

2012

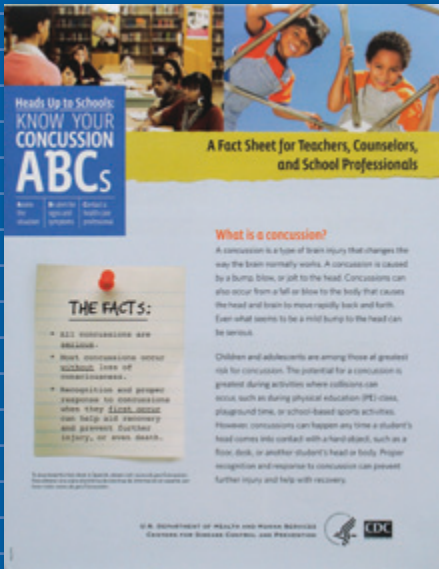
19th Annual

NATIONAL Health INFORMATION AWARDSSM

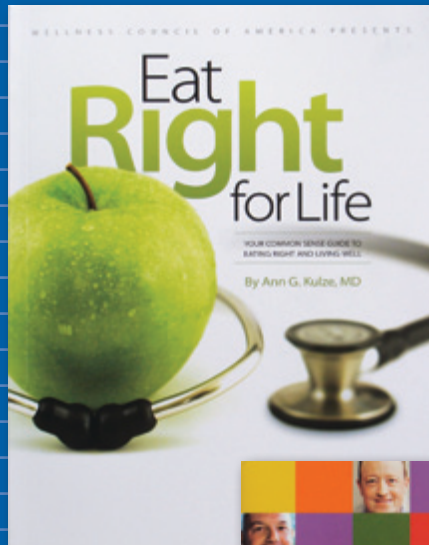
CALL FOR ENTRIES

An Opportunity to Receive National Recognition For Your Consumer Health Materials

Centers for Disease Control and Prevention



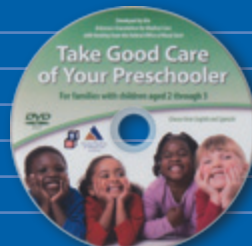
Wellness Council of America



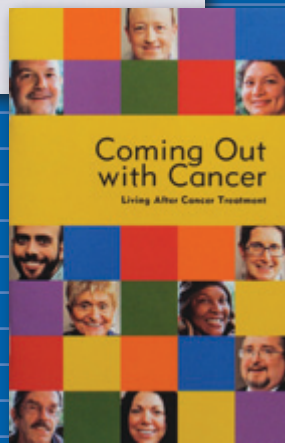
Go4Life/NIA



DHHS/Office on Women's Health



Arkansas Foundation for Medical Care



Livestrong



Seattle Children's Hospital

Selected 2011 Gold & Silver Award Winners

Entry Deadline Extended: May 31, 2012

The Health Information Resource CenterSM
Presents the 19th Annual



This Awards Program, the Most Comprehensive of its Kind, Annually Recognizes the Nation's Best Consumer Health Information.

Now in its 19th year, the *National Health Information Awards*SM honors high-quality consumer health information. The awards program is organized by the *Health Information Resource Center*SM (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other HIRC programs include the *Web Health Awards*SM, *National Women's Health & Fitness Day*SM, and *Family Health & Fitness Day USA*SM.

All materials and/or programs developed and/or distributed between January 1, 2011 and December 31, 2011 are eligible for the competition. The materials or programs submitted must have been developed for use by consumers, not health professionals.

How To Enter

Choose one Class, Audience, Division and Category per entry. You may submit as many entries as you wish, but you must pay an entry fee for each submission.

Include one sample of your entry and two copies of your completed entry form. (Photocopies of the entry form are acceptable.) See bottom of the next panel for detailed submission requirements.

Entry Fee: Enclose a fee of \$52 for each entry you submit. Certain categories require an extra fee (see entry form).

Payment: Make checks payable to: *Health Information Resource Center* or *HIRC*. Multiple entries may be paid with one check. Visa, MasterCard and American Express are accepted.

Entry Deadline: Complete the entry form and return it to us postmarked by **May 31, 2012**. *Entries cannot be returned and winning entries may be used for promotional purposes.*

Questions? Call us at 1-800-828-8225 (weekdays, 9-5 Central time).

E-mail: info@healthawards.com

Web Site: healthawards.com

Judging

Gold, Silver, Bronze and Merit certificates will be awarded by Class, Division and Category. Using a rating scale of 1 to 100 points, a panel of consumer health experts from across the nation will judge the entries based on content,

format, success in reaching the targeted audience and overall quality. (Visit healthawards.com for detailed judging criteria.) All judges' decisions are final. **Award packets will be sent to winners in the summer.**

Send All Entries To

2012 National Health Information AwardsSM
c/o The Health Information Resource CenterSM
1850 W. Winchester Road, Suite 213
Libertyville, IL 60048-5355

Do you also produce digital health media?

