Challenge Manual

NYC
Mayor's Office of the
Chief Technology Officer

NYC /EDC

THRIVE NYC

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Challenge Overview

Challenge Title

NYCx Co-Labs: Accessible Mental Health for Latinx Youth

Challenge Statement

How might we improve mental health among Latinx youth (13-18 years old) in Inwood and Washington Heights?

The City of New York is seeking to test creative, tech-enabled solutions that advance any combination of the following outcomes:

- Increase Latinx youths' mental health (MH)
- Improve teen resiliency to be able to cope with depression
- Increase the amount of culturally relevant content tailored to Latinx youth to support MH
- Increase Latinx youths' comfort pursuing treatment for mental illness
- Increase Latinx youths' confidence in using and seeking formal and informal MH services
- Reduce stigma associated with mental health and mental illness
- Raise the level of community awareness of available formal and informal MH services

Purpose of the Challenge

Half of all mental health conditions start by 14 years of age, yet most cases go undetected and untreated.[1] In the United States, Latinx youth are particularly vulnerable to mental illness due to social pressures, discrimination, and socio-economic stressors.[2]

Latinx youth in New York City are no exception. Inwood and Washington Heights, the traditional enclave of the Dominican-American community in New York City (NYC), have a population of over 210,000 residents. The area has the largest concentration of children and youth in Manhattan with over 35,000 residents between the ages of 5 and 19 years old.

Inwood and Washington Heights community leaders are concerned about the prevalence of mental health stressors in their neighborhoods, especially fears about housing insecurity, immigration status and deportation, which can prevent people from seeking out health and city services.

Meanwhile, Latinx youth nationwide struggle with academic pressure, depression, anxiety, low self-esteem, and suicidal ideation[4], with a recent rise in self-destructive behavior among young Latinas.[5]

Research has robustly and consistently shown that identities with a history of oppression – such as people of color and LGBTQI individuals, among others – experience increased negative mental health symptoms related to discrimination and harassment.[6]

In that context, the City of New York is calling for innovative projects, services or products to improve mental health and well-being among Latinx youth. Solutions should include engaging, actionable mental health tools and resources to help Latinx youth in Inwood and Washington Heights understand mental health and mental illness, learn how to seek help when needed, engage in behaviors that promote positive mental health, and reduce community stigma in the pursuit of information about mental health and appropriate services.

Solutions should address the needs of either Latinx youth themselves, mental health service providers in the area, or organizations that provide mental health education and services. We encourage projects that address the language barriers and cultural differences associated with the largely Spanish-speaking, foreign-born population in Inwood and Washington Heights.

[1] Kessler RC, Angermeyer M, Anthony JC, et al. "Lifetime Prevalence and Age-of-Onset Distributions of Mental Disorders in the World Health Organization's World Mental Health Survey Initiative." World Psychiatry 6, no. 3, 2007, 168–76.

[2] Ramirez, Amelie. "Mental Health & Latino Kids: A Research Review." Salud America, December 10, 2018.
https://salud-america.org/healthy-minds-research/

[3] As reported to NYCx Co-Labs during community listening sessions

[4] Ramirez, Amelie. "Mental Health & Latino Kids: A Research Review." Salud America, December 10, 2018.
https://salud-america.org/healthy-minds-research/

[5] Ramirez, Amelie. "Mental Health & Latino Kids: A Research Review." Salud America, December 10, 2018.
https://salud-america.org/healthy-minds-research/

[6] Russinova, Zlatka, Shanta Griffin, Philippe Bloch, Nancy J. Wewiorski, and Ilina Rosoklija. "Workplace Prejudice and Discrimination toward Individuals with Mental Illnesses." Journal of Vocational Rehabilitation 35, no. 3, 2011, 227–41.
https://doi.org/10.3233/jvr-2011-0574

About NYCx Co-Labs

The NYCx Co-Labs is a civic innovation program managed by the NYC Mayor's Office of the Chief Technology Officer (MOCTO) and the NYC Economic Development Corporation (NYC EDC).

The program combines community building, participatory research, tech education and open innovation challenges to address urban inequality across NYC neighborhoods.

NYCx Co-Labs brings together a set of partners — from government, local non-profit organizations, technology companies, communities, and foundations — through various events, workshops, and community spaces to accelerate the development of new tech-enabled solutions to NYC most pressing issues.

Opportunity

Motivation

"Adolescence (10–19 years) is a unique and formative time. Multiple physical, emotional and social changes, including exposure to poverty, abuse, or violence, can make adolescents vulnerable to mental health problems. Promoting psychological well-being and protecting adolescents from adverse experiences and risk factors that may impact their potential to thrive are critical for their well-being during adolescence and for their physical and mental health in adulthood."
WORLD HEALTH ORGANIZATION [7]

Today's youth face multiple stressors that can affect their mental health, such as peer pressure, anxiety, increased use of technology, socio-economic problems, challenging home and family circumstances, and discrimination based on ethnicity, gender identity, language skills, nationality, among other factors.[8]

Youth around the world struggle with unreported mental health conditions, especially depression, and suicide is a leading cause of death among youth aged 10-18.[9] Meanwhile, research demonstrates that prevention and early intervention efforts can be effective in stopping mental health challenges from becoming crises.[10]

In the United States, one out of four youth is Latinx, and they have been shown to face the highest levels of depressive and suicidal symptoms.[11] Latina youth have the highest rates of suicide ideation and attempts among youth, yet they are far less likely than their peers to receive mental health treatment.[12] There has been with a dramatic 56% increase in teen suicide in the United States between 2007 and 2017.[13]

Salud America found that Latinx youth may lack access to mental health care due to cultural differences related to mental health, language barriers, and mistrust of school and medical professionals. In addition, the National Council

de la Raza found "a shortage of accessible, culturally appropriate mental and behavioral health programs and providers that can effectively screen, diagnose, and treat Latinos."[14]

