

# Balance Grant Concept Note Worksheet

*Applicants should use this worksheet as a guide for completing the on-line application process. We recommend you cut and paste your answers into the online application.*

Overarching Problem We Hope You Can Help Solve

Digital addiction is an emerging global epidemic, which some link to the escalating mental health crisis[[1]](#footnote-1) among youth 10-24 including anxiety, depression, loneliness, distorted reality and social imbalance. Suicide rates in the US and the rate at which youth seriously consider it rose 33% and 25%, respectively, between 2009-2017[[2]](#footnote-2). The percentage of non-fatal, self-harming incidents for girls 10-14 rose 189% between 2009-2015[[3]](#footnote-3), while college students in one study[[4]](#footnote-4) reported experiencing depression (40%), hopelessness (51%) and overwhelming anxiety (60%) in the last 12 months. The Government of South Korea has declared internet use a public health crisis, and “gaming addiction” is now a classified disease by the World Health Organization.

According to Tristan Harris, the average person checks their phone 150 times per day. Though there are many factors, correlative data between excessive use of digital devices and social media in multiple studies (NIH) signifies the call to address youth digital addiction. Today, nearly 100% of all solutions are designed and driven by adults with little, if any, youth engagement. We believe empowering youth to have agency over their relationship with technology is the best way to make a positive social impact.

Your Mission

Given the scope and complexity of digital overload and the 24/7 attention economy (e.g. social media, porn, YouTube/Netflix binge watching, gaming, cyber-bullying, texting) we encourage *any* type of creative initiatives including art and exhibits, high/low tech applications, performances, events, advocacy or communication campaigns, products, and pretty much anything else in between. The sky’s the limit. Your future is your future.

Your idea should be **innovative** and aligned with LookUp.live's mission, driving students away from screen dependence and more towards living in the now. This is your call to lead a movement and chance to address one of our most pressing human concerns of our times - youth mental health and digital overload. Let’s see what you’ve got!

CONCEPT NOTE REQUIREMENTS

The Problem and Your Solution

1. Describe the specific problem you will address. Please include detailed information explaining the causes of this problem and why it still exists. (1000 characters)
2. Describe the specific program, product(s), campaign or ideas you will implement to solve the problem. (1,000 characters)
3. How is your idea unique, innovative or an improvement upon existing efforts, with specific names of organizations addressing the same problem if possible/relevant? (1,000 characters)
4. How will the lives of your target population be better off because of your idea? If appropriate, identify the targeted age band for your solution (e.g. Middle School, High School, College, Post College). (1000 characters)
5. Describe how you expect to executeyour proposal. Include an outline with timeline and key milestones. (1000 characters)
6. How will you track and assess the success of your solution? (500 characters)
7. How much money do you anticipate you will need in two years and how will you use the grant funds? (500 characters)

About the Applicant(s)

1. Explain why you are so passionate about the problem and the population you described above. (1,000 characters)
2. What skills or experiences demonstrate that you and your team will be able to implement your solution and attract additional resources (money, people, etc.) to your project? (1,000 characters)
3. TEAMS: In order for us to better understand your team we are interested in learning about how you came together? How long have you known each other, and in what context? (500 characters)
4. TEAMS: Describe your individual roles on the project? (500 characters)

1. De-Sola Gutiérrez J, Rodríguez de Fonseca F, Rubio G. Cell-Phone Addiction: A Review. Front Psychiatry. 2016;7:175. Published 2016 Oct 24. doi:10.3389/fpsyt.2016.00175 [↑](#footnote-ref-1)
2. Centers for Disease Control and Prevention. 2017 Youth Risk Behavior Survey Data. Available at: www.cdc.gov/yrbs. Accessed on October 17, 2019. [↑](#footnote-ref-2)
3. Mercado MC. Emergency Department Visit Trends for Self-inflicted Injuries Among US Youth, 2001-2015. JAMA. https://jamanetwork.com/journals/jama/fullarticle/2664031. Published November 21, 2017. Accessed Oct 17, 2019 [↑](#footnote-ref-3)
4. American College Health Association, [*National College Health Assessment II: Fall 2017 Reference Group Executive Summary*](https://www.acha.org/documents/ncha/NCHA-II_FALL_2017_REFERENCE_GROUP_EXECUTIVE_SUMMARY.pdf), website last visited on October 17, 2019. [↑](#footnote-ref-4)