

Rural Appathon Prompt, Rules, and Judging

Prompt

Topic: Improving Pregnancy and Postpartum Care for Rural and Black Women

Summary

Teams will use a special software program ([CIAS.app](#)) to develop a short intervention (no more than 5 minutes) promoting the importance of prenatal and postpartum care, focusing on rural and Black women. The intervention will be used by pregnant women and/or their support system (i.e., family, friends, physicians, etc.). Teams will focus on explaining the potential benefits of using the Michigan Healthy Mom (MI MOM) app.

Objectives

1. Highlight the Importance of Care
 - Use statistics about the maternal health crisis in the US, to justify the importance of improving pregnancy and postpartum care.
 - Share information (statistics, stories, etc.) about how the crisis disproportionately affects Black and rural women.
2. Empower Action
 - Provide examples of actions that can be taken at four key levels to make pregnancy safer for rural women:
 - Community/Society
 - Healthcare System
 - Personal Support System (Family, Friends)
 - Individual (Pregnant Woman)
3. Build Hope and Confidence
 - Foster a sense of hope and confidence to create a healthy environment for mom and baby.
 - Empower mothers to make informed health and life choices, especially during and after pregnancy.

Prizes

The prize amount for the winning team will be \$2500. Prizes for the other winning teams will vary based on how many teams sign up. Team members of all teams that submit an intervention meeting all criteria will receive a gift card or consolation prize.

Rules

Team Requirements (All activities will be virtual, over Zoom)

1. All team members must use a laptop or desktop computer for all Appathon activities. Loaner laptops available upon request.
2. Participants must be 18 or older and live in Northern Michigan (Including Midland and all areas north of Midland).

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3. Teams must include 2 or more people. We strongly encourage including someone with first- or second-hand pregnancy experience.
4. Half the team members must attend one of two informational sessions and a 60-minute software training session.
5. Attend a 2-hour group workshop.
6. Submit your app by March 9, 2025

Support

The PC PRAMM team will provide competing teams with the following resources:

- High-quality statistics describing the maternal health crisis, such as frequency of deaths and complications during pregnancy and postpartum, for rural and Black women, and other groups.
- A list of credible sources for information, such as the Centers for Disease Control and Prevention (CDC), Michigan Department of Health and Human Services (MDHHS), and localized, community-based resources.
- Verification of information discovered independently to ensure accuracy.
- Mandatory software training, to learn how to use CIAS.
- The option for additional virtual meetings to get help with the software, consult with experts, or anything else teams might need.

Intervention

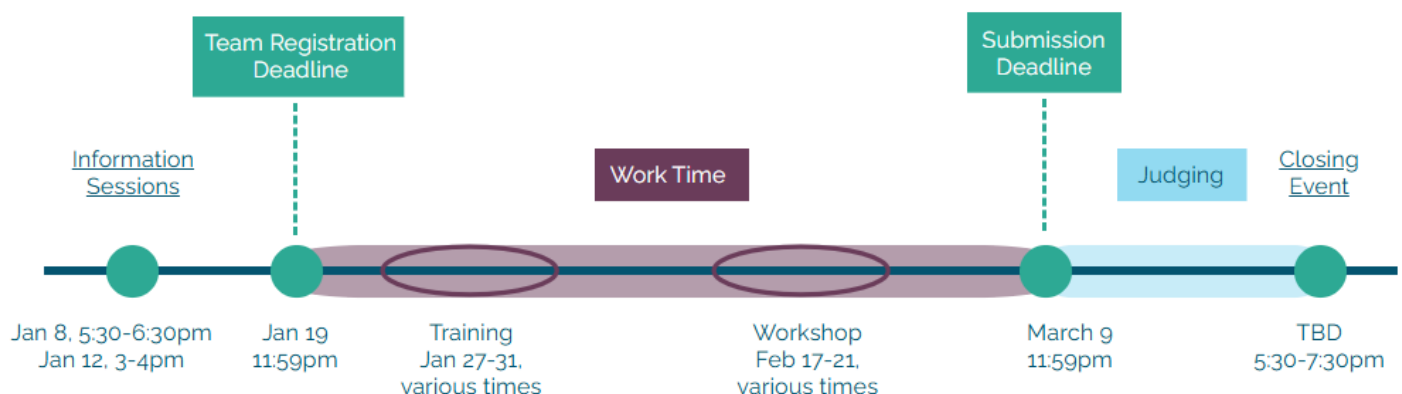
Teams will design and submit an “intervention”- a piece of the app designed to bring awareness, change a behavior, or otherwise intervene in a person’s life to make it better. As stated previously, the primary objective of the intervention is to improve pregnancy and postpartum care for rural and Black women, using the provided resources and/or those discovered through your own research. Submissions will be evaluated by individuals familiar with the issue and then judged by a panel of experts and a group of testers.