Furthermore, technology plays an important role in teens' lives--84% of teens in the U.S. have their own mobile phone, using them for gaming, watching videos and homework.[15] Low-income teens are more likely to do homework on their phones, and use nearly two more hours of screen time daily than teens from higher-income homes. African-American and Latinx teens spend more time on social media than white teens, with teen girls spending the most time.[16]

[7] "Adolescent mental health," World Health Organization, last accessed October 23, 2019. http://bit.ly/2u6ELWg

[8] "Adolescent mental health," World Health Organization, last accessed October 23, 2019. http://bit.ly/2u6ELWg

[9] "Suicide." National Institute of Mental Health, U.S. Department of Health and Human Services (n.d.). www.nimh.nih.gov/health/statistics/suicide.shtml

[10] Cho, Sun Mi, and Yun Mi Shin. "The Promotion of Mental Health and the Prevention of Mental Health Problems in Child and Adolescent." Korean Journal of Pediatrics, The Korean Pediatric Society, 2013. www.ncbi.nlm.nih.gov/pmc/articles/PMC3859877/

[11] Patricia Foxen, "Mental Health Services for Latino Youth: Bridging Culture and Evidence," National Council de la Raza, last accessed December 20, 2016. http://publications.nclr.org/handle/123456789/1673

[12] Ramirez, A et al., "Mental Health and Latino Kids: A Research Review," Salud America, 2016. https://salud-america.org/healthy-minds-research/

[13] Brody, Jane E. "The Crisis in Youth Suicide." The New York Times. The New York Times, 2019. https://nyti.ms/2GK4xCp

[14] Patricia Foxen, "Mental Health Services for Latino Youth.", 2016, Unidos US.

[15] "The Common Sense Census: Media Use by Tweens and Teens, 2019." Common Sense Media: Ratings, reviews, and advice, 2019. https://www.commonsensemedia.org/research/the-common-sense-census-media-use-by-tweens-and-teens-2019

[16] Kamenetz, Anya. "It's A Smartphone Life: More Than Half Of U.S. Children Now Have One." NPR. NPR, 2019. https://n.pr/3aQ77Vk

Technology can be a useful tool to improve health, but it also carries risks. Scientists debate whether there is a link between screen time and negative mental health,[17] and its effects on teens' communication, social interaction, and sleep are still being explored.[18] Nevertheless, researchers agree that technology and social media can be useful tools for communicating about mental health or providing mental health support, especially for reaching minority populations who are less likely to receive traditional mental health care.[19]

The NYCx Co-Labs: Accessible Mental Health Challenge is an opportunity for local and global entrepreneurs to innovate how the City of New York can increase the resilience and mental health of Latinx youth.

It is an exciting time when researchers and entrepreneurs alike are exploring ways to apply technology to improving youth mental health.[20] Submit an application and join us in a global effort to improve youth mental health!

The City's Vision for Mental Health for All

The Mayor's Office of ThriveNYC promotes mental health for all New Yorkers by closing critical gaps in mental health support. In partnerships with 12 City agencies and hundreds of community partners, ThriveNYC includes over 30 innovative programs that serve hundreds of thousands of New Yorkers every year. Thrive programs reach people with the highest need – those with serious mental illness, those affected by trauma, and those living in historically underserved neighborhoods. Thrive programs take down barriers to care for all New Yorkers by providing free services in over 200 languages, regardless of insurance or immigration status. Thrive is working toward a New York City where every New Yorker in need is connected to care and mental health needs do not become crises.

The NYCx Co-Labs: Accessible Mental Health Challenge is part of the inclusive innovation efforts of the City of New York to connect the NYC tech ecosystem, government agencies, local communities, mental health experts, and global innovators to address the mental health needs of our most vulnerable communities.

[17] Kamenetz, Anya. "The Scientific Debate Over Teens, Screens And Mental Health." NPR, 2019. https://n.pr/2uPzdzq

[18] Brody, Jane E. "The Crisis in Youth Suicide." The New York Times, 2019. https://nyti.ms/2GK4xCp

[19] Ramos, Giovanni, and Denise Chavira. "Use of Technology to Provide Mental Health Care for Racial and Ethnic Minorities: Evidence, Promise, and Challenges." Cognitive and Behavioral Practice. Elsevier, 2019. https://www.sciencedirect.com/science/article/pii/S1077722919301063

[20] Boydell, Katherine M, et al. "Using Technology to Deliver Mental Health Services to Children and Youth: a Scoping Review." Journal of the Canadian Academy of Child and Adolescent Psychiatry. Canadian Academy of Child and Adolescent Psychiatry, 2014. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4032077/

Benefits

NYCx Co-Labs will award the following benefits to finalists and winners of The NYCx Co-Labs: Accessible Mental Health Challenge.

All Applicants

- Showcase your initiatives to NYC government agencies.

- Gain exposure to NYC tech ecosystem through NYC's government agencies and Industry Partners.
- Access publicity through the City of New York and Industry Partners marketing channels.
- Gain visibility across the NYCx Co-Labs network of international cities working on inclusive innovation.
- Access networking events and potential pro bono partnerships through Industry Partners.

Finalists

- Receive targeted feedback from venture capitalists / investors and experts in your industry through the Industry Partner network
- Receive targeted feedback from the Mayor's Office of the Chief Technology Officer (MOCTO), the NYC Economic Development Corporation (NYCEDC), and the Mayor's Office of ThriveNYC (ThriveNYC) on your proposal
- Finalists featured on NYCx website

Winners

- Win up to USD 20,000 in seed funding to pilot a tech-enabled solution in Inwood/Washington Heights.
- Receive support from MOCTO and NYCEDC on the monitoring,evaluation, design and pilot implementation.
- Receive guidance from ThriveNYC and local networks of community-based organizations during the implementation of the pilot.

Application Process

The challenge is open to everyone regardless of background, experience, or geographic location - all relevant and compelling ideas will be taken into consideration. There is no minimum business or growth stage required.

