2012 Intramural Emory Global Health Case Competition

Connecting Students from Diverse Fields to Address a Global Health Challenge
Overview of the Emory Global Health Case Competition

Developed in 2009 by the Emory Global Health Institute’s Student Advisory Committee (SAC), the Emory Global Health Case Competition is an educational program that brings together students from multiple disciplines to address a real-world global health challenge in a collaborative and competitive environment. The first competition consisted of eight multidisciplinary student teams that addressed severe childhood malnutrition in Ethiopia. Since 2009, the SAC has hosted an annual Emory Global Health Case Competition, which has continued to grow in both numbers of students and numbers of universities participating.

In 2012, the Emory Global Health Institute’s SAC hosted two global health case competitions: an intramural competition for Emory students and an international competition that included the winning Emory team from the intramural competition and 22 guest university teams. The 2012 Intramural Emory Global Health Case Competition consisted of 12 teams comprised of students from every school and several departments at Emory University.
Team Work Day

Teams had five days to work on the case, and devoted Friday to finalizing their recommendations.
Mexico’s Growing Childhood Obesity Challenge

Dr. Julio Hernandez, Director of the Division of Child Health in Mexico’s Ministry of Health, is caught between intense international pressure to develop a plan that will effectively mitigate the obesity epidemic that currently plagues Mexico’s children and the government’s priorities for economic expansion. As a multi-disciplinary consultant team to Dr. Hernandez’s and his staff, case competition teams were asked to build an innovative, effective, justifiable, and financially sound plan that both the Cabinet and the Mexican people would support.
Sponsors of the 2012 Intramural Emory Global Health Case Competition
Woon Cho Kim, president of the Student Advisory Committee, and Aimee Webb-Girard, faculty advisory for the Intramural Emory Global Health Case Competition, announce the finalists.
Team 10
“Battling Childhood Obesity in Mexico”

- Behavior change through economic disincentive.
  - One of the most effective strategies
- Which behavior to pursue?
  - Mexico is the world leader in sugary carbonated beverage consumption per capita.
  - Soft drinks are the single largest portion of energy intake
Team 9

“Mitigating the Childhood Obesity Epidemic: Building a Healthier Mexico”
¡Crece Con Salud!
Estrategia Nacional Contra La Obesidad

Team 4

Instituto Nacional de Salud Pública
Judges for the 2012 Intramural Emory Global Health Case Competition
Judges Feedback Session
(Judges Pictured on Opposite Page)

Mauricio Hernandez-Avila, MD, PhD
Michael Pratt, MD
Jane Thorpe
John C. Reid
Janet L. Collins, PhD
Barbara A. Bowman, PhD
George A. Mensah, MD, FACC,
     FACN, FESC
Participants in the 2012 intramural competition came from every school and numerous departments at Emory University.
Award Recipients
(Clockwise from top left)

Innovation Award
Nikkil Sadharsanan, Sasha Shackelford, Katherine Yuengling, & Jennifer Li-Chai Chang (Haley Mills & Rahul Gupta not pictured)

Third Place
Kevin Fomalong, Jessica Murphy, Kenan Preston, Cheryl Moore, Sumathee Selvaraj & Sarah Mosby

Second Place
Jennifer Jang, Jing Xu, Adithi Srinivasiah, Amanda Cai, Tristan Sather, & Aisha Stewart
First Place Team
& Participants’ Choice Award Recipient
Britt Gayle, Jennifer Richards, Aiden Varan, Sandra Dube, Annie Herold, and Bradley Wagenaar
Acknowledgements

The Emory Global Health Institute gratefully acknowledges the support of the sponsors of the 2012 Intramural Emory Global Health Case Competition.

The Institute thanks the competition’s judges and mentors for making the competition a success by providing their time, insight, and expertise.

The Institute thanks the Rollins School of Public Health and the Emory University School of Medicine for providing the excellent work and presentation spaces for this year’s competition.

The Institute thanks its Student Advisory Committee members for developing and coordinating this unique global health learning opportunity. Without the vision, energy, and effort of the Emory Global Health Institute Student Advisory Committee, the Emory Global Health Case Competition would not be possible.

And finally, the Institute extends a special thanks to Dr. Aimee Webb-Girard, Dr. Mohammed Ali, Woo Je Cho Kim, Dell McLaughlin and the Case Competition Chairs Amanda Jones and Colleen Laurence for the tremendous amount of time, effort, and thought they put forth coordinating this year’s intramural competition.