



Columbia GlobeMed HillTop 2021 Case Policy Challenge

Participant Guidebook

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Overview

The Columbia GlobeMed 2021 HillTop Case Policy Challenge centers around promoting equitable vaccine distribution and tackling issues related to vaccine hesitancy, focusing primarily on 4 nations:

- Bangladesh
- Brazil
- Kenya
- South Africa

After meeting with your team and reading through the provided background as well as perusing some of the suggested sources, you may select one country on which to focus your proposal. In the case policy prompt document, some nation-specific challenges have already been listed. You may choose to center your proposal on one of these, or you may choose another obstacle that is limiting vaccine distribution in your chosen country. Your goal is to create a proposal that is enriched with specific information about COVID-19 in the country you've chosen and how their current vaccine distribution is proceeding, and successfully delineate a plan to improve the efficacy of the distribution.

Throughout this process, you will have the help of mentors who are experts in a variety of fields related to our themes. They will guide you and can answer any questions you may have about management of global health crises. However, we expect each team to thoroughly research the topic and their target country as well.

By Sunday, you must have a 1000-word policy memo prepared. Judges will select 4 teams of Semifinalists to give a 3 minute pitch. Then, the judges will select 2 winning teams.

Regardless of whether or not your policy is named a winner, we hope each and every one of you gains something from this experience, whether it be a new skill or a better understanding of how to foster equity in healthcare. Good luck!

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Event Schedule

FRIDAY

November 5th, 2021

A Welcome from the HillTop Co-directors

5:00-5:20pm

A Welcome from the GlobeMed Co-presidents

5:20-5:30pm

Teams Meet: Icebreakers

5:30-6:00pm

Presentation of Case Policy Challenge Prompt & Rules

6:00-6:30pm

Teams Meet: Initial Policy Planning

6:30-6:45pm

Night Market Entertainment (In Person)

6:45-7:30pm

SATURDAY

November 6th, 2021

Dr. Paul Wilson's Presentation and Q&A

11:00-12:00pm

Dr. Tsion Firew's Presentation and Q&A

12:00-1:00pm

Lunch Break

1:00-2:00pm

U.C. Berkeley School of Public Health Networking

2:00-2:20pm

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Harvard T.H. Chan School of Public Health Networking

2:20-2:40pm

Teams Meet and Plan

2:40-3:00pm

Teams Work With Mentors

3:00-4:00pm

Teams Work Individually

4:00-5:00pm

Cool Down: Community Bonding

5:00-5:30pm

SUNDAY

November 7th, 2021

Teams Work With Mentors

12:00-1:00pm

Teams Work Individually

1:00-2:00pm

Lunch Break

2:00-3:00pm

Team Policy Presentations

3:00-4:00pm

Judging (Break for Teams)

4:00-5:30pm

Announcement of Winners

5:30-5:45pm

Closing Remarks

Participant Resources

The formal case policy prompt contains several pages of background reading, as well as helpful links about specific logistics of vaccine distribution and the situation with COVID in each country. The prompt has been emailed to all of you, and is also linked in the main channel on Slack.

Mentor Sessions

From global health to social work to policy advocacy, our mentors have a broad range of experiences and will be able to guide you in designing innovative and relevant policy.

Teams who elect to be matched with a mentor will receive their assignments based on mentor availability on Friday.

Mentor sessions will happen over Zoom. We will help to facilitate the mentor sessions by creating breakout rooms in the main HillTop zoom. The link has been sent to you all, and we will be using the same one throughout the conference.

You will meet with each of your assigned mentors once. You may email them with questions if you choose, but please be aware that they may not be able to respond to every message in time.

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Team Guidelines

We hope that you foster close bonds with and learn from your teammates over the course of this weekend. Please enter this policy challenge with an open mind, especially if you are working with people you may not know. Your willingness to listen and incorporate every teammate's voice will only strengthen your ability to collaborate, your policy ideas, and your personal growth throughout this conference.

Communication Channels

Clear communication and efficient collaboration with teammates are the keys to enhancing your competition experience and your ability to produce innovative policy. We have outlined various communication platforms to use and instructions for each, so you have a sufficient understanding of these tools before the conference begins.

Zoom

The Columbia GlobeMed 2021 HillTop Conference will be held entirely via Zoom, with the exception of the Night Market gathering for Columbia students. Outside of the conference, teams can also choose to communicate via Zoom or they are welcome to use any method of communication that they wish.

While Slack is a powerful communication tool, we recommend that teams meet and work over Zoom (or another video conference platform) throughout the conference to enable more fluid discussions and collaboration.

If you are unsure of how to use Zoom breakout rooms or have issues with internet connectivity that may affect your ability to participate, please let us know as soon as possible. We will do our best to provide accommodations and technical support.

Slack

We ask that all participants join the Columbia HillTop 2021 workspace. Within this workspace, you will receive updates during the conference and communicate with other participants.

To join the workspace, click [here](#).

If you are unfamiliar with Slack and its features, click [here](#) for a video demo.

After joining the workspace, please create your profile by

- Uploading a profile picture
- Updating your display name with your preferred name

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- Updating the "What I Do" section of your profile with information such as where you're from, your university affiliation, your preferred gender pronouns, etc.

Within the workspace, you must join the following public channels

- #general → for conference-wide communication and announcements
- #help → for asking questions or requesting assistance and resources
- #random → to engage with participants outside of your team, classmates, and mentors. This channel can be used to socialize and meet new people!

