

**Aging2.0 Sacramento Chapter & Roze Bear Foundation proudly present the**  
***“Innovation to End Isolation” Award***

**Do you have what it takes to make the world better?**

Are you a visionary and creative person who can imagine ways to make the world better? If so, keep reading.

Senior isolation and loneliness are growing societal problems. We’re looking for teams of three to five Sacramento County high school students plus at least one adult 60 years or older to conceptually design an innovative solution (product or service) that addresses an aspect of senior isolation and/or loneliness. Solutions must be effective, achievable and sustainable.

Teams are encouraged to research their identified problem, interview subject matter experts and talk with older adults impacted by the problem. Proposals do not need to be high tech. They can be high touch (or low tech but high people interaction) or a combination thereof.

Semifinalist teams will have five (5) minutes to pitch their ideas on **Wednesday, May 6, 2020** at the Sacramento County *Celebrating Older Adults* event to an audience of Sacramento County officials, Sacramento County Adult and Aging Commissioners, local entrepreneurs, and members of the community. Pitches will be judged and money and in-kind prizes will be awarded.

*Prize Money (given to team captain to divide with team)*

- Platinum prize: \$1,000
- Silver prize: \$500
- Aging2.0 prize: \$250

Additional in-kind prizes may also be awarded.

### **Application and Competition Timeline**

Monday, March 3, 2020	Deadline to submit written description of problem and proposed solution
Friday, March 20, 2020	Contestants notified if they have been selected to advance to the semi-finalist round
Friday, April 10, 2020	Deadline to submit video describing problem and proposed solution
Wednesday, April 22, 2020	Contestants notified if they have been selected to advance to final round
Thursday, May 6, 2020	Live competition

### **Guidelines For Written Description Of Problem And Proposed Solution due Monday, March 3, 2020**

- Record high school name
- List names of team members. Indicate year in high school or members who are age 60+. The majority of members must be high school students enrolled in a high school in Sacramento County. The attached parental consent form must be completed for each participating high school student and submitted with the essay.
- Team name
- Name of team captain and contact information for the captain
- Essay: two-page maximum, double spaced, submit your form and Word document to Sacramento@Aging2.com
- Essay must include:
  1. Description of the problem you are addressing that pertains to specific aspect to elder isolation and/or loneliness (suggestion: pick a problem that you can impact)
  2. Data to illustrate the problem and supports your solution
- Essay will be judged on the following:
  1. Creativity and innovation
  2. Grammar, spelling and clarity
  3. Description of problem and valid data to support the problem
  4. Proposed solution and explanation of the impact your solution will have to reduce or eliminate the problem
  5. How your solution will be sustained. In other words, your solution is not a one-time event or use. [It could be a business idea, educational or volunteer program, art-related, etc. as long as it addresses the challenge and can meet the stated criteria.]
  6. Use of appropriate language that is not demeaning to nor depicting stereotypes of the elderly or others.

**Guidelines For Video**  
Due Friday, April 10, 2020

- Video length: maximum of five minutes
- Upload video to YouTube.com and provide a link to [Sacramento@aging2.com](mailto:Sacramento@aging2.com)
- Video must include:
  1. Problem you are addressing
  2. Solution you are proposing
  3. Source of inspiration
  4. Explanation of how solution would be implemented
  5. Explanation of how solution will be sustained
- Video will be judged on the following:
  1. Clarity of problem and proposed solution
  2. Explanation of how solution would be implemented and sustained
  3. How realistic is the proposed solution
  4. The potential impact of the proposed solution
  5. Quality of presentation
  6. Use of appropriate language that is not demeaning to nor depicting the elderly or others

**Guidelines For Live Competition**  
Thursday, May 6, 2020

- Presentation: five minutes maximum
- All team members must speak
- Power Point slides and other visuals are optional. If you submit PowerPoint slides, PDF format will **not** be accepted.
- Power Point slides, team photo in jpg format must be submitted by April 30, 2019 5:00 pm to [Sacramento@Aging2.com](mailto:Sacramento@Aging2.com). Presentation will be judged on the following criteria
  1. Problem overview clearly described
  2. Proposed solution well defined
  3. Solution implementation is realistic and doable
  4. Expected impact of implementation is realistic and well explained
  5. Sustainability of solution is specified
  6. Use of appropriate language that is not demeaning to nor depicting stereotypes of the elderly or others

