



Small Communities – Big Challenges

Rural Environmental Public Health Needs Prize Competition

Informational Webinar

November 29, 2023

2:00 – 3:00 pm ET





Webinar Logistics

On Teams	Please MUTE your microphone.
On Phone	Call-In Number: +1 206-800-4483 , 697105425# Phone Conference ID: 697 105 425# Please MUTE your phone and computer speakers
Recording/Live Captions	This webinar will be recorded and posted on: https://www.epa.gov/innovation/small-communities-big-challenges#Resources
Questions	Please add your questions to the Microsoft Teams chat box. We will discuss the questions at the end of the presentation.

- **Small Communities – Big Challenges (SCBC) Competition Goals & Overview**
- **Eligibility**
- **Prizes**
- **How to Enter**
- **Judging**
- **Important Dates**
- **Co-Sponsor Introductions**
- **Definitions**
- **Q&A**



1. Identify innovative and inclusive strategies for engaging with rural communities.
2. Connect local governments with rural communities to collaboratively identify environmental and public health issues that need further scientific understanding.





SCBC Competition Overview

The SCBC Competition seeks local governments to identify new or previously applied strategies for engaging and working with the public, community groups, and other interested parties in rural communities to collaboratively identify and address environmental public health concerns facing their people.

Deliverables for the SCBC Competition include:

1. Community Engagement Strategy Report (no more than 10 pages)
2. Communication Product



Possible Solvers

- City and county health departments
- Local environmental agencies
- Local departments of fish and wildlife
- Local utility providers
- Local waste management officials
- Local departments of housing
- Water and sewer district boards
- Tribal and territorial government leaders
- City/municipality governments
 - city managers, planners, administrators, etc.





SCBC Competition Prizes

- **Monetary Prizes**
 - Ten (10) winning submissions
 - \$25,000 awarded to each winning entry
 - Prizes will be distributed evenly among team members
- **Non-monetary awards**
 - Up to five (5) annual memberships to the National Environmental Health Association (NEHA) will be distributed to winning teams who are not currently NEHA members
- Winning entries will be posted on [EPA's SCBC Competition webpage.](#)



Entries to include:

1. Cover page
2. Community Engagement Strategy Report
 - Template provided
3. Communication Product



How to Enter (2)

1. **Cover page** providing basic information about the submission, including:
 - Title
 - Organization
 - Name, contact information, web link, 9-digit zip code
 - Short description of environmental issue
 - Identify rural community partners
 - If applicable, include the link to the 3-minute online video.



- 2. Community Engagement Strategy Report:** A detailed strategy report that demonstrates inclusive and innovative engagement with a rural community.

No more than ten pages in length.

Report to include:

- Description of Community
- Approach
- Description of community environmental public health issue
- Gaps or Barriers
- Transferability



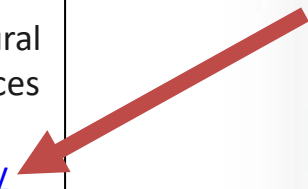


How to Enter (4)

Community Engagement Strategy Report: Template (accessible on [EPA's SCBC Competition webpage.](#))

2. Community Engagement Strategy Report

A detailed strategy report that demonstrates effective and innovative engagement with a rural community to collaboratively identify environmental public health issues the community faces that needs further scientific understanding. This written strategy report should meet the following format and content requirements. Use this [SCBC Community Engagement Strategy Report Template \(docx\)](#) (57.7 KB) to format your report.



Template includes format and content requirements.

Small Communities – Big Challenges:
Small Communities Environmental Public Health Needs

Community Engagement Strategy Report – TEMPLATE

A detailed strategy report that demonstrates effective and innovative engagement with a rural community to collaboratively identify environmental public health issues the community faces that needs further scientific understanding. This written strategy report should meet the following format and content requirements.

Format Requirements

- Size 12 Calibri or Times New Roman font
- Single-spaced
- 3/4" margins on all sides
- No longer than 10 pages
- Final document in PDF format

Community Engagement Strategy Report Content Requirements

- **Description of Community** – Overview of the community the Solvers engaged with (including specific individuals), including any unique, historical, or defining characteristics of the location or population.
- **Approach** - Description of the innovative strategies or approaches Solvers used to engage and work with their community to collaboratively identify the environmental public health issue, including identifying any groups that were specifically impacted with such as at-risk populations, advocacy groups, or other CBOs.
- **Description of Community Environmental Public Health Issue** – Details the environmental public health issue, including who is affected by it; if the issue is new or a long-standing historical issue, if the issue is specific to water, air, land, a combination, or other; and if the issue has relevance or greater impact to disadvantaged (low socioeconomic status) or at-risk populations (such as people who are immunocompromised, elderly, children, or pregnant women).
- **Gaps or Barriers** – Description of the barriers or challenges in the way of addressing the issue. Please specify the type of barrier (financial cost, technology/science, policy/regulation, language/cultural).
- **Transferability** - description of how identified solutions, if any, could be transferred to other communities, including who and where could benefit (e.g., farming communities in the Southeast United States, mining communities in New Mexico, etc.)

