

# PitchNOLA: Living Well

Presented by Blue Cross Blue Shield of Louisiana

\$10,000 for ideas to make healthcare and healthy food accessible and affordable for all New Orleanians.

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## Overview

In 2017, Louisiana ranked 50<sup>th</sup> out of 50 states for community and environmental factors on health, including high rates of violent crime, children in poverty, infectious disease, and occupational fatalities. The results – high rates of obesity, infant mortality, and HIV, along with one of the lowest rates of uninsured residents – lower the quality of life of our neighbors and place a strain on local healthcare providers.

Most importantly, the burden does not affect all New Orleanians equally. With a life expectancy gap of 25 years between our city's most affluent and low-income neighborhoods, it's clear we need innovative solutions to ensure all New Orleanians have access to healthy lives free of trauma and oppression.

PitchNOLA 2018: Living Well, presented by Blue Cross Blue Shield of Louisiana, will award \$10,000 in total start-up funding for ideas to make health and wellness accessible and affordable for all New Orleanians. Pitch your idea to a panel of judges and 200+ audience members on May 23, 2018.

PitchNOLA and its winners have received notable attention from publications including *the Washington Post*, *The Guardian*, *the Times Picayune*, *The Advocate*, *New Orleans City Business*, *WWNO*, and *WWLTV*.

## Submit Your Solution

### Early Decision Deadline: April 1, 2018 (11:59 CST)

Submit your online application by this date and potentially secure your spot as a semi-finalist.

### Final Deadline: April 15, 2018 (11:59pm CST)

The online application can be accessed at [www.GoPropeller.org/pitchnola](http://www.GoPropeller.org/pitchnola).

Although we are open to all viable solutions that promote health for underserved New Orleanians, we encourage financially sustainable ideas that tackle disparities, opportunities and bottlenecks in five main areas:

- 1. Nutritious, Affordable and Easy-to-Access Food:** fresh food retail, alternative food distribution models, nutrition education/food literacy, nutrition incentives
- 2. Reducing food waste:** composting, gleaning, food rescue and other methods to divert food waste from landfills
- 3. Health Infrastructure:** maintenance and support of healthcare systems and infrastructure in New Orleans, improving access to direct and ancillary services
- 4. Healthcare Technology:** products that incorporate e-health/telemedicine/innovative technologies into public health or healthcare settings
- 5. Social Determinants of Health:** efforts that aim to reduce health inequities and improve the well-being of New Orleans communities (places and spaces where people live, work, learn, and play)

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## The Challenges

- 31.9% of LA adults are physically inactive [1], less than 25% consume at least 5+ servings of fruits & vegetables per day [2].
- 12% of New Orleans newborns are born at low birthweight, with state-wide 12% black and 6.2% white infant mortality rate.
- 33.1% of the population of Louisiana is obese, nearly 4 percentage points higher than the national average. 74.3% of adult black residents are obese compared to 67.2% of white residents [3].
- The adult cancer mortality rate in Louisiana is 1.27 times higher for black residents compared to white residents.
- 20% of New Orleans residents are uninsured, 9 percentage points higher than the top performing U.S. counties.
- The life expectancy gap between the city's most affluent and most disadvantaged neighborhoods is 25 years [4].

## Awards\*

Food Venture Prize: \$5,000

Health Venture Prize: \$5,000

Audience Favorite: \$500 (minimum)

## Judging Criteria

At Propeller, we are committed to supporting groups who are currently or have historically been socially and economically disadvantaged and excluded. Thus, we examine the following through an equity lens:

1. **Potential for social impact:** The solution must seek to reduce or eliminate health and wellness disparities within New Orleans communities. Scalable solutions are preferred.
2. **Financial sustainability:** Solutions should demonstrate a viable and sustainable revenue stream, if revenue is required for implementation.
3. **Viability:** You and your team have what it takes to make your idea a reality given your experience, track record and expertise.

## Eligibility

We're looking for individuals and teams with financially sustainable ideas. You could be a nurse, doctor, social worker, teacher, student, mother, father, patient, public health student, community member, etc. You could be applying as a small nonprofit, a small business, a restaurant, a health clinic, a neighborhood association, etc.

- **If under \$75,000 in 2017 revenues:** the competition is open to individuals and teams with proposed non-profit and for-profit ideas in the idea or implementation phase.
- **If over \$75,000 in 2017 revenues:** for existing for-profit companies and nonprofit with over \$75,000 in 2017 revenues or funding, the proposed idea must be a new idea that is not currently implemented.

## Important Dates

Tuesday, March 27, 2018 (5:30pm CST)

Sunday, April 1, 2018 (11:59pm CST)

Thursday, April 5, 2018 (6:00pm CST)

Wednesday, April 11, 2018 (5:30pm CST)

Sunday, April 15, 2018 (11:59pm CST)

Wednesday, May 9, 2018 (6:00pm CST)

Wednesday, May 23, 2018 (6:00-8:00pm CST)

Q&A#1 Virtual Webinar

Early Decision Deadline

Informational Happy Hour

Q&A#2 Virtual Webinar

Final Application Deadline

Pitch Practice Workshop (required for Semi-Finalists)

PitchNOLA: Living Well @ Propeller (4035 Washington Ave.)

## Contact

For more information, please contact Erik Paskewich at [epaskewich@GoPropeller.org](mailto:epaskewich@GoPropeller.org) or (504) 475 6598.

[1] Louisiana State University, Department of Health and Hospitals  
[2] Center for Disease Control and Prevention, Morbidity and Mortality Report  
[3] Agency for Healthcare Research and Policy  
[4] Kaiser Family Foundation