2013 International Emory Global Health Case Competition

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

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 global health challenge in a collaborative and competitive environment.

Brian Goebel and Tony Anani, two SAC members who were students at Emory’s Goizueta Business School, introduced the idea and worked with the SAC to coordinate the 2009 inaugural competition. This first competition was a huge success and attracted more Emory students than available team spots. During the competition, eight Emory teams were given three days to determine and present their best strategies for alleviating severe acute childhood malnutrition in Ethiopia.

The competition expanded regionally in 2010 to include three guest teams from the Southeastern United States to compete with nine Emory teams. The 12 multidisciplinary teams were asked to develop recommendations for the government of Gujarat, India on how to reduce tobacco-related health and economic burdens while recognizing that tobacco product manufacturing is one of the province’s largest industries.
In 2011, the competition expanded nationally, making it the first national global health case competition of its kind. The 2011 competition included eight Emory teams, and 12 teams from universities across the United States. These 20 teams were asked to develop 2012 programming priorities for the East African Regional Office of the UN’s High Commissioner for Refugees, which had just experienced significant cuts to its 2012 budget.

In keeping with its annual growth, in 2012 the Emory Global Health Institute (EGHI) and its 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 from around the globe. For the 2012 international competition, teams were asked to address the social and health disparities existing between Sri Lanka’s Tamil and Sinhalese populations for CanAID, Canada’s Agency for International Development.

In 2013, EGHI and its SAC followed its 2012 competition model. The 2013 international competition included one Emory team and teams from 23 universities around the world. These 24 teams developed recommendations for the Chinese government regarding best-practice sanitation programs and investment countries for its 14th Five Year Plan, which would be implemented between 2020 - 2025.
On Friday morning, Dr. Bill Foege, 2012 Presidential Medal of Freedom recipient and Emory Global Health Institute Advisory Board member, gave the welcome address to case competition participants. Foege commended case competition participants for their willingness to spend a week working on this case problem. For the competition and for their future public health careers, Foege said “if you want to do important things, work on important problems.”
During the competition workday, participants worked on their case solutions in team breakout rooms at the Emory University School of Medicine.
Case Summary

Teams received the case subject five days before they were to present before a panel of expert judges at Emory University in Atlanta, Georgia. Teams were asked to address the following.

After the economic recession of 2008-2010, the People’s Republic of China implemented an ambitious 12th Five Year Plan (2011-2015), which stabilized its sputtering economy and provided the country with the resilience needed to withstand the rocky years from 2013-2017. Now, in the year 2018, China has the largest GDP of any country in the world. During this time, the Chinese government came to recognize the benefits of investing in the health and development of people overseas, resulting in significantly increased foreign aid.

Wang Xi, Vice Minister of China’s Ministry of Commerce, and his colleagues want to shape specific aspects of the 14th Five Year Plan (2020-2025) with the objective of maintaining China’s enviable global position in the face of fierce competition. Wang seeks to align 2020-2025 foreign investments with sanitation efforts, the State Planning Council’s top global health investment policy.
Case Summary Continued

Case Competition teams played the role of non-profit agencies specializing in sanitation strategies that provide Wang and his colleagues with multidisciplinary proposals for the 14th Five Year Plan. Competition judges represented the State Planning Council’s leadership. In this role, judges selected the proposal that they thought was both the best investment for improving sanitation overseas and for maximizing China’s returns.
During the Friday Workday, each team was allotted a one-hour session with a Subject Matter Expert (SME). SMEs included faculty and staff from the Emory Center for Global Safe Water, and local and international WASH experts. The SMEs commented on what teams had developed, provided direction on their recommendations, and gave teams an opportunity to practice their presentations.
Many aspects of the competition are coordinated by Emory students and members of the Emory Global Health Institute’s Student Advisory Committee.
On the morning of the competition, students turned in their official presentations and anxiously waited for the competition to begin.
Dr. Jeffrey Koplan, Vice President for Global Health at Emory University (left), welcomes participants while Emma Sizemore, Case Competition Chair (top right) and Mo Ali, Faculty Advisor for the competition (bottom right), discuss the rules and logistics for the competition day.
During the first round of presentations, teams presented their recommendations. Teams were allotted 15 minutes to present and 10 minutes for questions and answers from the judges.
Participants in the 2013 International Emory Global Health Case Competition came from universities across the country and around the world. Clockwise from top left: Northwestern University, National University of Singapore, Dartmouth College, and Vanderbilt University.
Clockwise from top left: University of Southern California, Yale University, Georgia Institute of Technology, and Emory University.
Clockwise from top left: University of California at SanFrancisco, Johns Hopkins University, Yeshiva University, and Cornell University.
Clockwise from top left: Princeton University, University of Virginia, University of Toronto, and University of Miami.
Clockwise from top left: University of Pennsylvania, University of Alabama at Birmingham, Boston University, and Tulane University.
Clockwise from top left: Georgetown University, the United States Naval Academy, Instituto Tecnologico Autonomo de Mexico, and State University of New York Downstate.
Judges Pictured on the Opposite Page (left to right)