NOTE: All strategies must be original (i.e., developed by the Solvers) in collaboration with or at least one community-based organization and not advisory or highlights of awarded/funded research, grant, or cooperative agreement plans. Strategies may include, but are not limited to a community needs assessment, community building, deliberative dialogue, etc.

Title of Engagement (Exclude the name of the rural community and the identified environmental public health issue)	
Solver Name(s) and Organization(s)	

A. Description of Community Partner

B. Description of Community Engagement Approach

C. Description of Community Environmental Public Health Issue

D. Gaps or Barriers

E. Transferability



3. Communication Product

- Format of your choice (video, infographic, etc.)
- Communication product represents the communication format the solver has found most useful when communicating with communities.
- Highlights the environmental issue of concern that the community is facing.
- **Please note** - video entries will require additional documentation, including:
 - SCBC Signatures Form
 - Written Video Transcript in English
 - SCBC Challenge Video-Audio-Photo License Agreement
 - EPA Multimedia Consent Form(s) for use with Video, Photo(s), or Voice Recording(s)





How to Enter (6)

By **January 31, 2024 (11:59 pm)**, send your submission via email to SCBCCompetition@epa.gov.

- Email subject line:
 - “SCBC Competition Submission – *Individual name and affiliated organization*”
- Include in the attached submission the technical point of contact
 - Name, position, title, affiliation, phone number, email address
- Entry attachments (PDF format)
 - cover page, community engagement strategy report, communication product
- If applicable:
 - Include video link in the email
 - Complete and include video submission forms (found on SCBC Competition website)



- **Pre-Screening Criteria**

- Solver(s) must be from a local government.
- Solver(s) must have worked with a rural community and/or community-based organization to be considered.

- **Primary Criteria**

- Demonstration of effective engagement and input from affected communities.
- Identification and characterization of environmental concerns for a given rural community.
- Identification/suggestion of associated gaps or barriers to address the issue.

- **Additional Criteria**

- Creativity and innovation.
- Strategies that target at-risk communities.



Judging process

- Submissions will be judged by a panel of experts with familiarity in housing and urban development, conducting community research, working with city and county health officials, working with state and tribal organizations, and providing fish and wildlife services.
- The judges will evaluate, score, and rank submissions.



Scoring

- Community engagement (40%)
 - Local governments demonstrate engagement with community members and/or community-based organizations (CBO) (15%)
 - Local governments provide inclusive and equitable opportunities to the community/ CBOs (15%)
 - Environmental and public health issues identified in a collaborative manner (ex. based on community surveys, townhall meetings, etc.) (10%)
- Creativity/Innovation (20%)
- Community Engagement Strategy Report (15%)
- Communication product (15%)
- Impacts and Solutions (10%)





Important Dates

Event	Date
SCBC Competition Launch	November 1, 2023 ✓
Informational Webinar	November 29, 2023 ✓
Submission Deadline	January 31, 2024 (11:59 pm ET)
Judging	February 2024
Winners Announced	Late February/March 2024





Co-Sponsor Introductions

U.S. Department of Housing and Urban Development



Association of Fish and Wildlife Agencies



Association of State and Territorial Health Officials



National Association of County and City Health Officials



National Environmental Health Association



Rural Communities Definitions

- [U.S. Department of Human & Health Services](#): “The Office of Management and Budget (OMB) designates counties as Metropolitan, Micropolitan, or Neither. A Metro area contains a core urban area of 50,000 or more population, and a Micro area contains an urban core of at least 10,000 (but less than 50,000) population.”
- [U.S. Census Bureau](#): “The Census Bureau does not actually define ‘rural’. Rather, rural areas include all geographic areas that are not classified as urban.”
 - Urbanized areas, which contain 50,000 or more people.
 - Urban clusters, which have at least 2,500 people but fewer than 50,000 residents.
- [US Department of Agriculture](#): “Nonmetro Counties are Commonly Used to Depict Rural and Small-Town Trends”
 - Nonmetro counties are outside the boundaries of metro areas (i.e., densely-settled urban entities with 50,000 or more people).





Definitions – Environmental Public Health

[Goldman L., 2007](#): Environmental public health addresses aspects of health that are determined by interactions with the environment (i.e., exposures to air, water, soil, housing, chemical, or biological factors) and occurs on many scales: genetic, cellular, individual, family, community, regional, national, and global.

This Competition aims to identify environmental public health issues that are affecting a rural community, and not health care-related issues.





Questions and Resources

- **Website**

- <https://www.challenge.gov/?challenge=small-communities-big-challenges>
- <https://www.epa.gov/innovation/small-communities-big-challenges>



- **Questions**

- Please contact us at:
SCBCCompetition@epa.gov

- **Social Media**

- **#SCBCCompetition**