Competition Process*:

1. **Application Process:** The application will be accepted on a rolling basis from February 25, 2020 to July 15, 2020. **Applications are to be submitted by July 15, 2020, by 11:59 pm, Eastern Standard Time**. Applications will include a short statement of purpose, a brief description of the team's concept for the challenge and supporting documentation. Submissions will be reviewed and evaluated by a panel from MOCTO, ThriveNYC, and NYCEDC and Industry Partner. All applicants might receive follow-up clarification questions during this time on a set date to ensure equal time for clarification responses.

2. **Finalists:** Finalists will be selected in Summer 2020. These selected applications will be reviewed by a panel of venture capitalists and the Inwood/Washington Heights Community Tech Board, composed of local community members. These two panels will provide written feedback on the applications, which will be shared with applicants through the challenge judges.

3. **Final Round:** Finalists will be announced during Summer, 2020. They will be invited for a pitch presentation and Q&A session with a panel of judges. This presentation may be conducted via video conference.

4. **Winners Announced:** Winning teams will be announced in Summer, 2020.

5. **Pilot Period:** Pilots will begin in Fall 2020 and will run for a period of 6-9 months.

Due to the Covid-19 Pandemic, the competition timeline is subject to change.

Please *sign up for updates here*.

2020 Competition Timeline*

- **25 February 2020**
  Applications Open Online

- **TBD**
  Information Session(s)

- **15 July 2020**
  Deadline for Submissions

- **Summer 2020**
  Finalists Selected

- **Summer 2020**
  Venture Capital partners and Community Tech Board** provide feedback

- **Summer 2020**
  Pitch Presentations and Q&A

- **Summer 2020**
  Winners Announced

- **Summer 2020**
  Contracts and funding finalized

- **Fall 2020**
  Pilot Launch

Implementation Process

Pilot: The winning team(s) will pilot their solution in Inwood and Washington Heights in Fall 2020 in collaboration with MOCTO, NYCEDC and ThriveNYC.

Throughout the duration of the pilot, ThriveNYC, MOCTO and NYCEDC will evaluate the solution's efficacy meeting the challenge's goals and determine next steps, which may include releasing an open solicitation to deploy the solution on a larger scale.

Funding: We anticipate funding two pilots. Each challenge winner will receive $20,000 in funding to support implementation. Funds should be used to implement and ensure the success of the pilot, including but not limited to purchasing and installing equipment, as well as for expenses related to insurance, maintenance, user testing, and evaluation.

*Due to the Covid-19 Pandemic, the competition timeline is subject to change. Please sign up for updates here.

**The Community Tech Board (CTB) is an advisory board of community-based organizations and residents who provide guidance on program activities and advance opportunities for their neighborhood to benefit from new technologies. The 32 board members were selected in 2018 through an online application process as well as nominations from city agencies.

Selection Criteria

Community Principles

Successful solutions will be responsive
to the following principles:

Empowering: Successful solutions should
create and support opportunity and equity
in Inwood and Washington Heights.

Responsive: Successful solutions should be
useful, respond continuously to the needs of the
community, and generate significant impact.

Accessible: Successful solutions should
serve, be inclusive of, and be usable by all
members of the Latinx youth community.

Linguistically inclusive: Successful solutions
should be accessible in Spanish and
English. We encourage solutions that can
be adapted to different linguistic needs.

Culturally competent: Tools and services
should incorporate interactive, engaging,
and culturally appropriate methods to
address the Latinx community.

Transparent: Successful solutions should make
their products, processes, outcomes, partners,
and participants clear and transparent

Responsible: Successful solutions should be safe and
well-maintained throughout the duration of the pilot.

Evaluation Criteria

The following criteria will guide the review and selection process:

Innovative
The proposal is original, and demonstrates an innovative approach. The proposal includes novel concepts, processes, tools or governance models as a test-bed for innovation.

Sustainable
Considerations for the solution's maintenance, continuous usage, and ability to be improved.

Implementable
Initiatives can be implemented within current regulations and starting in Fall of 2020.

Impactful
Solutions propose clear, significant, and measurable outcomes. Solutions should demonstrate clear contributions to future city action plans and decision making processes.

Scalable
Initiatives can scale to benefit hundreds, thousands (perhaps even millions) of people in the future.

Replicable
Solutions should be transferable to other contexts, different than the one it was originally conceived for; that is, that could be replicated in other sectors, regions, countries.

Cost effective
Initiatives can be affordably deployed throughout the City for the defined target audience.

Relevant
The solution defines a need(s) or unresolved problem(s) being addressed in its context.

User-centric
Solutions should be developed with the end-user experience in mind.

Compliant
Successful solutions should follow NYC IoT Guidelines (on privacy, transparency, infrastructure, data management, security, operations, and sustainability), and all applicable NYC rules and regulations.

Partners

Roles and Responsibilities

PARTNER	ROLE	RESPONSIBILITIES
City Agencies Partners (MOCTO, NYCEDC, ThriveNYC)	Partnership Managers	• Provide seed funding for winning proposals. • Evaluate proposals. • Select program winners. • Oversee successful execution of pilot program. • Provide visibility to challenge winners through the local and international networks. • Support the monitoring and evaluation of the pilot implementation. • Support the documentation of the pilot program to identify lessons learned and policy recommendations.
Industry Partner	Industry Advisor	• Provide feedback to finalists through an Advisory Board. • Provide advice to the challenge winners and industry expertise.
Community Tech Board (CTB)	Community Advisor	• Provide feedback to finalists through the CTB review.
Challenge Winners	Challenge Beneficiary	• Implement the pilot. • Undertake monitoring and evaluation of the pilot to determine success. • Document the execution of the pilot. • Manage the day-to-day implementation of the pilot

City Agency Partners

NYC Mayor's Office of the Chief Technology Officer (MOCTO) strives to make broadband, smart city technologies, digital services, and the tech industry work for all New Yorkers. This includes strategies towards closing the digital divide and driving technology investments to underserved neighborhoods.