### Scholarship Coordinators

**Aging2.0** is an organization headquartered in San Francisco. Established in 2013, it strives to accelerate innovation to address the biggest challenges and opportunities in aging. Aging2.0's international, interdisciplinary and intergenerational community has grown to 40k+ innovators across 20+ countries. It's primarily a volunteer run organization and has over 100 chapters across the globe. Keri Vogtmann is the Aging2.0 Sacramento chapter ambassador. She also blogs about gerontechnology, <https://www.gerontechworld.com/>.

**Rose Bear** is a local 501(c)(3) nonprofit that supports individuals and organizations that address senior isolation and loneliness. Cofounded by Renee Balcom and Rebecca Graulich, the goal is to help seniors reconnect with their community, be valued, and be appreciated for the contributions they have made to our society. To learn more: [www.rose-bear.org](http://www.rose-bear.org).

### Societal Problem Overview

In Sacramento County, the State has projected there will be more old people than young people by 2030 and that approximately 20.5% of current seniors (nearly 27,000 people) are homebound. They must rely on others for transportation.

(source: <https://agencyonaging4.org/>)

Population Shift

Year	Number of Children (0 – 17 years)	Number of Seniors (60+ years)
2000	341,242	178,728
2010	376,265	240,576
2020	402,341	344,536
2030	438,245	442,167
2040	470,609	495,850
2050	507,913	563,119

More than 40% of seniors regularly experience loneliness, according to a University of California, San Francisco (<https://stonegatesl.com/one-is-the-loneliest-number-combating-senior-isolation/>) study.

- Lacking social connections is as damaging to health as smoking 15 cigarettes a day.
- Coronary bypass patients who report feeling lonely have a mortality rate five times higher than other patients 30 days post-surgery.
- Lonely individuals have a 64% increased chance of developing clinical dementia.
- People who are lonely report 5% more severe symptoms in the common cold than those who are less lonely.
- Those who are extremely socially isolated cost about \$130 per month more in Medicare spending than their non- or less-isolated counterparts.

Parent/Guardian Consent Form  
“Innovation to End Isolation” Award

Name of Student: \_\_\_\_\_ Year in High School (circle): FR / SO / JR / SR

Name of High School: \_\_\_\_\_

Name of Parent/Guardian: \_\_\_\_\_

Parent/Guardian Contact Information: \_\_\_\_\_

I, \_\_\_\_\_ (parent/guardian name), give permission for my child  
\_\_\_\_\_ (student’s name) to participate in the Innovation to End Isolation  
Award Competition award competition hosted by Aging2.0 Sacramento Chapter & Roze Bear  
Foundation.

I understand that this competition includes a written essay, and may include a video posted on YouTube in which my child will participate and a live pitch competition that my child may participate in on Wednesday, May 6, 2020 at the Sacramento County *Celebrating Older Adults* event to an audience of Sacramento County officials, Sacramento County Adult and Aging Commissioners, local entrepreneurs, sponsors and members of the community.

My signature below evidences that I accept and consent to the following:

- a) I agree to my child taking part in the activities associated with the Innovation to End Isolation Award Competition.
- b) I confirm to the best of my knowledge that my child does not suffer from any medical condition that would put him/her in jeopardy by participating in the Innovation to End Isolation Award Competition.
- c) I do not hold the Aging2.0 Sacramento Chapter nor the Roze Bear Foundation nor any personnel associated with these organizations liable for the safety of my child while participating in the Innovation to End Isolation Award Competition. This includes all activities and transportation required to participate in this competition.
- d) I understand and consent that if my child’s team advances to the semi-final round of the competition, a video my child is involved in creating and participating in will be posted on YouTube.
- e) I understand and consent that if my child’s team advances to the final round of the competition, videos, photographs and voice recordings of my child may be taken and used by the press and by private individuals on social media to feature the event.
- f) In the event of a medical emergency during the live pitch competition on Wednesday, May 6, 2020, I authorize that my child be treated by medical personnel or first responders summoned

to handle the emergency.

