



Aesculapius Award
for Excellence in Health Communication
World Wide Web Sites & Television and Radio Public Service Announcements

The Aesculapius Award, named for the ancient Greek God of healing, recognizes outstanding organizations that have provided health information to the public through the use of World Wide Web (WWW) sites or television or radio public service announcements (PSAs). The first *Aesculapius Award* for PSAs was given in 1992; that for WWW sites, in 1997.

Eligibility

Any WWW site or PSA that promotes public awareness, understanding or involvement in health, health care, or health policy is eligible. Website entries must serve a public or consumer health education or communication purpose. Websites with the primary purpose of bill boarding or promoting the entrant's organization will not be considered for an award. PSA entries 1) must have first aired during the current or immediate past calendar year, 2) must have been produced for public service, not commercial use, and 3) must have aired at least five times. PSAs may be of any acceptable broadcast length up to one-minute (i.e., 10, 20, 30 or 60 seconds).

Entry

An entry must be accompanied by 1) completed entry form, 2) a 1-page summary of the WWW site's or PSA's objectives and production, and 3) \$150 entry fee.

Selection of winners

A panel of credentialed volunteer judges evaluates entries against established judging criteria. The Institute selects winners according to judges' evaluations.

Award levels

Separate awards are given for WWW site, television PSA, and radio PSA.

- Annual Award: Winners receive a frame-ready certificate, engraved brass commemorative plaque, special winner's logo (which awardees are entitled to display on their websites, in their publications, etc.); winners are also acknowledged in the Award press release and appropriate Institute communications (which are distributed to thousands of health-related organizations appropriately every two or three weeks).
- Award of Excellence: Winners receive a frame-ready certificate and the award logo; may purchase plaques; winners are also acknowledged in the Award press release and appropriate Institute communications.
- Certificate of Merit: Entrants receive a frame-ready certificate.
- Certificate of Appreciation: Entrants receive a frame-ready certificate.

Awards timeline

Key points in the annual award cycle include:

- Entry deadline – September (first Friday after Labor Day)
- Judging – September / October
- Winners notified – November
- Winners announced and certificates/plaques sent – December.

Health Improvement Institute is a non-profit, tax-exempt 501(c)3, charitable organization dedicated to improving the quality and productivity of America's health care. For more information about the Institute, please visit www.hii.org, email hii@hii.org, or call 301-320-0965.