NYC Economic Development Corporation (NYCEDC) is a mission-driven, non-profit organization that creates shared prosperity across New York City by strengthening neighborhoods and growing good jobs. NYCEDC works with and for communities to provide them with the resources they need to thrive, and invests in projects that increase sustainability, support job growth, develop talent, and spark innovation to strengthen the City's competitive advantage.

The Mayor's Office of ThriveNYC (ThriveNYC) aims to ensure that every New Yorker who needs mental health support has access to it, where and when they need it. ThriveNYC addresses needs that have gone unmet by traditional services and by piloting innovative strategies. This includes new services for historically underserved special populations, expanding the range of mental health support available to New Yorkers, and enhancing mental health equity across the city. ThriveNYC works with City agencies and strategic partners to achieve effective citywide implementation of strategies, maximize their effectiveness and ensure sustainability.

Community Partners

The NYCx Co-Labs: Accessible Mental Health Challenge for Latinx youth emerged from a series of participatory workshops with community experts from Inwood and Washington Heights.

In August 2018, The NYCx Co-Labs Program engaged 35 Inwood and Washington Heights residents, representatives of community-based organizations, entrepreneurs and educators in a series of workshops on housing, education, health, arts & culture, small businesses, and immigrant affairs to identify priority issues in the community. Research was complemented with six one-on-one interviews with local healthcare professionals and stakeholders, 191 relevant data points from the OneNYC challenge survey, expert interviews, a literature review, and participatory workshops with NYC City agencies.

In each Co-Labs community, NYCx convenes a Community Technology Board (CTB) to serve in an advisory role throughout the process of developing the Co-Labs site, defining challenges that are a priority to community members, supporting the challenge competition and advising on pilot implementation. The Inwood and Washington Heights CTB is comprised of local residents, Manhattan Community Board 12 representatives, local community-based organizations, educators, entrepreneurs, and service providers.

Community Overview

Community Context

In the northernmost tip of Manhattan lie the culturally and geographically rich Inwood and Washington Heights neighborhoods, which are home to over 210,000 residents.[21] About 74% of the population identifies as Latinx, and the largest group in the community is of Dominican descent. With a foreign-born population of almost 50% (102,000 residents), Inwood and Washington Heights has a diverse cultural identity deeply intertwined with the Caribbean nations.

These neighborhoods stretch from the Hudson River on the west side to the Harlem River on the east side, extending from West 220th Street down to West 155th Street and make up Community District 12.

The median household income in MN12 is $47,496, compared to the median in Manhattan, which is $79,781.[22] More than 21% of residents live on incomes below the federal poverty threshold, a third of whom are under age 18.[23] The district also has a high unemployment rate, estimated around 10.3%.[24]

Issue Context

The area has the largest concentration of children and youth in Manhattan, with over 35,000 residents aged between the ages of 5 and 19 years old.[25] Relatedly, the community has a higher number of teenage mothers than any other district, and residents are less likely to have access to regular physical or mental health care (14% are uninsured[26]).

The local hospital, New York-Presbyterian/Columbia University Medical Center, treated over 3,800 psychiatric patients in 2016, over 66% of which were treated for depression. During interviews with hospital experts in 2018, they identified Latinx youth in the area as one of the most high risk groups.

Inwood and Washington Heights are located in a federally-designated Mental Health Care Shortage Area (MHSA)[27]. New Yorkers who live in MHCSAs may have a much harder time accessing mental health care due to a low ratio of mental health providers to residents compared to other neighborhoods.

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[21] New York City Community Health Profiles, NYC Department of Health, 2018.
https://www1.nyc.gov/site/doh/data/data-publications/profiles.page

[22] U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates. Table number B19013 (Median Household Income in the Past 12 Months). Income in 2017 inflation-adjusted dollars.

[23] CB12 Needs Assessment, 2018

[24] American Community Survey 3 year estimates

[25] "Our Community Profile: Manhattan Community Board 12", NYC.gov, last accessed, December 2019.
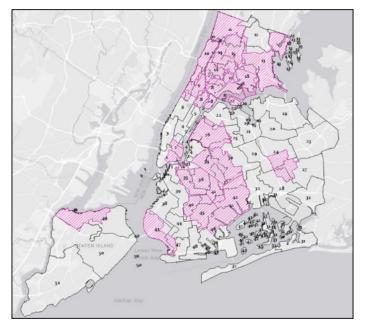https://www1.nyc.gov/html/mancb12/html/community/profile.shtml

[26] New York City Community Health Profiles, NYC Department of Health, 2018.
https://www1.nyc.gov/site/doh/data/data-publications/profiles.page

[27] Shortage Areas.
data.hrsa.gov/topics/health-workforce/shortage-areas.

Map of Mental Healthcare Shortage areas in NYC by city council district

Map created by the Office of ThriveNYC based on data on federally-designated mental healthcare shortage areas:
https://data.hrsa.gov/topics/health-workforce/shortage-areas

In addition to geographic barriers to care, community leaders have expressed concerns about the mental health of local residents, due in part to stressors stemming from immigration, housing and education. They identified specific mental health barriers in Inwood and Washington Heights, including having limiting beliefs about oneself, a poor understanding of preventative care, a lack of culturally competent services, a need for community owned education and healthcare, a lack of data across different demographics, and a lack of information that leads to action.[28]

Definitions

The City of New York offers the following definitions for key terms used throughout this challenge manual:

• Mental Health: The World Health Organization defines mental health as "a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community." ThriveNYC further states that "...Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices". [29]

• Depression: "Depression (major depressive disorder or clinical depression) is a common but serious mood disorder. It causes severe symptoms that affect how you feel, think, and handle daily activities, such as sleeping, eating, or working."[30]

• Anxiety: "Anxiety is an emotion characterized by feelings of tension, worried thoughts and physical changes like increased blood pressure. People with anxiety disorders usually have recurring intrusive thoughts or concerns. They may avoid certain situations out of worry. They may also have physical symptoms such as sweating, trembling, dizziness or a rapid heartbeat."[31]

[28] As reported to NYCx Co-Labs during community listening sessions

[29] "Mental Health and Well-Being." www.heart.org, (n.d.). http://bit.ly/31jZBxF

[30] "Depression." The National Institute of Mental Health, U.S. Department of Health and Human Services, (n.d.). www.nimh.nih.gov/health/topics/depression/index.shtml

[31] "Anxiety." American Psychological Association, American Psychological Association, www.apa.org/topics/anxiety/

Market Analysis

Fundamental to the NYCx Co-Labs program is the idea that the use of technology can generate strong social impact - particularly on intractable issues, from local to global in scale. In addition to potential impact on individual wellbeing, mental health represents a **massive, dynamic, and global market opportunity** for technologies and innovations to address ongoing sector challenges and reach traditionally under-served populations.

