me at the end of the webinar if new questions arise.  
**khautanen@madpow.net**



# Presenters



**Steve Downs**

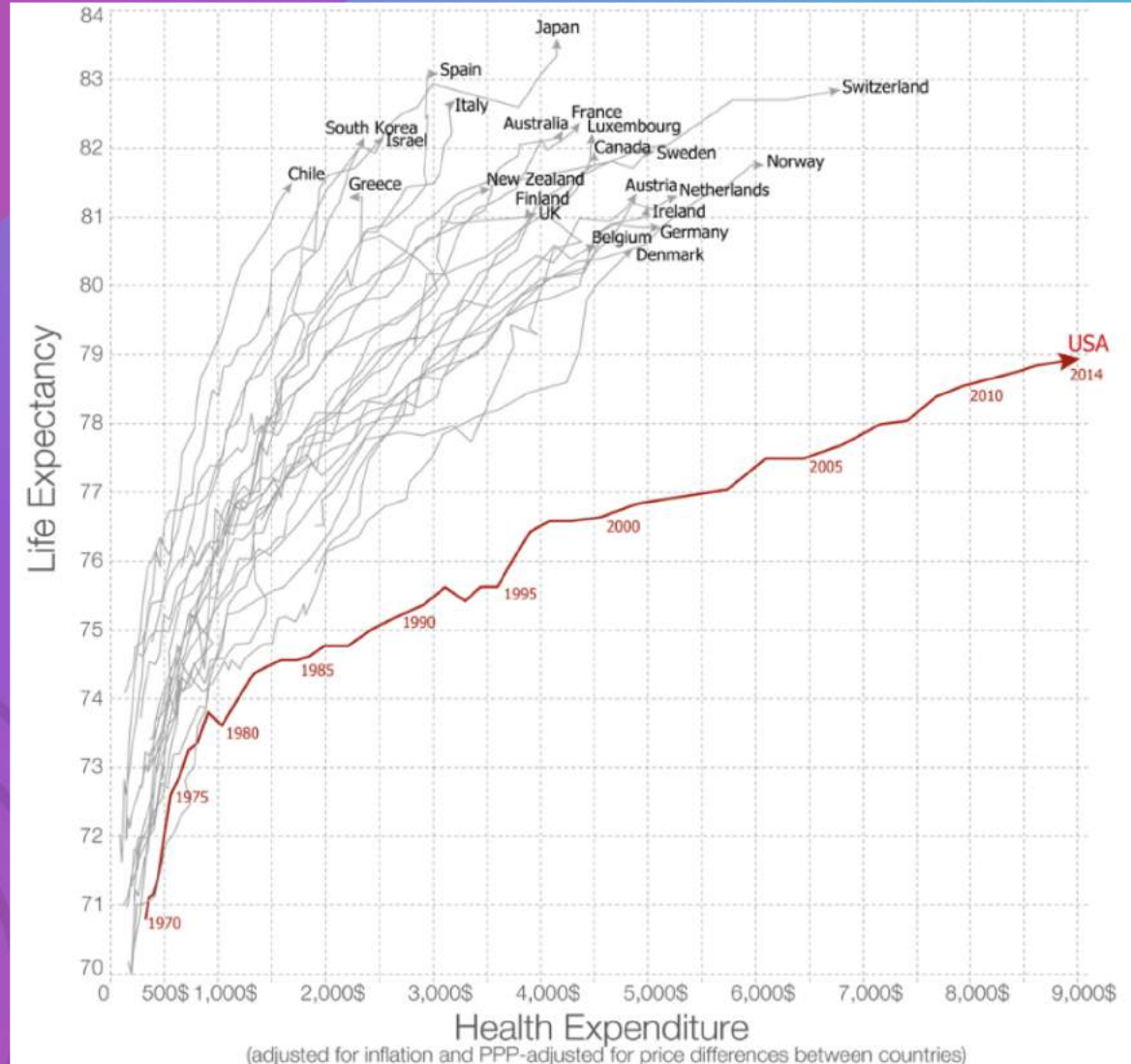
Chief Technology & Strategy Officer  
Robert Wood Johnson Foundation



**Kathryn Hautanen**

Director  
Center for Health Experience Design

# The Problem



Data source: Health expenditure from the OECD; Life expectancy from the World Bank. Licensed under CC-BY-SA by the author Max Roser. The interactive data visualization is available at [OurWorldinData.org](http://OurWorldinData.org). There you find the raw data and more visualizations on this topic.

**Our systems makes it  
hard to be healthy.**

**How might we  
design the systems  
we use every day to  
yield health instead  
of sickness?**

**How might we  
reshape everyday life  
to be healthier by  
default?**





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# Entry Criteria

- Feasible in 5-10 years
- Solutions that change the environment
- Solutions that span multiple parts of a system
- Think specific or broad

# Feasible in 5-10 years

Solutions are speculative: unconstrained by current technology platforms, existing infrastructure, and social norms, yet not in the realm of science fiction, meaning they do not require major scientific and technological breakthroughs.

Solutions may require infrastructural changes, like street design, or public policy changes, like zoning regulations.

You may incorporate emerging technology, such as robotics or 5G networks. Show what could be, given what we know today and where we're heading.

