

in·no·va·tion:

the process of translating an idea or discovery into a **GOOD** or service that creates a new or different value

6TH ANNUAL SCATTERGOOD INNOVATION AWARD

SCATTERGOOD NATIONAL COUNCIL
THINK|DO|SUPPORT FOR BEHAVIORAL HEALTH

2018 Scattergood Innovation Award User Guide

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PRESS RELEASE

The Thomas Scattergood Behavioral Health Foundation and The National Council for Behavioral Health Announce the Sixth Annual Scattergood Innovation Award

Submissions accepted starting today, Monday, November 13th, 2017; award will highlight new and groundbreaking programs in behavioral health from across the United States

(Philadelphia, PA) – The Scattergood Innovation Award opened for nominations today. This will mark the sixth year that the Thomas Scattergood Behavioral Health Foundation has granted the award and the second year of doing so in partnership with the National Council for Behavioral Health. The annual award recognizes projects and programs which aim to build a stronger, more effective, compassionate, and inclusive health care system.

“The Scattergood Innovation Awards has become a symbol of next-generation thinking in behavioral health and we could not be happier to have the National Council be our partner,” said Joe Pyle, president of The Scattergood Foundation. “Through our new partnership, we can build on our success and bring these innovative ideas to new audiences, all with the goal of taking them to scale.”

Unique in its approach, The Scattergood Innovation Award uses the power of the crowd to nominate and award \$25,000 to the winning nomination. In addition to the monetary prize, The Scattergood Innovation Award helps to:

- ❖ **Recognize** behavioral health innovation, as defined by the community;
- ❖ **Challenge** how behavioral health care is currently viewed, organized, and practiced through the creation of new concepts, products, processes, services, and/or technologies;
- ❖ **Raise awareness** of behavioral health as a public health issue, and encourage public dialogue around behavioral health; and
- ❖ **Build a comprehensive database** of behavioral health innovations to be shared with all.

“The National Council is thrilled to be a thought leader around the Innovation Award. We are happy to have it be a very important part of our awards ceremony at our annual conference,” shared Linda Rosenberg, CEO of National Council for Behavioral Health.

The winner of the 2018 Scattergood Innovation Award will receive \$25,000 to support their work, as well as assistance in promoting and publicizing their work. All nominees are able to contribute to the greater impact by publicizing and sharing their innovative ideas to the national database created by the award. Nominations are being accepted until **January 15th, 2018 at 5pm EST**, with a winner being announced live at the NatCon18 on **April 24th, 2018**. Information about how to submit a nomination is available at <http://www.scattergoodfoundation.org/annual-innovation-award>.

To view last year’s submissions, visit <http://bit.ly/2n7syKH>.

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APPLICATION REQUIREMENTS

The first section of the application, **Applicant Information**, will ask for the following:

- ❖ Name and contact information for the innovative program's primary contact
- ❖ Organization information

The second section of the application, **Innovation Award Nomination**, will ask for the following:

- ❖ Innovative Program Name
- ❖ Innovative Program Website – Please submit the specific web page for the innovative program.
- ❖ Project Description – Please describe the innovative program in 200 words or less.
- ❖ A 30-60 second video which describes why you believe your innovative program should win the 2018 Scattergood Innovation Award.
- ❖ Please provide further details about the innovative program related to the following criteria. Responses should be limited to **150 words** each.
 - **Creativity:** Please describe how the innovative program exhibits originality, ingenuity, and resourcefulness in addressing the specified issue area.
 - **Leadership:** Please describe how the innovative program design and implementation provides direction that other organizations can emulate. Please include information about how program leaders are disseminating information about the innovation.
 - **Sustainability:** Please describe the resources and support available for sustaining the innovative program. Please include information about capacity-building and existing partner organizations that have a vested interest in the continuation of the program.
 - **Replicability:** Please describe how the innovative program can be duplicated, transferred, or adapted by other institutions or organizations.
 - **Results/Outcomes:** Please describe the outcomes of the innovative program.
- ❖ Logo of Organization in JPG or PNG format
- ❖ A brief description of how the funds will be utilized if your innovative program wins the award

The third section of the application, **Additional Documents**, allows for you to upload three documents that are related to your innovative programs. These documents must be in PDF format. Examples of appropriate documents include but are not limited to: brochures, images of the innovative program, and related research/news articles.

You must agree to the **Terms and Conditions** by checking the "I Agree" box.

Please click "**Save and Finalize**" to submit the application.

