



2013 Aesculapius Award

for Excellence in Health Communication

World Wide Web Sites & Television and Radio Public Service Announcements

JUDGING CRITERIA FOR WWW SITES

WWW sites are judged on the following criteria (based on entry materials and website contents):

Objectives & Planning

- Does the website have a clear purpose? Specific and measurable educational objective(s)?
- Is the audience well defined?

Content & Credibility

- How accurate and useful are website contents?
- How comprehensive is the information on website?
- Does the website follow applicable codes or principles (eg, HON Code, Consumer Reports WebWatch guidelines) that help establish credibility? For example:
 - Disclosure of authorship and funding
 - Description of website purpose/mission and supporting organization
 - Disclaimers regarding the use of information?
- What is the timeliness of the information conveyed on the website? Does it state when the information was last updated?
- Does the website provide adequate and appropriate identification of authors and sources, and links to other related sites or references to other resources?

User-friendliness & Interactivity

- What browsers does the website support?
- How easy is it to navigate through the website? Are contents well organized?
- Does website provide a search engine? If so, is it easy to use? Does it produce relevant results?
- Is there a site map?
- Does it engage web users?
- Does it provide any on-line forums? Forms for feedback, comments, questions, etc?

Visual design & innovation

Creativity:

- How creative is the website in combining visual designs, photos, illustrations, and texts effectively?
- How interesting and engaging is the website?
- How successfully does the website create a strong, unique, and consistent “personality?”

Aesthetics/Readability:

- How well can you read the text? Do background colors, patterns, designs, etc. enhance the text?
- Is the website “clean and clear?” Or is it cluttered? Or are pages too busy?

Evaluation

- How well does the website meet its objectives? Is there a visitor count?
- Is it effective in educating, persuading or moving the target audience to action?
- How does the website solicit and use feedback?
- What other evaluation criteria are used?

Dedicated to improving the quality and productivity of America's health care

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JUDGING CRITERIA FOR PSAs

PSAs are judged on the following criteria (based on entry materials and PSA contents):

Objectives & Planning

- Did PSA have a clear, realistic, specific and measurable objective(s)?
- Was the target audience well defined?

Message Design

- How clear and understandable is the message?
- How creative and appealing is the PSA?
- How appropriate is the message for the target audience?

Production

- How well-produced was the PSA?
- Did it meet broadcast requirements and professional standards?

Distribution & Reach

- How well was the PSA promoted?
- How often was the PSA aired?
- Did the intended audience see or hear the PSA?

Evaluation

- How well did the PSA accomplish its objective?
- Was the PSA effective in educating, persuading or moving the target audience to action?
- What other evaluation criteria were used?