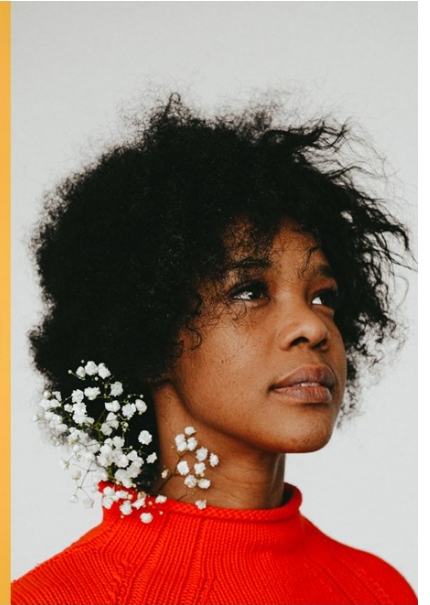


Health Equity & Energy CHALLENGE



Student Starter Kit!



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Welcome!

Thank you for participating in the Health Equity & Energy Challenge! We're looking forward to getting your creative ideas on how to reduce high energy costs for the families in our communities who are affected the most.

WHY IS THIS IMPORTANT?

- ◆ Low-income households tend to pay more in utility costs than other families. They spend 17-50% of their income vs. other households which pay only 4%.
- ◆ Higher energy expenses can result in less money available for rent, medication, food and other family necessities.
- ◆ Higher costs can be caused by outdated heating and cooling equipment, insufficient insulation, leaky doors and windows, and even less energy efficient light bulbs or appliances.
- ◆ Older homes in low-income communities tend to have outdated heating and cooling equipment, and the families who live in them suffer much higher incidences of respiratory and cardiac problems.
- ◆ Many families are either not aware of the resources that can help them, or are not able to access the support they need

WHAT DO I NEED TO DO?

- ◆ Decide what type of solution you'd like to enter into the contest—Combine your creativity with compassion! Decide if you'd like to create a social media campaign, advertising messaging, community information initiatives, or something else that gives families the information they need in order to reduce energy costs.
- ◆ Decide if you'll be doing this challenge as an individual or as part of a team—Will you be working on your own or as part of a team? Keep in mind that there is still only one prize per level.
- ◆ Submit your application—Go to acendainstitute.org/challenge and sign up!
- ◆ Begin working on your creative solution! - Each submission needs to include a PowerPoint or written proposal as well as a video which explains your idea.
- ◆ Be professional! - This is a great opportunity to hone your professional presentation skills as well as networking. Be sure to make the most of it!



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Important Information

Registration Opens —October 18th

Registration Closes—December 1st

Concept Development — Dec 1, 2021—Feb 27, 2022

Submissions Due for review—February 28, 2022

*Submit via your challenge portal at **acendainstitute.org/challenge***

Winners notified! - March 14, 2022

Ceremony locations and dates will be shared after winner announcements.

Campaigns will be scored based on:

1. Originality
2. Community Impact
3. Professionalism
4. Ability to easily implement

Contest Rules

- Challenge participants must comply with all of the rules of the Contest, including, but not limited to, any restrictions on age and/or county residency, and have not committed any fraud or deception in entering the Contest or claiming the Prize.
- The Challenge participant must affirm that he/she is not an employee or relative of an employee of Acenda Integrated Health or Atlantic City Electric.
- In consideration of the receipt of the Prize, the winner agrees to be solely responsible for any and all taxes and/or other fees, including, but not limited to, any federal state or local income taxes, that are or may become payable as a result of participating in the Challenge and/or receipt of the Prize.
- The winners agree to allow Acenda, Inc. and/or its designees the right to use winners' name, likeness, portrait, and/or recorded voice for an unlimited period of time in order to advertise, promote or publicize the Challenge.
- The winner expressly releases Acenda, Inc., and any sponsors of the Challenge, and their respective officers, directors, agents, parent companies, subsidiaries and employees, from any and all claims, demands and/or causes of action of any nature or kind whatsoever, whether presently known or unknown, foreseen or unforeseen, that he/she may have, or may subsequently acquire, as a result of participating in the Challenge and/or receipt of the prize.
- No purchase is necessary to participate in or win The Health Equity & Energy Challenge. Contests are void where prohibited by law.



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Guidelines for Campaigns

- ♦ **Think big!** This is meant to be for an entire community so think about how your project can be scalable to reach a lot of people. This can be done in a number of different ways like creating multiple education points or a system of outreach that is easily accessible. *Use your imagination!*
- ♦ **Campaigns should be family-friendly**—We want you to be creative, but remember that your campaign may be viewed by lots of different people from the community, including children. So make sure your messages and imagery are appropriate for families.
- ♦ **It's okay to do more research**—There's lots of information available on community resources that can help families with their energy costs, so feel free to do more research in order to make your campaign stronger. Atlantic City Electric is a great resource as well, so check out their site for more information.
- ♦ **PowerPoint template will be available, but feel free to create your own**—To make things a little easier, we're providing you with a power point template you can use to create your campaign proposal. You can also use your own design if you'd like, but the same information needs to be included that is shown on the Acenda template.
- ♦ **Don't forget your video presentation**—The video part of your submission should be a maximum of 5 minutes and should clearly show what your project will entail, but also a little bit of your and your community's personality. Have fun and be creative!
- ♦ **Be sure to attend the Energy Challenge webinars and support provided.**

Health Equity & Energy CHALLENGE

HAVE FUN AND HELP
MAKE A DIFFERENCE!