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FREQUENTLY ASKED QUESTIONS

General Questions

1. What is the deadline to submit?

The deadline for submission is Monday, January 15th, 2018 at 5pm EST.

2. Who is eligible to submit an idea?

Individuals, programs, or organizations that have implemented an innovative solution to address behavioral health issues over the last two years are eligible. In order to be eligible, the innovative program must be currently implemented.

3. Can I nominate my own organization, project, or policy?

Absolutely.

4. Is there a fee to nominate?

No, there is no fee associated with submitting a nomination, becoming a finalist, or winning the award.

5. Is the award limited to a geographic area?

Organizations must be located within the United States of America.

6. What is the award?

The winner of the Scattergood Innovation Award will receive a \$25,000 cash prize to invest in their program or project.

7. What are the benefits of submitting an idea?

There are many benefits of submitting an idea for the 2018 Scattergood Innovation Award. Some benefits include:

- ❖ Publicizing and sharing your significant work toward impacting the field of behavioral health
- ❖ Being recognized as an innovator in behavioral health
- ❖ Encouraging public dialogue among your peers
- ❖ Helping to grow a community of people who share your mission
- ❖ Raising awareness of behavioral health as a public health concern
- ❖ The opportunity to have your work featured at the 2018 National Council for Behavioral Health Conference in Washington, DC
- ❖ A chance to win \$25,000 to go supporting toward your innovative program

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8. What are the timeline and important dates for the 2018 award?

Date	Event
November 13 th , 2017	Scattergood Innovation Award application opens
January 15 th , 2018 at 5pm EST	Final deadline for submissions
January 16 th , 2018 – February 16 th , 2018	Judges review applications and make finalist selections
February 19 th , 2018	Finalists notified
February 20 th , 2018 – March 23 rd , 2018	Scattergood staff will work with finalists to develop their plans for presenting at the National Council Annual Conference and for voting outreach
March 26 th , 2018	Voting for winner begins
April 24 th , 2018 at 12noon EST	Voting ends
April 24 th , 2018	2018 Scattergood Innovation Award Winner recognized at the National Council Annual Conference

***The Scattergood Foundation and National Council reserve the right to change any of the above dates. All changes will be posted online.*

Judging Criteria and Process

9. What criteria will the panel of experts be using to judge my nomination?

An expert panel will select the most promising innovations nominated based on the following criteria:

- ❖ **Creativity:** The innovative program exhibits originality, ingenuity, and resourcefulness in addressing the specified issue area.
- ❖ **Leadership:** The innovative program design and implementation provides direction that other organizations can emulate.
- ❖ **Sustainability:** Resources and support are available for sustaining the innovative program.
- ❖ **Replicability:** The innovative program can be duplicated, transferred, or adapted by other institutions or organizations.
- ❖ **Results/Outcomes:** Metrics are specified to assess the effectiveness of the innovative program.
- ❖ **Judge's Choice:** Judges will have the opportunity to rank the innovative programs based on their assessment of the evaluation.

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10. What is the judging process?

The judging process will run as follows:

- ❖ Scattergood Foundation staff screens online submissions
- ❖ Scattergood Foundation staff will post submissions that meet all five selection criteria to the website
- ❖ The panel of experts chooses five finalists
- ❖ The public votes online and in-person at the National Council for Behavioral Health Conference to select the winner among the finalists

11. Who is on the panel of experts?

Please visit www.scattergoodfoundation.org/panel-experts to learn more about our expert panel of judges.

12. How will I know if I am a finalist or a winner?

All communication will be made through email.

Submission Process

13. How do I submit?

Submissions can be made through our online application, which can be found at <https://innovationaward.secure-platform.com/a/organizations/main/home>

No paper applications will be accepted.

14. Do I have to submit a 30-60 second video about my program?

Yes. If you have submitted a nomination in the past, you may notice this new addition to the application. We are asking all of our applicants to provide a brief video which touches on the impact of their program. Videos can focus on an overview of the program design, interviews with staff and/or participants, or something else. Use this opportunity to put your creativity to work! We will not be judging your videos based on production quality.

15. Can I include pictures, documents, and/or links in the application that describe the program?

Yes, it is encouraged and there are optional fields at the bottom of the application for these types of media. Pictures and links can also be added in the large text fields.

Contact

16. Who do I contact if I have a question about the Scattergood Innovation Award?

Feel free to contact Caitlin O'Brien, Special Projects Manager, Thomas Scattergood Behavioral Health Foundation, via email at cobrien@scattergoodfoundation.org.