Enter our online awards program.

For details, visit

webhealthawards.com

Class, Audience, Division & Category

Entries will be judged and awards presented in each of the following classes, divisions and categories. *All materials submitted must be designed for use by consumers, not health professionals.*

Class

What type of information is being submitted?

(Choose one)

• Health Promotion/Disease and Injury Prevention Information

Information that helps consumers stay healthy and/or prevent injury and disease.

• Patient Education Information

Information that helps consumers cope with a disease or ongoing health condition.

• Consumer Decision-Making Information

Information that helps consumers make better health care decisions and/or information that promotes specific health products or services.

• Other/Miscellaneous Health Information

Materials not included in the other three classes.

Audience

What is this entry's intended audience?

(Choose one from General column.)

Also, select special population if appropriate.

General (Required)

- Children—birth-12 years and/or their parents
- Adolescents/Young Adults—13-20 years and/or their parents
- Adults 21+ years
- Older Adults 60+ years
- Other (example—women or men only)

Special Populations (Optional)

- Minority
- Disabled
- Low-Literacy
- Other

Division

What type of organization produced this entry?

(Choose one)

- Association/Professional Society
- Business—500+ employees
- Business—less than 500 employees
- Community Organization (nonprofit)
- Consumer Product Company
- Education (College or University/Professional School/Secondary School)
- Government (Federal/State/Local)
- Health Plan

- Hospital/Health Care System
- Insurance Company
- Media/Publishing
- Medical Communications Agency
- Nurses/Allied Health Professionals
- Pharmaceutical Company
- Pharmacy/Drug Store
- Physician/Group Practice
- Other/Miscellaneous

Category

What type of entry is being submitted?

(Choose one)

Single (1) Entry

- Book*
- Booklet/Brochure/Pamphlet
- Calendar
- Direct Mail
- Logo Design
- Magazine (one issue)
- Magazine Ad
- Magazine/Newspaper/Newsletter Article
- Newsletter (one issue)
- Newspaper/Newsletter Ad
- Poster
- Public Service Ad

- Radio Ad
- Radio Reporting
- TV Ad
- TV Reporting
- Video*
- Other/Miscellaneous Material

Total Programs/Series Entry

- Magazine/Newspaper/Newsletter Article Series (must be same topic)*
- Total Health Information Program (multiple media)*
- Total Special Health Event Program (multiple media)*

*There is an additional \$20 fee for these entries.

Entry Requirements

(Please review carefully to avoid disqualification)

1. **Submit one copy of your entry.**
2. **Enclose your entry in a 9" x 12" envelope (or larger if needed) with two copies of your entry form stapled (not taped) to the outside of the envelope.** Then, place your entry in a larger envelope or box for mailing.
3. **Please do not mount any print materials.** For articles, originals or photocopies are acceptable; do not submit entire publication.

4. **For Radio/TV, submit one entry per CD or DVD.** Include running time.
5. **For Total Health Information or Special Health Event Programs, submit all materials needed to evaluate total program.**
6. **Spanish entries accepted if sent with an English version.**

Questions? Call us at 1-800-828-8225.

E-mail: info@healthawards.com

Web Site: healthawards.com

2012 Entry Form

Entry# _____
(For NHIA office use)

Type or neatly print all information below. Submit two copies of this form with each entry.

Contact Information

Who we should contact if your entry wins an award.

Name _____ Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____

Award Information

Used on certificate and winners list should you win.

Entry Title _____ Actual name of the piece
Organization _____ If different than organization above

Class

What type of information is being submitted? (Check only one)

- Health Promotion/Disease and Injury Prevention Information
- Patient Education Information
- Consumer Decision-Making Information
- Other/Miscellaneous Health Information

Audience

What is this entry's intended audience? (Check only one from General column.) Also, select special population if appropriate

- General** (Required)
- Children—birth-12 years and/or their parents
 - Adolescents/Young Adults—13-20 years and/or their parents
 - Adults 21+ years
 - Older Adults 60+ years
 - Other—Specify _____
- Special Populations** (Optional)
- Minority Specify _____
 - Disabled
 - Low-Literacy
 - Other—Specify _____

Division

What type of organization produced this entry? (Check only one)

