Goal: Transition Los Angeles to 100% renewable energy, 100% locally sourced water & enhanced ecosystem health by 2050.
DEPRESSION GRAND CHALLENGE

Goal: Cut the burden of depression in half by 2050 and eliminate it by the end of the century.
4 Components of the Depression GC

- Discovery Neuroscience
- 100K Patient Study
- STIGMA (Stigma)
- Innovative Treatment Center
Drivers for UCLA Grand Challenges
Opportunities

- Small teams
- Life cycle divide
- Too many priorities
- Bigger pie
- Messaging

In sum, we were convinced that if our faculty worked together towards a common goal, they could have a BIGGER IMPACT.
All roads led to UCLA Grand Challenges

- Inspiration from prior efforts:
  - Kennedy’s moonshot
  - XPRIZE/Abundance
- OSTP call for “all hands on deck”
- Centennial Campaign
First Brainstorming Process ~ 1.5 hours

- Overview
- Idea generation & recording
- Consolidation/grouping
- Discussion/negotiation
- Voting

Top-3 were selected for further development
Meeting Palooza

- Changing Brain*
- What is a Memory
- Working Brain

*Source of the Grand Challenge

- Hotter Drier LA*
- Preserving Biodiversity
- Greener Alternatives

*Source of the Grand Challenge
Getting to SMART+ Goals

- Specific, measurable, attainable, relevant & time bound + something extra special

- aka Alcino’s Mom*

*Note: Since I didn’t have a picture of Alcino’s mom, I used a picture of my mom!
Grand Challenge Contenders Emerged
Lessons Learned
Brainstorming Tips (Initial Session)

1. Enlist trusted representative
2. Determine format (composition)
3. Provide snacks*

*we have found free food to be a universally appreciated gesture.
GC Cultivation Phase Tips

1. Note takers need content expertise
2. Consider setting expectations & deliverables for meetings
3. Include staff members
What’s Needed to Pursue the GC?

1. Academic leader
2. Funding
3. Awareness & Buy-In
4. Heart
“All In”

UCLA Grand Challenges
Depression

#blueforhope
Thank you.

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