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COMMUNICATIONS GUIDE

We encourage our partners to promote the Scattergood Innovation Award through various forms of communication. Please see below for examples of how your organization can support the Scattergood Innovation Award in different forums.

Twitter

Example Tweets:

- ❖ Nominate a unique project, policy, or technology to win \$25K and a trip to #NatCon18 at <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ We're thrilled to team up with @nationalcouncil again this year to give the \$25,000 Scattergood Innovation Award and a trip to #NatCon18 <http://bit.ly/2ie1MgQ>
- ❖ Seek to be an innovator for change in #behavioralhealth? Apply for our Innovation Award today! <http://bit.ly/2ie1MgQ> #Innovation2018 #NatCon18
- ❖ Applications for #Innovation2018 are open! Apply and have the chance to win \$25K and a trip to #NatCon18: <http://bit.ly/2ie1MgQ>
- ❖ Share your innovative program and have the chance to win \$25,000 and a trip to #NatCon18 in Washington, DC! <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ Innovate your way to \$25K and a trip to #NatCon18 in Washington, DC! Apply today! <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ Innovative thinking could earn you \$25,000 and a trip to #NatCon18 <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ Contribute to #behavioralhealth innovation have the chance to win the Scattergood Innovation Award of \$25,000 and a trip to #NatCon18 <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ [@handle] Help us get the word out about #Innovation18 so we can award an innovative #behavioralhealth program with \$25K and a trip to #NatCon18 <http://bit.ly/2ie1MgQ>

Cross Promoting:

- ❖ We're working with @nationalcouncil this year to award excellence & innovation in behavioral health! Check out the awards today <http://bit.ly/2fG91L0> #NatCon18 #Innovation18
- ❖ Know an organization, program, or person in #behavioralhealth who deserves an award? Check out the Scattergood Innovation Award and @nationalcouncil Awards of Excellence <http://bit.ly/2fG91L0> #Innovation18 #NatCon18
- ❖ Already getting excited for #NatCon18 where we'll give our \$25K Innovation Award and @nationalcouncil will give their Awards of Excellence #Innovation18 <http://bit.ly/2ie1MgQ>
- ❖ Do you know someone special working in #behavioralhealth? Nominate them for @nationalcouncil Awards of Excellence <http://bit.ly/2zTJ6hb>
- ❖ Award innovation and excellence in #behavioralhealth Submit your nominations for Scattergood Innovation Award <http://bit.ly/2ie1MgQ> @nationalcouncil Awards of Excellence <http://bit.ly/2zTJ6hb>

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Throwback Thursdays:

- ❖ #tbt Meet the 2017 Scattergood Innovation Award Winner, @hopeworkscamden for their program, the Youth Healing Team! Apply for the 2018 award today <http://bit.ly/2ie1MgQ> #Innovation18
- ❖ #tbt We've honored some pretty incredible programs over the years, check out past winners of the Innovation Award <http://bit.ly/2zG7TBm> and apply for the 2018 award today <http://bit.ly/2ie1MgQ> #Innovation18
- ❖ #tbt When we gave the [year] Scattergood Innovation Award to [@handle] Apply for #Innovation18 for YOUR chance to win \$25,000! <http://bit.ly/2ie1MgQ>

Lead Hashtag: #Innovation2018

Other Hashtags:

#NatCon18	#mentalwellbeing	#endstigma
#BH365	#mentalhealthmatters	#stopsuicide
#mentalhealth	#recovery	

Lead Twitter Handles:

@ScattergoodFdn	@NationalCouncil
@PyleJoe	@linda_rosenberg

Other Twitter Handles:

@ACDHS	@HarvardHealth	@NIMHgov	@SayNoToSuicide
@Action_Alliance	@Health_Blogger	@NNDC	@SoberHelpNow
@ArthurCEvans	@HealthFedMARC	@nonprofitorgs	@taramurtha
@AspiraCE	@HealthFedPhila	@NoStigmas	@TIMEHealthland
@BHCjournal	@HealthyPlace	@NPRHealth	@TreatmentAdvCtr
@ChangeIsUnity	@jedfoundation	@OvernightWalk	@WHO
@ChildrensPhila	@MaikenScott	@phillyrecovery	@WHYY_HealthSci
@CNSAntiStigma	@MedscapePsych	@PsychFoundation	
@CNVSJ	@MentalHealthAm	@psypress	
@DartCenter	@mhmmatters	@PublicHealth	
@depression_info	@NAMICommunicate	@RecoveryMonth	
@Generocity	@NAMInRI	@RWJF	
@HarvardHealth	@NewsWorksWHYY	@samhsagov	