# Solutions that change the environment

Instead of prompting people to overcome the biases toward unhealthy choices that we commonly see in our environment today, aim for solutions that change the environment.

For example, posters in an office building might remind employees to take the stairs, while new building requirements encourage architects to design appealing and accessible stairways that make physical activity the default option.

# Solutions that Span Multiple Parts of a System

Solutions span a smartphone, a connected bicycle, and sensors embedded in the environment; or an autonomous vehicle, alternative fuels, and a school district. Consider how we might redesign or augment analog objects or systems that affect our health. Be sure to address challenges and obstacles to changing these systems at the technical, corporate, and policy levels.

# Think Specific or Broad

## Prize 1

Focused on a specific  
behavior

## Prize 2

Addresses broad  
systems-level changes

# Additional Criteria: Prize 1

**Solutions submitted for this track should target at least one healthy behavior. We ask applicants to consider how the solution impacts the other healthy behaviors.**

**More movement.** Reduce sedentary behavior; facilitate more physical movement. Rather than “exercise” or workouts, make movement a by-product of daily activities — going to work, going to school, running errands, getting food, socializing, and having fun.

**Better food.** Make it easier, more rewarding, and delightful to cook meals with fresh ingredients. Consider how people decide what to cook and the process of preparing a meal.

**Better sleep.** How could technology be used to influence better sleep habits, longer and higher quality sleep? Focus on creating conditions conducive to better sleep.

**Quality social connection.** Make it easier to develop deep friendships and to spend good time with friends, family, and neighbors.

**More time outdoors.** Propose creative ways to make spending time outdoors more desirable for everyone and safer for more people.

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# Additional Criteria: Prize 2

Designs in this track should provide a compelling overall vision for how health can be built into everyday life. We seek solutions that fundamentally reshape transportation, housing, food, office space, entertainment—any system(s) or space(s) that might pave the way for healthier behavior



# Recognition and cash prizes up to \$10,000

## Prize 1

\$5,000

Target healthy behaviors

## Prize 2

\$5,000

Reimagine a system or space

# Equity Considerations

- Disability Status
- Financial Resources
- Race
- Gender
- Age
- Access to Education
- Location

# Available Resources

## Additional Resources

- » Models for visualizing complex thinking
- » Using sketching to communicate ideas
- » Human-centered design guidelines
- » An introduction to transition design and the role designers play in societal transitions to more sustainable futures
- » Social design pathways
- » Transitional design case study with visual examples
- » "Temporal scope" timeline example from the case study above
- » Transitional design case study template
- » Building H

## Inspiration

- » Video: Designing Everyday Life to be Healthier
- » It's Time to Build Health Into the OS
- » Insert [Health], a partnership between IDEO.org and Robert Wood Johnson Foundation
- » Pokemon Go
- » Cities using Strava data
- » Tomorrow documentary
- » Efforts in cities to get residents outdoors in the winter
- » Active design
- » Farmer's Fridge
- » Feature
- » The Nature Fix
- » Lyft pilot program to improve integration of different modes of transportation
- » Natural light in the office

**At bottom of challenge page**

# Eligibility

The Challenge is open only to

- (a) business and nonprofit entities formed and maintaining a principal place of business in the United States and
- (b) individuals and teams of no more than **five** individuals, who are
  - (i) citizens or permanent residents of the United States and
  - (ii) of the legal age of majority, at the time of entry, to form valid contracts in their respective jurisdiction of legal residence (each individual, each team, each individual member of a team, and each entity is referred to as an “Entrant” in these Rules).

# Judges



**Judith Anderson**  
MassArt



**Allison Arieff**  
SPUR/NYTimes



**Stacey Chang**  
Dell Medical School



**Amy Heymans**  
Mad\*Pow



**Liz Jackson**  
The Disabled List



**Vanessa Mason**  
Institute for the Future



**Lori Nelson**  
City of Boston



**Jeff Risom**  
Gehl Institute



**Alexis Wise**  
Sidewalk Labs

# What to Submit: 4 Links

## 1. Written design brief (up to 2,250 words)

Describe the solution, the track it belongs to, and how it meets the entry criteria. This is your chance to explain all the details.

## 2. Brief video (up to 3 minutes long)

Show us what your solution looks like in practice. We want to see the value of your design.

## 3. Visual compositions of the solution

Use sketches, digital visual designs, or photography to explain your solution visually. Your visualization may take the form of a narrative—such as a story board or cartoon—or it may be more abstract, such as a diagram or a model.

## 4. Timeline for the next 5 to 10 years

Clarify the scope of your solution using a 5- to 10-year timeline that shows your early thoughts about key partnerships and activities that would need to happen to make this solution a reality.

# Submission Deadline

**August 31, 2019 at 11:59 ET\***

**\*Late submissions not allowed**

**\*You cannot update your submission**

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# Next Steps

- Visit [centerhxd.com](http://centerhxd.com) for details, resources, and inspiration
- Tell us about your intent to participate (if you haven't already)
- Share the challenge on Twitter, Facebook, and LinkedIn with #HealthxDesign



# Q&A

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**Thank you for attending.  
We cannot wait to see your designs!**

For any questions, contact:  
[khautanen@madpow.net](mailto:khautanen@madpow.net)

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