Team Communication

Each team will have its own personal Slack channel. You will be assigned a team number and must add yourself to your team channel. The HillTop co-directors will be communicating with your team through this channel.

We will reach out to your team three times throughout the conference—twice on Saturday and once on Sunday—to check on your progress.

Feel free to use this channel to have team conversations, but you may also use any form of communication that works best for your team.

Some things to keep in mind: be mindful of time zone differences when setting up meetings, as some of your teammates may be in different time zones. Also, since Slack workspaces are limited in memory, Slack may erase older messages within a channel.

Contact Us

Do not hesitate to contact our organizing team at columbiahilltop@gmail.com or on our slack channel (#help). If you would like to privately message a co-director with a question, you may do so by messaging Maleeha Rahman or Meron Tadesse who will also have their position in their Slack titles.

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Submission Guidelines

Each team will submit a policy memo to a Google form that will be sent out Sunday. Please submit the file as a **pdf** titled “**TeamXX_Memo**” for the policy memo. Only one member of your team should submit these files to the Google form.

Policy Memo Guidelines

Since many of you may have never written a policy memo before, we have provided some guidelines and resources to help you during this process.

Format

- Font size: 12
- Word count: 1000 words, not including the citations and appendices
- Citations and appendices
- Team number must be included in the header
- Any graphics (tables, charts, images, etc...) must be embedded in the PDF
- Informative title
- Address the policy memo to the imaginary division at the CDC that is funding the project

Structure

- Your policy brief should include the following information:
 - Executive summary
 - Introduction
 - In-depth description of the chosen country’s current healthcare system, COVID-19 situation, and progress in vaccine distribution
 - Identification of the main challenges to vaccine distribution
 - Your proposed solution to these challenges (1 or more)
 - Evidence and analysis
 - Legislative/policy history
 - Issue analysis of your policy’s impact
 - Cost-benefit analysis
 - Limitations
 - Strategic recommendations/implementation
 - Conclusion
 - References/Bibliography and appendices
- Citations may be done in any style but must be consistent throughout the policy brief.

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General Tips

- Your policy brief should be clear, concise, and evidence-based.
- Include methods to measure the success of your policy.
- Anticipate and answer the readers' questions, and appeal to your target audience.
- Refrain from using subjective reasoning.
- Use spacing and formatting to bring clarity to your policy memo.

Additional Resources

- For information on the content, writing style, and design of your policy memo, **click** on any of the following resources:
 - Bob Behn's "The Craft of Memo Writing" (JFK School of Government, Harvard University)
 - "Writing a Policy Memo" (USC Libraries)
 - "Policy Briefs" (The Writing Center, UNC-Chapel Hill)
 - Luciana Herman's "Policy Memos" (Stanford Law School)
 - "Policy Memo" (The Broad Institute, MIT)
- Here is an example of a *policy memo*.

Evaluation Criteria (Memo)

- **Practical:** Are the implementation steps for this policy reasonable?
- **Sustainable:** Does this policy address longevity? How feasible is the plan for ensuring both this policy and the change it effects is lasting?
- **Adaptable to Country of Choice:** Does this policy factor in the issues with health care specific to the country of choice (i.e. economic status, transportation issues, marginalized groups, etc)?
- **Innovative:** Does this policy address upstream issues, allowing healthcare systems to target root causes of vaccine inequality in the chosen country? How original and innovative are the ideas presented in this policy?
- **Evidence-based:** How well does the proposal use evidence and data to support their definition of the issue and their recommended strategies? Does the policy recognize assumptions made or limitations?
- **Organization:** Is the policy memo clear, professional, and easy to read with a reasonable progression of ideas? Does it include the necessary information to understand the problem, the proposed solution, the intended impact, and the implementation? Does it include an abstract and a clear definition of the problem and its solutions?

Presentation Guidelines For SemiFinalists

Your team can be as creative as you want with your pitch as long as you follow the requirements listed below. We have also included information about the pitching process, so you know what to do when you enter the Final Pitching Period.

What to Expect

- Your teams will present in numerical order based on the team number assigned to you at the beginning of the conference. We will unmute your team when it is your turn to present. To facilitate this process, name yourself “**TeamXX-First and Last Name**” when you enter the Zoom meeting.
- We will be screensharing your submitted presentation to allow for smooth transitions between pitches. When you want to go to the next slide, say “next slide.”
- Be ready to answer any of the judges’ questions during the ~2 minutes following your presentation.

Pitch Requirements

- Please ensure that everyone on your team has the opportunity to speak during your pitch.
- Do not exceed the 3-minute time limit. We will cut you off as soon as 3 minutes passes from the beginning of your pitch.

Evaluation Criteria

- **Clarity:** Do teams develop on their ideas in a concise and organized manner? Is it easy to understand their thought process?
- **Delivery:** Is the presentation engaging? Do the speakers seem well-prepared and passionate about the issues they researched? Are they speaking at an appropriate pace with clear enunciation?
- **Q&A:** How well can teams answer judges’ questions?
- **Presentation Length:** Does the presentation follow the time constraint of ~3 minutes?

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Winning Teams & Next Steps

Each winning team will receive a non-cash prize that will be mailed to you after the close of the competition. We hope that all participants are able to gain something from this experience, and we would be happy to facilitate communication with a mentor or speaker that you would like to work with post-conference. If you are interested in doing so, you can email columbiahilltop@gmail.com following the conference with your request and the name(s) of the mentor/speaker(s) you would like us to connect you with.