



2014 Aesculapius Award

for Excellence in Health Communication

World Wide Web Sites & Television and Radio Public Service Announcements

Purpose

The Aesculapius Award, named for the ancient Greek God of healing, recognizes outstanding organizations that provide health information to the public through the use of World Wide Web (WWW) sites and television or radio public service announcements (PSAs). The Award is intended to encourage excellence in health communication and promotion.

Eligibility

Any WWW site or PSA that promotes public awareness, understanding, or involvement in health, health care, or health policy is eligible. For example, an eligible entry can include information about healthy lifestyles, illness and injury prevention, medical care/research, or family and social concerns relating to health. 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.

Active WWW sites and PSAs that first aired during the current or immediate past calendar years are eligible. PSAs must have been produced for public service, not commercial use. They 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).

Technical Requirements

- All entries must be accompanied by 1) completed entry form, 2) one-page summary of the WWW site's or PSA's objectives and production (including information on the use of outside professionals and the amount of broadcast use), and 3) entry fee; see application form for a list of contents
- Each WWW site entry must provide the complete website address on the entry form
- Each television/radio entry 1) should be uploaded onto the internet and 2) the link should be provided on the entry form; if such web-based storage is unavailable, we will accept a DVD or CD.

Non-English Entries

If the WWW site or PSA is not in the English language, entrants must provide the following in English:

- One page summary of objectives and production
- For a PSA, translation of the script.

WWW Site & PSA Categories

Entries must be categorized as one of the following:

- Community Group (non-profit)
- Corporation (commercial company)
- Educational Institution
- Educational Organization or Foundation (non-profit)
- Government Agency
- Hospital and Medical Institution

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hii@hii.org (email) ■ www.hii.org (world wide web)



- Media (Agency, PR firm, etc.)
- Production Company
- Trade or Professional Association.

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).
 - Judges select an Annual Award only if any entry meets this level of recognition. In some years, there may not be an Annual Award winner in a given category.
- Award of Excellence
 - Winners receive a frame-ready certificate & the award logo; may purchase plaques; winners are also acknowledged in the Award press release and appropriate Institute communications.
 - Judge award this level of recognition to entries that they consider to be excellent and deserve this distinction.
- Certificate of merit
 - Entrants receive a frame-ready certificate.
 - With this level of recognition, judges consider the entry to be meritorious but not of sufficient distinction to receive an Award of Excellence.
- Certificate of appreciation
 - Entrants receive a frame-ready certificate.
 - This certificate is awarded in appreciation of entering the award competition; judges did not consider the entry to be sufficiently meritorious to receive a higher level of recognition.

Entry Fee

An entry fee of \$150, in U.S. currency, is required for each entry submitted. Entry fees are used to help offset administrative expenses for the Aesculapius Award program. Please make checks payable to the "Health Improvement Institute," a non-profit, 501(c)(3) tax-exempt organization dedicated to improving the quality and productivity of America's health care.

Entry Date

Key points in the annual award cycle include:

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

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?

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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?

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



2014 Aesculapius Award Entry Form

Please complete and return this form with your entry!

Please use a separate form for each entry. This form may be duplicated. Please type or print.

WWW site address or name & weblink to PSA entry:
Producer (to appear on award):

Contact Name:
Title:
Company Name:
Address:
City: State:
Zip Code: Phone:
Fax: Email:

WWW site TV PSA (weblink or DVD) Radio PSA (weblink or CD)

WWW site: Approximate number of pages Length of PSA (seconds)

Category of organization primarily responsible for WWW site or PSA (check one)

Community group (non-profit) Hospital or medical institution
Corporation (commercial company) Media (agency, PR firm, etc.)
Educational institution Production company
Educational organization or foundation (non-profit) Trade or professional association
Government agency Other, specify

Description: Please attach 1-page description of the WWW site/PSA to include the following:

- Objective of the WWW site or PSA, including target audience(s); steps in message development
Name, title and organization of all those responsible for the creation and production of the WWW site or PSA
Video, audio and/or graphic production facilities used. Explain which production stages were done in house; if from an outsource, name contractor
For WWW sites, number of hits in current and/or immediate past calendar year; for PSAs, number of TV/radio station airings
For PSAs, TV/radio stations, dates and approximate time of at least five airings in current and/or immediate past calendar year.
Budget; for in house productions, please estimate what it would have cost to produce the WWW sites or PSA outside
Describe how the impact of the WWW site or PSA was evaluated and the results of the evaluation.

Entry fee: \$150 per entry: Please make checks payable to the "Health Improvement Institute."

Entry deadline: Entries and accompanying materials are due by September 05, 2014.



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Attestation/Signature Page

Release

By submitting this application, I affirm that I have examined the Award entry form and submitted materials, and certify that:

- The information submitted is truthful, and that nothing has been omitted that would cast doubt on the truthfulness of the materials submitted.
- None of the information included in the application, including any submitted materials is confidential, proprietary, or trade secret.
- I am authorized, and/or have permission, to disclose the information in this entry and to authorize Health Improvement Institute to use all of the information it contains in the Institute's programs, including, but not limited to, use in publicity, marketing, workshops, and publications, whether or not I/we receive an Award.
- I release Health Improvement Institute, its directors, officers, and staff from any liability for disclosure of the information contained in this entry.
- The submitted materials do not infringe on any statutory or common law copyright, proprietary right, or any other right of any party.

Attestation

- I certify that I am duly authorized to submit this Award entry.
- The Award entry is substantially complete and correct and true in all relevant details.

Signed/date: _____

Printed name: _____

Disclosure policy

Health Improvement Institute will circulate the entry to award judges for evaluation. If judges rate the entry excellent, it will receive an *Award of Excellence*, and, if the best and most worthy, the *Annual Award* in the category. The Institute will publicize Awards. Such publicity may include release of the entrant's name, affiliation, etc, information in the entry in whole or in part. The Institute may use any or all of the information in the entry, whether or not the applicant received an *Award of Excellence*, for program purposes, including, but not necessarily limited to, publicity, marketing, workshops, and publications. The Institute does not release the name of entrants who did not receive an *Award of Excellence* or *Certificate of Merit*, unless the applicant agrees or such release is required by law.

Awards

Volunteer judges evaluate answers to Award questions submitted in the application for an Award against established criteria. Health Improvement Institute recognizes applications judged to be meritorious with a *Certificate of Merit*. Applications judged to be excellent receive an *Award of Excellence*; recipients receive a certificate and logo, and may purchase a plaque. The most worthy entry, if any, wins the *Annual Award* for the category; the winner receives a certificate, logo, and plaque proclaiming the Award. Winners of the *Award of Excellence* and the *Annual Award* may use the Award logo on their website, in print, and other media. The Institute's decision about giving an Award and the level of the Award given is final.