The market for mental health technology is a "billion dollar industry", with a total addressable market of more than $1.5 billion in 2018 - a 12.4% increase from 2017 - with projected growth to $2.3 billion by 2022.[32] In 2018 alone, investment grew 53% year-over-year from 2017, hitting $568 million into mental health tech across 92 deals.[33] A $2.2 million median deal size suggests that the industry is still in early innings, but some firms - among them Calm, Headspace, and Talkspace - had achieved company valuations in excess of $300 million at time of this Inwood Co-Labs challenge launch.

While much of this opportunity is generated through business-to-consumer (B2C) ventures, such as through paid subscriptions that allow subscribers to access remote "telehealth" appointments with therapists and counselors, mental health is also a longstanding public policy priority with considerable funding available at the local and national level. ThriveNYC, an unprecedented citywide commitment to create and support a comprehensive mental health system in NYC, has an annual budget of more than $240 million[34] dedicated to improving the delivery of mental health care and eliminating barriers to care for traditionally underserved populations. Through the United States' Substance Abuse and Mental Health Services Administration (SAMHSA), part of the Department of Health and Human Services, more than $1.5 billion are spent or granted to states for mental health services and supports.[35] Such budgets capture only a fraction of what public and nonprofit agencies across the world spend each year to reduce stigma, increase diagnosis, and improve treatment of mental health. While this challenge is focused on the roughly 13,000 Latinx and immigrant youth in Inwood and Washington Heights, the Hispanic community is one of the United States' largest, with over 58 million nationally and around 2.5 million in New York City.

Potential Technologies

The following are some potential technologies that could be leveraged to address this challenge. This list exists solely to provide tangible examples, and should in no way be considered exhaustive:

- **Data analytics tools for mental health providers** to better deliver mental health services, mental health education, monitor mental health symptoms, etc.
- **Service mapping and resource finding tools** to increase the visibility of mental health providers and mental health resources for Latinx youth.
- **Educational tools tailored for Latinx youth** to build positive habits, promote positive mental health and self-esteem, practice mindfulness, connect with peers, etc.
- **Tech-enabled cognitive behavioral therapy tools**, such as AI-powered mental health chat applications, counseling hotlines, telehealth or video therapy platforms, etc.
- **Applied tech**, such as connected hardware, digital storytelling, interactive urban space tech, motion-sensor advertising, virtual reality or augmented reality.
- **Others**...tell us your ideas!

[32] "Behavioral and Mental Health Software Market...", Market and Markets, (n.d.) https://www.marketsandmarkets.com/Market-Reports/behavioral-health-software-market-45953340.html

[33] John Prendergass, "Mental Health & Wellness Technology", CB Insights. https://www.cbinsights.com/research/briefing/mental-health-and-wellness-tech/

[34] Thrive NYC Budget - FY20. https://thrivenyc.cityofnewyork.us/wp-content/uploads/2019/05/Thrive-Program-Budget-as-of-FY20-Exec.pdf

[35] SAMHSA Operating Plan, FY 2019. https://www.samhsa.gov/sites/default/files/samhsa_fy2019_operating_plan_508.pdf

FAQs and Additional References

Frequently Asked Questions

Q: Do I need to have experience working with the public sector?

A: No

Q: What should I include in my submission?

A: Submissions must be written in English and must include a short statement of purpose, a brief description of the team's concept for the challenge and supporting documentation. Further information can be found in the Challenge Manual: Application Process. The evaluation committee will review submissions based on the evaluation criteria to determine the finalists and winners. The committee may or may not reach out to request more detailed technical specifications for the solution you proposed. Details about the type of information, format, and length will be shared along with that request.

Q: Can I propose a novel solution that hasn't been tested before?

A: You may propose a solution that has not yet been tested; however, assumptions should be rigorous and provable. If the project team is interested in your solution, you will be asked to provide additional technical documentation and/or research demonstrating the outcomes that you are claiming. If you have had previous test pilots or deployments, please indicate this information on your submission application.

Q: Will I have an opportunity to meet with the evaluation committee team to pitch my solution?

A: Finalists will have the opportunity to pitch via a web video conference.

Q: Will I have access to existing City-owned infrastructure and technology?

A: The possibility to use existing City-owned infrastructure and technology will be considered after a security and operations review by the project team.

Q: If I apply to this challenge, can I also apply to other challenges?

A: Yes.

Q: Will the next step be to issue an RFP to procure the best solution?

A: Upon selection, winning applicant(s) will be offered the opportunity to install/launch their solution in the pilot location. The sponsoring City agencies and the selected applicant(s) will develop a method for evaluating the solution and, if demonstrated to be effective in meeting stated goals, the sponsoring agencies may release an open solicitation to deploy a technology on a larger scale following the completion of the pilot.

Q: Will the contents of the submission remain as my intellectual property?

A: The Intellectual Property Rights (IPR) of the idea and related materials are owned by applicants. However, we urge applicants to bear in mind that this is an open innovation call that is looking for co-creation and joint development. The applicants will decide what kind of sensitive business information they would like, or need, to share in the competition. Individual confidentiality agreements to protect sensitive business information will be accepted to protect the business idea. It is the applicants' responsibility to point out the sensitive information and deliver the confidentiality agreement. All submissions may be published on the NYCx Co-Labs website, as written documentation associated with the competition, on the websites of the agencies, or under

other circumstances in which the organizing agencies may want to inform others about the competition and its results. When applicants submit proposals, they accept that their proposal can be published.