- g) Should my child's team win an award, I understand one check will be awarded to the team captain and the team will be responsible for dividing the funds as they decide is appropriate. I will not hold the Aging2.0 Sacramento chapter ambassador or Roze Bear founders liable or responsible beyond the initial distribution.

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Parent/Guardian Signature

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Date

Consent Form for Team Members Over 18 Years of Age

**“Innovation to End Isolation” Award**

Name of Participant: \_\_\_\_\_ Age: \_\_\_\_\_

Name of High School: \_\_\_\_\_

Name of Team: \_\_\_\_\_

Contact Information: \_\_\_\_\_

I understand that this competition includes a written essay, and may include a video posted on YouTube in which I will participate and a live pitch competition that I will participate in on Wednesday, May 6, 2020 at the Sacramento County *Celebrating Older Adults* event to an audience of Sacramento County officials, Sacramento County Adult and Aging Commissioners, local entrepreneurs, sponsors and members of the community.

My signature below evidences that I accept and consent to the following:

- a) I agree to take part in the activities associated with the Innovation to End Isolation Award Competition.
- b) I confirm to the best of my knowledge that I do not suffer from any medical condition that would put me in jeopardy by participating in the Innovation to End Isolation Award Competition.
- c) I do not hold the Aging2.0 Sacramento Chapter nor the Roze Bear Foundation nor any personnel associated with these organizations liable for my safety while participating in the Innovation to End Isolation Award Competition. This includes all activities and transportation required to participate in this competition.
- d) I understand and consent that if my team advances to the semi-final round of the competition, a video I will be involved in creating and participating in will be posted on YouTube.
- e) I understand and consent that if my team advances to the final round of the competition, videos, photographs and voice recordings of me may be taken and used by the press and by private individuals on social media to feature the event.
- f) In the event of a medical emergency during the live pitch competition on Wednesday, May 6, 2020, I authorize that I be treated by medical personnel or first responders summoned to handle the emergency.
- g) Should my team win an award, I understand one check will be awarded to the team captain and the team will be responsible for dividing the funds as they decide is appropriate. I will not hold the Aging2.0 Sacramento chapter ambassador or Roze Bear founders liable or responsible beyond the initial distribution.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Essay Cover Sheet

Due Monday, March 3, 2020

1. Name of High School:
2. Team Name:
3. Name of team captain:
4. Team Captain contact information:
5. List all team members

Name:

Check appropriate information for this team member

- Year in high school:
- Parental form attached
- Age 60 or above

Name:

Check appropriate information for this team member

- Year in high school:
- Parental form attached
- Age 60 or above

Name:

Check appropriate information for this team member

- Year in high school:
- Parental form attached
- Age 60 or above

Name:

Check appropriate information for this team member

- Year in high school:
- Parental form attached
- Age 60 or above

Name:

Check appropriate information for this team member

- Year in high school:
- Parental form attached
- Age 60 or above



## **Essay Guidelines**

Due Monday, March 3, 2020

### Format:

- Two page maximum (not including cover sheet)
- Double spaced
- Submit form and Word doc to Sacramento@Aging2.com.

### Essay must include:

1. Description of the problem your team is addressing regarding a specific aspect of elder isolation and/or loneliness.
2. Data to illustrate the problem
3. Your proposed solution to the problem
4. Explanation of the impact your solution will have to reduce or eliminate the problem
5. How your solution will be sustained beyond a one-time event or use

### Helpful suggestions:

1. Choose a manageable problem. For example, you may not be able to address transportation problems for all seniors but you may be able to propose a solution to improve senior isolation in a particular neighborhood or along a particular busy street.
2. Make sure to use proper grammar and correct spelling
3. Short, clear sentence are preferable to long and complex sentences
4. Use appropriate language that is not demeaning nor depicting stereotypes of the elderly or others
7. Be creative and innovative!