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Facebook

Example Posts

- ❖ We have partnered with National Council for Behavioral Health again this year to recognize the innovative behavioral health programs, models, and technologies! Submit your idea to the 6th Annual Innovation Award for a chance to win \$25,000 and a trip to Washington, DC for #NatCon18! <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ We are looking for the brightest, boldest, and most impactful innovation in behavioral health! Share your innovation with us for a chance to win \$25,000 and a trip to Washington, DC for #NatCon18! <http://bit.ly/2ie1MgQ> #Innovation2018
- ❖ #tbt Learn more about all the past winners of the Scattergood Innovation Award, including last year's winner, Hopeworks 'N Camden! And while you're at it, submit your nomination for the 2018 Scattergood Innovation Award <http://bit.ly/2ie1MgQ>
- ❖ Have you checked out the National Council for Behavioral Health Awards of Excellence, including the Scattergood Innovation Award? Nominate leaders in behavioral health today! #NatCon18 #Innovation18 <http://bit.ly/2fG91L0>
- ❖ #tbt We cannot believe that we've been giving the Scattergood Innovation Award for five years! Our past winners include:
 - 2017: Hopeworks 'N Camden Youth Healing Team
 - 2016: The Providence Center Anchor Recovery
 - 2015: Vinfen, Inc. Smartphone Health App for Young Adults with Psychiatric Conditions
 - 2014: TangramCare Using Mobile Technology to Address the Gap Between Prevalence, Diagnosis, and Care in Behavioral Health
 - 2013: Pat Deegan PhD & Associates, LLC CommonGround

Learn about how you can submit a nomination for the 2018 Scattergood Innovation Award and join these incredible programs in being recognized with \$25,000!

<http://scattergoodfoundation.org/innovation>

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Website Language

[The Scattergood Foundation](#) and the [National Council for Behavioral Health](#) have partnered to grow and support the 6th Annual Scattergood Innovation Award. Applications being accepted until **Monday, January 15th at 5pm EST!**

To submit an application, [click here](#).

HOW IS INNOVATION BEING DEFINED?

Innovation: The process of translating an idea or discovery into a good or service that creates a new or different value improving the consumer/end user experience.

The innovations we seek challenge how behavioral health care is currently viewed, organized, and practiced through the creation of catalytic concepts, products, processes, services, and/or technologies.

GOALS OF THE INNOVATION AWARD:

- ❖ **Reward** innovation as defined by the community;
- ❖ **Challenge** how behavioral health care is currently viewed, organized, and practiced through the creation of catalytic concepts, products, processes, services, and/or technologies;
- ❖ **Enhance** the conversation surrounding innovation in behavioral health;
- ❖ **Raise awareness** of behavioral health as a public health concern and encourage public dialogue around behavioral health; and
- ❖ **Build a database** of behavioral health innovations to be shared with all.

WHAT IS THE AWARD?

The winner receives the Scattergood Innovation Award and a \$25,000 cash gift for their program. Finalists for the 2018 Scattergood Innovation Award will also have the opportunity to have their work be featured at the 2018 National Council for Behavioral Health Annual Conference in Washington, DC.

The Scattergood Foundation and National Council for Behavioral Health will also work to promote and share all finalists' work nationally. All submissions that meet the selection criteria will be posted online in the 2018 Innovation Award Database. Your work will receive attention from an ever-growing community of stakeholders through our open public review.

To view last year's submissions, visit <http://bit.ly/2n7syKH>.

HOW IS THE WINNER SELECTED?

1. Foundation staff screen online submissions.
2. Foundation staff posts submissions that meet the selection criteria to a public gallery.
3. A [panel of experts](#) selects five finalists.
4. The public votes online to select the winner.

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WHAT ARE THE SELECTION CRITERIA?

Submissions will be judged on the following criteria:

- ❖ **Creativity:** The innovative program exhibits originality, ingenuity, and resourcefulness in addressing the specified issue area.
- ❖ **Leadership:** The innovative program design and implementation provides direction that other organizations can emulate.
- ❖ **Sustainability:** Resources and support are available for sustaining the innovative program.
- ❖ **Replicability:** The innovative program can be duplicated, transferred, or adapted by other institutions or organizations.
- ❖ **Results/Outcomes:** Metrics are specified to assess the effectiveness of the innovative program.
- ❖ **Judge's Choice:** Judges will have the opportunity to rank the innovative programs based on their assessment of the evaluation.