

The Economy League of Greater Philadelphia's Well City Challenge, in partnership with Accelerate Health Equity and powered by Independence Blue Cross

# COMMUNITY SOLUTIONS



for Mind & Heart Health



#WellCityChallenge

In partnership with Accelerate Health Equity and powered by Independence Blue Cross, the Economy League of Greater Philadelphia presents the **Well City Challenge: Community Solutions for Mind & Heart Health (WCHE)**. We aim to identify everyday innovators in your neighborhood who have creative solutions to some of the challenges that affect our community's heart and mind health. We want to help these ideas come to life, and we will invest in the most promising ones!

## The goals for this competition are to:

- Increase awareness of the health disparities that affect far too many Philadelphians Identifying and lift-up innovative community-driven solutions created by Philadelphians, that will create better access to healthcare and affordability; and
- Establish better partnerships between community-led ventures and health providers to increase the impact of neighborhood and citywide programs and services that already exist.

## Why is this work important?

Philadelphia consistently ranks lowest in Pennsylvania for health outcomes.

**Predominately Black and/or Hispanic neighborhoods in Philadelphia** have far less access to healthy food, quality housing, and safe and affordable options for physical activity.

**Black Philadelphians experience higher rates of cardiovascular disease** and are less likely to utilize existing behavioral and mental health services than non-Black Philadelphians.



# CHALLENGE PHASES

#WellCityChallenge

## PHASE 1



### COMMUNITY INPUT

(starts Aug-Sep 2022)

The Well City Challenge team will visit neighbors across the city to discuss cardiovascular and mental health and the barriers that prevent Philadelphians from accessing quality support in their neighborhoods. Feedback will help inform the ideas the Well City team will look for in this year's challenge.

## PHASE 2



### CALL FOR IDEAS

(starts Jan-March 2023)

We will be accepting applications from everyday innovators with bold and fresh ideas for improving Philadelphia's cardiovascular and mental health.

## PHASE 3



### SOCIAL VENTURE INCUBATOR

(starts March-May 2023)

Selected teams will participate in workshops with experts to help them sharpen their ideas and create a business plan.

## PHASE 4



### PITCH COMPETITION

(May 2023)

Teams will present their ideas to a panel of judges composed of healthcare experts and community leaders. Selected teams will be awarded prizes of up to \$10,000.

## PHASE 5



### ACCELERATOR

(June-July 2023)

The top teams will be assigned mentors and coaches as well as significant investment, up to \$50,000, to help them further refine their idea and prepare it for the pilot phase.

## PHASE 6



### PILOT

(July 2023- March 2024)

The two or three Grand Prize winners will be connected with organizations and resources to test their ideas and prepare them for rapid growth.

\*Spanish speaking teams must have at least one English-speaking team member.

Get  
involved!

#WellCityChallenge

- 1 Follow [@economyleague](#) on Twitter, Instagram, and Facebook.
- 2 Interested in getting more information about the Well City Challenge, or applying? Contact Tia Abdulhadi at [TAbdulhadi@economyleague.org](mailto:TAbdulhadi@economyleague.org).
- 3 Interested in partnership? Contact Maritza Pedlar at [mpedlar@economyleague.org](mailto:mpedlar@economyleague.org).



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Learn more

For more information about the challenge and to learn more about upcoming events please visit us

[economyleague.org/wellcity](https://economyleague.org/wellcity)