Q: Can the contents of my submission be applied without my further involvement?

A: No, this challenge is meant to demonstrate the benefits of a new mental health tool or service in one location in real-life conditions. Additionally, the pilot may be followed by an open solicitation to deploy the technology on a large scale if the evaluation proves its benefits and the sponsoring agencies decide to pursue it. If the open solicitation is released, it will detail the level of involvement required.

Q: Is there any available funding for the winning teams?

A: Teams that effectively identify funding needs in their applications may be eligible for funding of up to $20,000 to facilitate installation and deployment of the pilot technology. The solutions that require the least invasive installation and are most cost-effective will receive preference. We also encourage teams to think creatively about financial sustainability beyond the pilot term. We will consider partnerships and coalitions for the application, especially between small and large firms.

Additional References

Please click on the links below to access additional reference materials:

1. NYCx Co-Labs Presentation for Thrive NYC
2. Building Community Power: Challenges to Immigrants Brief
3. Building Community Power: Community Insights Brief
4. NewYork-Presbyterian Hospital, 2016
5. Full bibliography

Some key data regarding the prevalence of mental health Issues in Latinx youth is below:

Summary: Twenty-two percent of Latino youth have depressive symptoms, a rate higher than any minority group besides Native American youth.

- All citations drawn from Ramirez, A, Gallion, K, Aguilar, R, Dembeck, E. Mental Health and Latino Kids: A Research Review. Salud America! and the Robert Wood Johnson Foundation. (2016). https://salud-america.org/wp-content/uploads/2017/09/FINAL-mental-health-research-review-9-12-17.pdf (Accessed: 26th November 2019).
- Guzman, A., Koons, A. & Postolache, T. Suicidal behavior in Latinos: Focus on the youth. Int J Adolesc Med Health 21, 431–439 (2009)

Summary: The U.S. Office of Minority Health has found that Latina adolescents have the highest rates of suicidal ideation and suicide attempt, and, while lower than Latinas, Latino adolescent males have higher rates of suicidal ideation and suicide attempt than their white peers.

- U.S. Department of Health and Human Services Office of Minority Health. Mental Health and Hispanics. (2016). https://www.minorityhealth.hhs.gov/
- (Accessed: 16th December 2016)

Summary: A cross-sectional review of data from the Children of Immigrants Longitudinal Study (CILS) found that depressive symptoms in U.S.-born Latino high school students was significantly associated with discrimination from teachers (p<.05) and students (p<.05). For boys and girls, perceived discrimination was associated with symptoms of depression when controlling for self-esteem.

- Lopez, W. D., LeBrón, A. M. W., Graham, L. F. & Grogan-Kaylor, A. Discrimination and Depressive Symptoms Among Latina/o Adolescents of Immigrant Parents. Int. Q. Community Health. Educ. 36, 131–140 (2016).

Legal Information

Publicity and Promotion of the Challenge

For promotional purposes, all challenge winners will be required to provide marketing materials to support the announcement of their solution.

For purposes related to communication and publicity, the partnership may use information relating to the proposals, notably summaries for publication or other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

The organizers will publish the name of both the finalists and the winner, their origin, and their nature and purpose — unless they have requested to waive this publication (because disclosure risks threatening its security and safety or harm its commercial interest).

Ownership and Responsibility

The participant is accountable for the proposal and ensuring that no intellectual property rights, industrial property rights, copyright and/or image rights are violated.

The participant assumes complete responsibility with regard to third parties: organizers are free of all liability. Should the proposal be short-listed, the participant authorizes organizers to disseminate, reproduce and publish the proposal in any format.

The Intellectual Property Rights (IPR) of the idea and related materials are owned by the contestant. However, we urge the contestants to bear in mind that this is an open innovation call that is looking for co-creation and joint development. The contestants will decide what kind of sensitive business information they would like, or need, to share in the competition. Individually confidentiality agreements to protect sensitive business information will be accepted to protect the business idea. It is the contestants' responsibility to point out the sensitive information and deliver the confidentiality agreement. All submissions will be published on NYCx Co-Labs website, as written documentation associated with the competition, on the websites of the organizing partners and network or under other circumstances in which the organizing partners and network may want to inform others about the competition and its results. When contestants submit for the competition, they accept that their proposal can be published.

Terms and Conditions

NYCx Co-Labs - Competition Terms and Conditions ("Official Rules")

Organizers / Sponsors

This Open Innovation Call ("OIC" or "Challenge") is organized by the NYCx Co-Lab program which is a partnership between the NYC Mayor's Office of the Chief Technology Officer (MOCTO) and the NYC Economic Development Corporation. NYCx Co-Labs are neighborhood-based partnerships that combine technology piloting and education in high-need, high-opportunity neighborhoods across NYC to challenge inequality in the deployment of smart city technologies. The program brings together a set of partners — from government, local non-profit organizations, technology companies, communities, and foundations — through various events, workshops, and community spaces to accelerate research and development of new technologies that can improve city life. NYCx Co-Labs is based on developing strong community relationships through human-centered design and participatory methods. The NYC Mayor's Office of the Chief Technology Officer, The NYC Economic Development Corporation and The Mayor's Office of ThriveNYC ("The City") will launch The NYCx Co-Labs: Accessible Mental Health Challenge which is calling for innovative projects, services or products to improve mental health among Latinx youth. Teams are responsible for all of their own costs, including but not limited to, developing and testing submissions and all ancillary costs such as travel. If no team qualifies for baseline performance expectancy, then the evaluation panel may reassess performance standards.