- Association/Professional Society
- Business (500+ employees)
- Business (less than 500 employees)
- Community Organization (nonprofit)
- Consumer Product Company
- Education
- Government
- Health Plan
- Hospital/Health Care System
- Insurance Company
- Media/Publishing
- Medical Communications Agency
- Nurses/Allied Health Professionals
- Pharmaceutical Company
- Pharmacy/Drug Store
- Physician/Group Practice
- Other/Miscellaneous

Category

What type of entry is being submitted? (Check only one)

- Single (1) Entry**
- Book*
 - Booklet/Brochure/Pamphlet
 - Calendar
 - Direct Mail
 - Logo Design
 - Magazine (one issue)
 - Magazine Ad
 - Magazine/Newspaper/Newsletter Article
 - Newsletter (one issue)
 - Newspaper/Newsletter Ad
 - Poster
 - Public Service Ad
- Total Programs/Series Entry**
- Magazine/Newspaper/Newsletter Article Series (must be same topic)*
 - Total Health Information Program*
 - Total Special Health Event Program*
- *Additional \$20 fee required.

- Radio Ad
- Radio Reporting
- TV Ad
- TV Reporting
- Video*
- Other/Miscellaneous Material

Entry Deadline
May 31, 2012

Payment Information

Questions?

Call: 1-800-828-8225
E-mail: info@healthawards.com

Entry Fee **\$52**
Additional \$20 Fee* (if applicable) + _____
TOTAL = _____

Method of Payment:

- Check enclosed
- Visa MasterCard American Express

Make checks payable to:

Health Information Resource Center (HIRC)
(Federal Tax ID#: 36-3559293. Note: The Health Information Resource Center is a division of American Custom Publishing.)

Mail To:

2012 National Health Information Awards
% Health Information Resource Center
1850 W. Winchester Road, Suite 213
Libertyville, IL 60048-5355

Credit Card Payments:

Card Number _____
Expiration Date _____
Print Name _____
Signature _____

Award Recognition

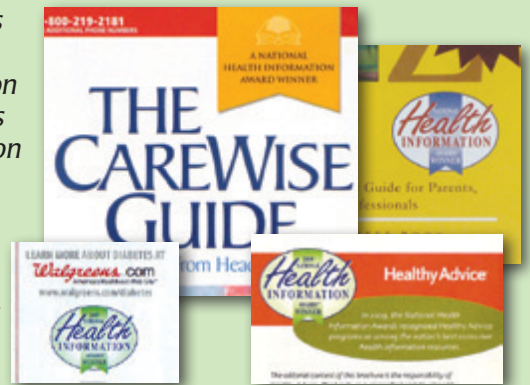
Should your organization receive a 2012 National Health Information AwardSM, you will receive the following:

- A colorful Gold, Silver, Bronze or Merit certificate recognizing your achievement.
- Use of the awards program winner's logo for your marketing and promotional purposes. (A one-year license.)
- A 2012 National Health Information Awards Packet with resources to help promote national recognition of your award.
- Recognition of your achievement on healthawards.com.
- A list of all 2012 competition winners.
- 2012 Gold & Silver winners will be featured at healthawards.com.



Many winners feature the awards logo on their materials as a recognition of excellence.

For Diabetes & You Magazine



2012 Special Award

Best of Competition

Every year, judges select a *Best of Competition Award* to recognize one or more Gold Winners for outstanding achievement in consumer health programs/materials.

2011 Best of Competition Winners: Discovery Channel for *Chasing Zero: Winning The War On Healthcare Harm* • Healthy Advice Networks for *Healthy Advice OB/GYN Waiting Room Network*

Awards Program for Online and Mobile Health Resources

Do You Produce Digital Health Media?

Enter the 14th Annual **Web Health AwardsSM** and **Web Health Awards | MOBILESM**, our awards programs for online and mobile health resources – Web sites, mobile applications and other digital media. Held twice each year, the Web Health Awards recognizes the best electronic health information resources for both consumers and health professionals.

For more information about the Summer, 2012 competition, visit webhealthawards.com.



Questions?

Call: 1-800-828-8225
E-mail: info@healthawards.com
Web: healthawards.com

2012 CALL FOR ENTRIES



Health
INFORMATION
RESOURCE CENTERSM

1850 W. Winchester Road, Suite 213
Libertyville, IL 60048
1-800-828-8225
www.healthawards.com

IMPORTANT: Timely Information

Please share with others involved in consumer health education/communication.

Entry Deadline:
May 31, 2012

Selected 2011 Gold & Silver Award Winners

Texas Dept. of State Health Services



Walgreens



Zillner



Norton Healthcare



MD Anderson Cancer Center

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National Health Information AwardsSM

Don't Miss This Opportunity to Have Your Materials Receive National Recognition!

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