



2018 Aesculapius Award

for Excellence in Health Communication

Websites & Television and Radio Public Service Announcements

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 first *Aesculapius Award* for PSA's was given in 1992; that for Websites, in 1997.

Eligibility

Any Website 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. PSA's may be any acceptable broadcast length up to one-minute (i.e., 10, 20, 30 or 60 seconds).

Entry

An entry must be accompanied by 1) a 1-page summary of the Website's or PSA's objectives and production, 2) completed entry form, 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 Website, 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.
- 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.
- Certificate of merit: Entrants receive a frame-ready certificate.
- Certificate or appreciation: Entrants receive a frame-ready certificate.

Awards Timeline

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.

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

5800 Madaket Road, Suite 200 ■ Bethesda, MD 20816-3201 ■ 301-320-0971 ■ 301-320-0978 (fax)
hii@hii.org (email) ■ www.hii.org (world wide web)



2018 Aesculapius Award Judging Criteria for Excellence in Health Communication

JUDGING CRITERIA FOR WEBSITES

Websites 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?



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



2018 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.

Website 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: _

Website

TV PSA (weblink or DVD)

Radio PSA (weblink or CD)

Website: Approximate number of pages_

Length of PSA (seconds) _

Category of organization primarily responsible for Website 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 Website/PSA to include:

- Objective of the Website 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 Website 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 Websites, 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 Websites or PSA outside
- Describe how the impact of the Website or PSA was evaluated and the results of the evaluation.

Include: Attestation/signature page

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

Entry deadline: Entries and accompanying materials are due by September 8, 2018.

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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.