Participating teams will be afforded the opportunity to, with other teams, share resources and assets, merge, or reorganize at any point during the Open Innovation Call to produce the best outcome. Teams that do merge must agree on terms that integrate all parties involved under one entity so that there are no disputes during contract negotiations in the event that the conjoined team wins the OIC. The City may, at any point during the Challenge, change any details about the Challenge as unforeseen circumstances arise.

Eligibility

To be eligible to compete in the OIC, a team must be an Eligible Entity. An Eligible Entity is a person or company, 18 years or older, who is not disqualified by restrictions defined in the following sentence. Employees of the City, and the judges or any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production, execution or distribution of the Challenge and their immediate family (spouse, parents and step-parents, sibling and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible to participate and receive award of a stipend or agreement with the City or any award. Participation constitutes participant's full and unconditional agreement to these Official Rules and Sponsors' decisions, which are final and binding in all matters related to the Challenge. Award of a stipend is contingent upon fulfilling all requirements set forth herein. Each team must designate a Team Leader. The Team Leader will be the sole point of contact between the team and the Challenge administrators.

The City reserves the right to limit, or restrict upon notice, participation in the OIC to any person or entity at any time for any reason. Teams may withdraw as set forth in the guidelines provided in the Challenge Rules.

Confidentiality

Challenge participants may be exposed to information about the City's business that is considered sensitive to its operations. Teams are required to sign a Non-Disclosure. Agreement and to protect and keep confidential any information it may come into contact with during the challenge process as laid out in the Challenge Rules. Privacy and Data Collection

The Open Innovation Call ("OIC") organizers ("NYCEDC, MOCTO, and ThriveNYC") collect participants' personal and contact information for the purposes of the The NYCx Co-Labs: Accessible Mental Health Challenge. This information may be shared with New York City agency participants and external evaluators to assess and score submissions. Participants' information will also be stored and used for marketing and promotional purposes. Participants have the right to request that OIC organizers

amend any data that is incorrect or in need of updates. Participants also have the right to request that OIC organizers delete any personal information pertaining to the participating teams and team members. Applicants can exercise these rights by contacting **Oscar Romero**, NYCx Co-Labs Program Director, of the NYC Mayor's Office of the Chief Technology Officer at oromero@cto.nyc.gov, with a specific request to change or delete personal information.

Challenge Rules

The Challenge will begin at 10:00:00 AM Eastern Standard Time ("EST") on February 25, 2020 and end at 11:59:59 PM Eastern Time on July 15, 2020 ("OIC Period"). The OIC is organized by the City of New York. Participation is subject to all federal, and New York state and local laws and regulations. Void where prohibited or restricted by law. You are responsible for checking applicable laws in your jurisdiction before participating in the Challenge to make sure that your participation is legal and to ensure that you comply with all relevant laws. You are responsible for obtaining all passports, visas, and other government-required documents and permissions needed to participate in the OIC.

All submissions must be electronic, and to enter, you must visit the application page and complete all forms by 11:59:59 PM, Eastern Time, on July 15, 2020. By making a submission you acknowledge and agree to hold the City and the Partners harmless from any and all claims, loss or damage to your personal property, liabilities and costs, including attorney's fees, as a result of your participation in this OIC, including travel to and from the Activity (including air travel) or any events incidental to this OIC.

The timeline is proposed as follows (all dates are subject to change):

1. **Application Process:** The application will be accepted on a rolling basis from February 25, 2020 to July 15, 2020. Applications are to be submitted by July 15, 2020, by 11:59 pm, Eastern Standard Time. Applications will include a short statement of purpose, a brief description of the team's concept for the challenge and supporting documentation. Submissions will be reviewed and evaluated by a panel from MOCTO, NYCEDC, HPD, and MOPT. All applicants may receive

follow-up clarification questions during this time on a set date to ensure equal time for clarification responses.

2. **Finalists:** Finalists will be selected in the Summer of 2020. These selected applications will be reviewed by a panel of venture capitalists and the Inwood/Washington Heights Community Tech Board, composed of local community members. These two panels will provide written feedback on the applications, which will be shared with applicants through the challenge judges.

3. **Final Round:** Finalists will be announced during Summer 2020. They will be invited for a pitch presentation and Q&A session with a panel of judges. This presentation may be conducted via video conference.

4. **Winners Announced:** Winning teams will be announced in Summer, 2020.

5. **Pilot Period:** Pilots will begin in Fall 2020 and will run for a period of 6-9 months.

2020 COMPETITION TIMELINE*	
Applications Open	Feb 25, 2020
Information Session	TBD
Deadline for Submissions	July 15, 2020
Finalists selected	Summer 2020
VCs and Community Tech Board provide feedback	Summer 2020
Pitch Presentations and Q&A	Summer 2020
Winners Announced	Summer 2020
Contracts/Funding	Summer 2020
Pilot	Fall 2020

*Due to the Covid-19 Pandemic, the competition timeline is subject to change.
Please sign up for updates here.

ALL POTENTIAL AWARDEES ARE SUBJECT TO VERIFICATION BY EVALUATORS WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE.

In Summer 2020, organizers will announce the finalists on the NYCx Co-Labs website. The finalist submissions may also be featured on official social media channels operated by the City of New York.

Finalist participation does not include assistance with or travel costs or other expenses associated with the OIC, if required. No cash in lieu of award. No substitution of award is permitted except by organizers. Award is not assignable or transferable. Limit one award per person/team. If Awardee(s) cannot participate for any reason, Awardee(s) will forfeit the award and Sponsors may, at their option and in their sole discretion, select an alternate awardee or the award may not be awarded. All of the award elements are subject to change and shall be determined by the organizers in their sole discretion.

Finalists are responsible for obtaining all necessary travel documents prior to travel. Certain restrictions, as determined by organizers, may apply. All specifics of the Challenge will be at Sponsors' discretion. If Awardee (s) cannot comply with these restrictions or any other portion of these Official Rules, the award will be forfeited in its entirety and an alternate Awardee (s) will be chosen. If finalists cannot meet deadlines specified by organizers, any award will be forfeited in its entirety and the award may be awarded to an alternate finalist selected by a panel of judges from among finalist entries. All costs and expenses associated with award acceptance and use not listed herein as part of the award including, without limitation, ground transportation (other than that specified above as included in prize), luggage fees, souvenirs, miscellaneous hotel expenses, and gratuities are the sole responsibility of finalists.