Lincoln Chen - President, China Medical Board

Katherine Bliss - Senior Associate, CSIS Global Health Policy Center

Baogang Guo - Professor of Political Science and Director of the Center for International Education, Dalton State College

Moitreyyee Sinha - Technology Leader, General Electric Company

Therese Dooley - Senior Advisor, Sanitation and Hygiene, UNICEF’s Water, Environment and Sanitation Section

Daniele Lantagne - Assistant Professor of Civil and Environmental Engineering, Tufts University

Jaehyang So - Manager of the Water and Sanitation Program, World Bank

Yawei Liu - Director, The Carter Center’s China Program

Peter Lochery - Director of the Water Team, CARE International
During the Judges’ Feedback Session, judges indicated that they were impressed with the originality of the team’s proposals and were happy to hear so many new ideas after their decades of work in the water and sanitation field. To improve their presentations, judges suggested that teams address the questions that were asked in the case directly, and tailor their presentations to their audience.
Annie Herold, Graduate Research Assistant at the Emory Global Health Institute, announces the final four teams and their tasks for the final round.
Competition judges asked finalist teams questions about their case recommendations.
The team from the Georgia Institute of Technology recommended that the Chinese government invest in urban regions in countries where China had existing relationships. These countries, Nigeria, Zimbabwe, and Ethiopia, had both potential for economic growth and a high need for sanitation interventions. The program would be promoted to populations within these countries using both innovative and integrated marketing strategies.
The University of Miami team proposed a program that focused on community-led total sanitation with the goal of creating a demand for sanitation interventions. The purpose of this program was to drive behavior change in both sanitation and hygiene practices in targeted countries and populations. The team proposed initially implementing this program in Myanmar and Mozambique because of both countries’ established relationships with China.
The Johns Hopkins University team proposed the creation of the China Assure Program, which employs a scoring system to help the Chinese government determine the most appropriate sanitation interventions and countries in which to invest. The hallmark of the China Assure Program was the establishment of a China Health Corps that would require participants to work on sanitation interventions for one year in rural China and for two years in an investment country.
The Yale University team developed a comprehensive list of criteria for selecting investment countries for the Chinese government. Countries that met the criteria had a high need for sanitation interventions and the local capacity to implement them, had existing relationships with China, and could potentially provide a high return on China’s investment.
Reception and Awards Ceremony
Before announcing the awards, the Emory Global Health Institute recognized Emma Sizemore (top left) and Annie Herold (top right) for coordinating the 2013 competitions and Dell McLaughlin (bottom left) and Gretchen Martin (bottom right) for their years of dedication to the Emory Global Health Institute and the Emory Global Health Case Competition.
Judges Peter Lochary (left) and Jaehyang So (right) congratulate all participants, recognize their effort and dedication to the competition, and announce the winning teams.
Award Recipients

**Innovation Award**
University of Alabama at Birmingham
Katherine Crawford, Kathryn Van Marter-Sanders, Jessica Hartline (Ted Belsches not pictured)

**Honorable Mention and Participants’ Choice Awards**
Georgia Institute of Technology
Inthirai Somasuntharam, Warren Gray, Henry Mei, Becky Byler, Jacline Griffeth, Chibueze Ibenacho

**Third Place - University of Miami**
Chaitanya Vadlamudi, Nilham Singh, Jason Siem, Onyi Ugorji (Karan Srivastava not pictured)
Second Place - Yale University
Yi Zhou, Javier Cepeda, Ryan Boyko, Hilary Rogers, and Jordan Sloshower
First Place - Johns Hopkins University
Matthew Lindsley, Stephanie Van Dyke, Aaron Chang, Kevin Wang, Nidhi Khurana, and Collin Weinberger
Emory Global Health Institute Staff and Student Advisory Committee
Emory Global Health Case Competition Leadership Team (above) and Emory Global Health Institute staff and student employees (below).
Acknowledgements

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The Institute thanks the competition judges and subject matter experts for making the competition a success by providing their time, insight, and expertise.

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

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

And finally, the Institute extends a special thanks to Dr. Mohammed Ali, Dr. Aimee Webb Girard, Annie Herold, Gretchen Martin, Dell McLaughlin, Meg O’Connor, and Emma Sizemore for the tremendous amount of time, effort, and thought they put forth coordinating this year’s international competition.
For more information please visit our website
globalhealth.emory.edu