

Storytelling about Health and Wellness in American Indian and Alaska Native Communities

An NIH prize competition to commemorate
Native American Heritage Month





Background



- In recognition of Native American Heritage Month, the Tribal Health Research Office announced the “Storytelling about Health and Wellness in American Indian and Alaska Native Communities” Challenge.
- The AI/AN population has long experienced a disparity in certain health conditions compared with other Americans. AI/AN communities have higher rates of diseases and disorders across several areas of health such as diabetes, chronic liver disease, certain cancers, mental health, and substance use.
- The NIH hoped that this Challenge would incentivize the public to showcase the strengths and resilience of these communities, their heritage and traditions, and how their culture promotes their health and well-being.



Purpose and Goals

The goal was to develop a brief digital story (i.e., a video) that communicates how traditions and heritage promote health in American Indians and Alaska Natives (AI/AN). NIH invited the public to participate in this challenge to share stories about how:

1. Heritage and tradition leads to health and wellness in AI/AN communities; and
2. Future research can improve the health of American Indians and Alaska Natives.

The videos will augment the agency's ongoing efforts to inform a strengthened research portfolio that advances AI/AN research needs.

This challenge was also designed to attract more interest and attention to the research needs of these communities and communicate these needs in a culturally appropriate manner.

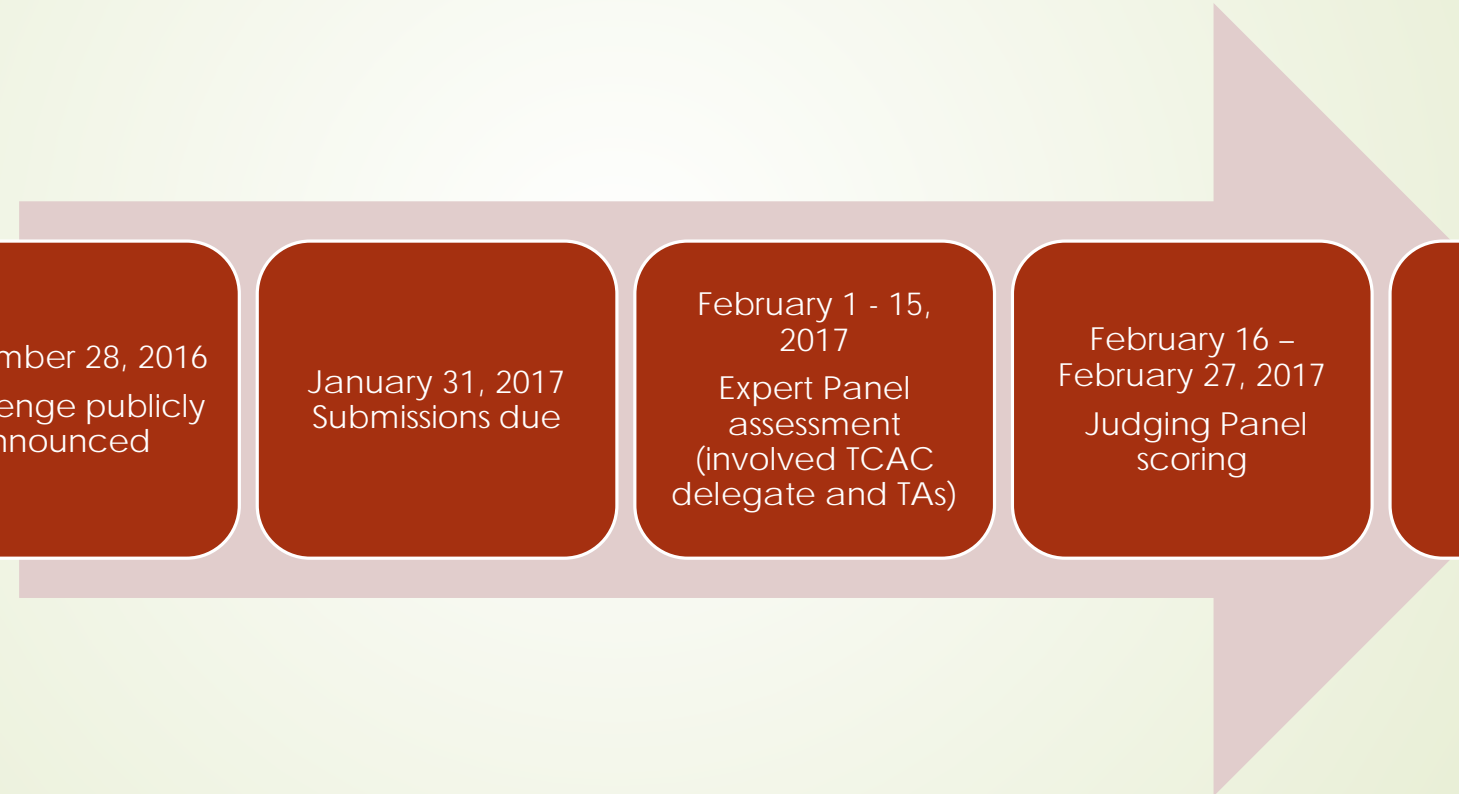


Prizes

- 1st Place: \$4,000
 - 2nd Place: \$3,000
 - 3rd Place: \$2,000
 - Honorable Mentions (2): \$500 each
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- Travel for the 1st place winner to an upcoming TCAC meeting
 - NIH may post (link to) winning entries on its web site.



Timeline



November 28, 2016
Challenge publicly
announced

January 31, 2017
Submissions due

February 1 - 15,
2017
Expert Panel
assessment
(involved TCAC
delegate and TAs)

February 16 –
February 27, 2017
Judging Panel
scoring

March 6, 2017
(week of)
Winners
announced



Details



- ▶ 32 unique entries; 24 eligible for judging
 - ▶ Several ineligible entries (e.g., if made public before this challenge)
- ▶ Entrants ranged from:
 - ▶ High schools
 - ▶ Universities
 - ▶ Private citizens
 - ▶ Film schools or organizations



Expert Panel and Judging Criteria



- Expert Panel: reviewed the relevance of the entry to the AI/AN communities, the accuracy of the advance and impact on AI/ANs, cultural sensitivity, and confirmation of the unmet research need(s) in AI/AN populations.
- Judging Panel: Evaluated submissions and recommended winners based on the assessments from the technical evaluation panel and the following judging criteria:
 - Quality, clarity, and historical accuracy. Is the information presented accurately and clearly?
 - Impact. Is the story educational, inspiring, and persuasive? Does it clearly convey how the culture or tradition being practiced promotes health and wellness? Does it clearly convey where research could continue to improve health and well-being?
 - Originality. The Challenge submission cannot have been previously published.
 - Digital technology. Does the video effectively use lighting, sound, and editing to tell the story? Is the dialogue clear and easy to understand? Do visual effects (if any) contribute to the message or detract from it? Does the video convey the intended message in the five minute limit? Is the video of sufficient quality to be posted on the Web? Is captioning or English translation available?

Honorable Mention



University of Colorado Centers
for American Indian and Alaska
Native Health Pine Ridge Field
Office

Aurora, Colorado

Tatitlek: Change in the Wind

Prince William Sound, Alaska

Top 3 Winners

1st

Integrating Culture into
Healthcare

\$4,000



<https://www.youtube.com/watch?v=6UWXXSey4ts&feature=youtu.be>

2nd

Return to Wellness

\$3,000



<https://vimeo.com/201705269/611c85b286>

3rd

Ohero:kon – Rites of Passage creating
health and wellness for youth in
Akwesasne

\$2,000



<https://vimeo.com/201892682>
Password: src