All federal, state and local income taxes on award(s) and gratuities are solely the responsibility of the Awardee. Payments to potential Awardee(s) are subject to the express requirement that they submit to the Sponsors all documentation requested by the Sponsors in compliance with all applicable state, federal and local tax reporting and withholding guidelines. All Awards will be net of taxes Sponsors are required by law to withhold. The Awardee is responsible for ensuring that he/she complies with all applicable tax laws and filing requirements. If the Awardee fails to provide such documentation or comply with such laws, the prize may be forfeited and the organizers may, in their sole discretion, select an alternative potential Awardee.

Organizers do not claim any ownership rights in the intellectual property of the subject of each participant's Submission.

By participating, you agree to be bound by these Official Rules and grant organizers a non-exclusive, fully paid-up, perpetual and royalty-free, worldwide license to use, modify, delete from, add to, publicly perform, publicly display, reproduce and translate your Submission, including without limitation the right to use all or part of your Submission in any format in perpetuity. By participating, you consent to the use, by Sponsors, their affiliates, subsidiaries, parents, and licensees, of your name, likeness, and image, in connection with the OIC and organizers' related marketing activities, in any media or format now known or hereafter invented, in any and all locations, without any payment to or further approval from you. You agree that this consent is perpetual and cannot be revoked. You agree that nothing in these Rules grants you a right or license to use materials owned by organizers or any materials or data supplied by Sponsors during the course of the OIC.

Warranties
By participating in the OIC, you represent and warrant that your Submission: Is your own original work; does not violate or infringe upon the copyrights, trademarks, patents or other rights of any person or entity; does not and will not violate any applicable law, statute, ordinance, rule or regulation; and does not trigger any reporting or royalty obligation to any third party. You further represent and warrant that the rights that you are granting under these Official Rules do not conflict in any way with any other agreement to which you are a party, or with any commitments, restrictions, or obligations that you are under to any other person or entity.

Participation Conditions and Release
By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsors and/or the Challenge judges which are binding and final in all matters relating to this Challenge; (b) release and hold harmless the Sponsors, and their respect parent, subsidiary, and affiliated companies, the award suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the OIC, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages

of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's Submission, creation of an entry or submission of an entry, participation in the OIC, acceptance or use or misuse of an award (including any travel or activity related thereto) and/or the broadcast, trans- mission, performance, exploitation or use of a Submission; and (c) indemnify, defend and hold harmless the Sponsors from and against any and all claims, expenses, and liabilities (including reasonable attorneys fees) arising out of or relating to a participant's participation in the OIC and/ or participant's acceptance, use or misuse of an award.

Publicity

Except where prohibited, participation in the OIC constitutes participant's consent to organizers' and their agents' use of his or her name, likeness, photograph, voice,opinions and/or hometown and state for promotional purposes in any media, world- wide, without further payment or consideration. Participants are prohibited from using The City name or any of its trademarks, without the express written approval by the City.

General Conditions

Organizers reserve the right to cancel, suspend and/or modify the OIC, or any part of it, if any fraud, technical failures or any other factor beyond organizers' reasonable control impairs the integrity or proper functioning of the OIC, as determined by organizers in their sole discretion. Organizers reserve the right in their sole discretion to disqualify any individual or participant it finds to be tampering with the entry process or the operation of the OIC or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the OIC may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsors are not responsible for, nor are they required to count,

incomplete, late, misdirected, damaged, unlawful or illicit Submissions, including those secured through automated means or by registering more than one email account and name, using another participant's email account and name, as well as those lost for technical reasons or otherwise.

All Challenge related submissions and materials become the property of the NYCx Co-Labs Partnership.

Limitations of Liability

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, printing errors or by any of the equipment or programming associated with or utilized in the Challenge, (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Challenge; (4) technical or human error which may occur in the administration of the Challenge or receipt or use of any award. If for any reason a participant's Submission or is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, participant's sole remedy is to provide another Submission within the applicable deadline. No more than the stated number of awards will be awarded.

Disputes

Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Challenge, or any award, other than those concerning the administration of the Challenge or the determination of awardees, shall be resolved individually, without resort to any form of class action; (2) any and all disputes, claims and causes of action arising out of or connected with this Challenge, or any awards, shall be resolved exclusively by the United States District Court or the appropriate New York State Court; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Challenge, but in no event attorneys' fees; and (4) under no circumstances will participant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other dam- ages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsors in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law of conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

Privacy

Sponsors collect personal information from you when you enter the Challenge. The information collected by the City is subject to the City's privacy policy.

OIC Results

Challenge results will be announced in Summer 2020.

Freedom of Information Law

The City is subject to the New York State Freedom of Information Law ("FOIL"), which governs the process for the public disclosure of certain records maintained by The City. (See Public Officers Law, Sections 87 and 89.) Proposal submission material will generally be made available to interested parties upon written request, except when specifically exempted from disclosure under the requirements of FOIL. Individuals or firms that submit proposals to The City may request that The City except all or part of such a proposal from public disclosure, on the grounds that the proposal falls within the exceptions to FOIL disclosure, which include that it contains trade secrets, proprietary information, or that the information, if disclosed, would cause substantial injury to the competitive position of the individual or firm submitting the information. Such an exception may extend to information contained in the request itself, if public disclosure would defeat the purpose for which the exception is sought. The request for such an exception must be in writing and state, in detail, the specific reasons for the requested exception. It must also specify the proposal or portions thereof for which the exception is requested. If The City determines that the requested exemption from public disclosure qualifies for an exemption from disclosure under FOIL, The City will grant the requested exception to the extent permitted under FOIL.

THUGS
LOVE