Submissions can educate, ask thought-provoking questions, and/or direct users to valuable resources. It is highly recommended to:

- Include a mother or support person on your team to provide personal, lived experience as a form of expertise.
- Add images, gifs, or text. Videos are also encouraged but not required. A selection of videos will be provided in the resource guide, or you can create your own.

Timeline

January-March 2025



Judging

Submissions must be received by 11:59 pm on March 9, 2025. Submissions will be evaluated by judges from rural Michigan communities with no connection to any team members. Late submissions will not be considered. Submissions will be scored prior to the closing session by a panel of judges knowledgeable about this topic based on the following criteria:

Overall Look and Feel (15 pts)

- Is the information presented respectfully, clearly, and concisely (under 5 minutes)?
- Are data understandable to a broad audience, including pregnant women and their support systems, without requiring advance statistical knowledge?

Accuracy (10 pts)

- Is the content accurate?
- Are references cited?

Motivation (10 pts)

- Does the intervention encourage informed health choices?
- Does the intervention promote creating a healthy environment for mom and baby?

Usefulness (10 pts)

- Are the instructions (if applicable) easy to understand?
- Does the intervention function as intended?

Call to Action (15 pts)

- Does the intervention effectively communicate the importance of improving pregnancy and postpartum care?
- Does the intervention clearly explain the benefits of using the MI MOM app?

Bonus (5 pts)

- Inclusion of a mother or support person on the team.

Total possible score: 60 points. The team with the highest score wins.

Scoring Rubric

Scoring	Does Not Meet Expectations	Needs Improvement	Meets Expectations	Exceeds Expectations
	Score 0 - 2	Score 3 - 5	Score 6 - 8	Score 9 – 10/15
Overall Look and Feel (15 pts)	Intervention has significant shortcomings and requires substantial revision.	Intervention falls short in some areas, requiring revisions for clarity, accuracy, or user-friendliness.	Intervention effectively fulfills all criteria, delivering accurate and engaging content.	Intervention demonstrates exceptional creativity, clarity, and impact.
Accuracy (10 pts)	Intervention has significant shortcomings and requires substantial revision.	Intervention falls short in some areas, requiring revisions for clarity, accuracy, or user-friendliness.	Intervention effectively fulfills all criteria, delivering accurate and engaging content.	Intervention’s content was accurate, and references were cited.
Motivation (10 pts)	Intervention has significant shortcomings and requires substantial revision.	Intervention falls short in some areas, requiring revisions for clarity, accuracy, or user-friendliness.	Intervention effectively fulfills all criteria, delivering accurate and engaging content.	The intervention encourages informed healthy lifestyle choices for baby and mom.
Usefulness (10 pts)	Intervention has significant shortcomings and requires substantial revision.	Intervention falls short in some areas, requiring revisions for clarity, accuracy, or user-friendliness.	Intervention effectively fulfills all criteria, delivering accurate and engaging content.	The intervention was easy to use, friendly, understandable, and functioned properly.
Call to Action (15 pts)	Intervention has significant shortcomings and requires substantial revision.	Intervention falls short in some areas, requiring revisions for clarity, accuracy, or user-friendliness.	Intervention effectively fulfills all criteria, delivering accurate and engaging content.	The intervention demonstrated the importance of improving pregnancy and postpartum care and the benefits of using MI MOM.
Total Possible Points: 60				
Bonus for Mother/Support Person Inclusion (5 pts): This provides valuable real-world perspective and fosters trust with the target audience.				