

2013

20TH ANNUAL

NATIONAL Health INFORMATION AWARDS<sup>SM</sup>

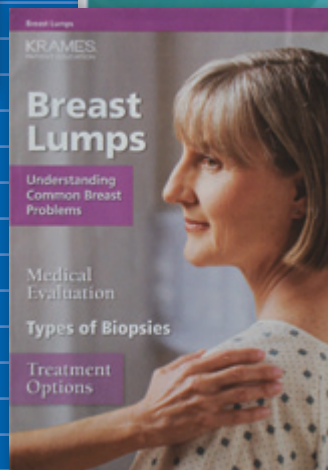
CALL FOR ENTRIES

An Opportunity to Receive National Recognition For Your Consumer Health Materials

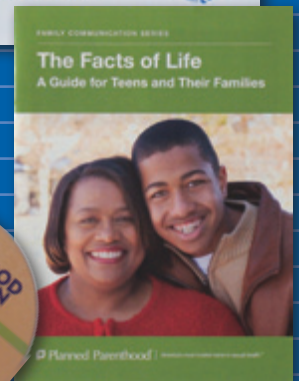
Hearts Beat Back: The Heart of New Ulm Project

Pritchett & Hull Associates, Inc.

CMS



InJoy Birth & Parenting Education



Krames Staywell

Planned Parenthood Federation of America

Selected 2012 Gold & Silver Award Winners

Ladies' Home Journal

Entry Deadline Extended: May 31, 2013

The Health Information Resource Center<sup>SM</sup>  
Presents the 20th Annual



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

Now in its 20th year, the *National Health Information Awards<sup>SM</sup>* honors high-quality consumer health information. The awards program is organized by the *Health Information Resource Center<sup>SM</sup>* (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other HIRC programs include the *Web Health Awards<sup>SM</sup>*, *National Women's Health & Fitness Day<sup>SM</sup>*, and *Family Health & Fitness Day USA<sup>SM</sup>*.

*All materials and/or programs developed and/or distributed between January 1, 2012 and December 31, 2012 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 (three copies for article entries) 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 \$54 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 24, 2013.** *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](mailto:info@healthawards.com)

**Web Site:** [healthawards.com](http://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](http://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

### NEW ADDRESS

2013 National Health Information Awards<sup>SM</sup>  
c/o The Health Information Resource Center<sup>SM</sup>  
328 West Lincoln Avenue, Suite 10  
Libertyville, IL 60048-2725

**Do you also produce digital health media?**

Enter our online awards program. For details, visit [webhealthawards.com](http://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  
*1 article only, include 3 copies of the 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*)\*  
*include 3 copies of the series*
- Total Health Information Program (*multiple media*)\*
- Total Special Health Event Program (*multiple media*)\*

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

## Entry Requirements

(Please review carefully to avoid disqualification)

### 1. Submit one (1) copy of your entry.

*For article submissions, please include three (3) copies.*

### 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 the entire publication, only the article being submitted.

### 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.

# 2013 ENTRY FORM

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

(For NHIA office use)

## 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  
*1 article only, include 3 copies of the article*
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- 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)\*  
*include 3 copies of the series*
- Total Health Information Program\*
- Total Special Health Event Program\*

\*Additional \$20 fee required for these categories.

# Entry Deadline MAY 31, 2013

## Payment Information

### Questions?

Call: 1-800-828-8225

E-mail: info@healthawards.com

Entry Fee ..... **\$54**

Additional \$20 Fee\* (if applicable) + \_\_\_\_\_

**TOTAL** ..... = \_\_\_\_\_

### Method of Payment:

- Visa  MasterCard  American Express
- Check enclosed

### 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:

2013 National Health Information Awards  
% Health Information Resource Center  
328 West Lincoln Avenue, Suite 10  
Libertyville, IL 60048-2725

**NEW ADDRESS**

### Credit Card Payments:

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

# Award Recognition

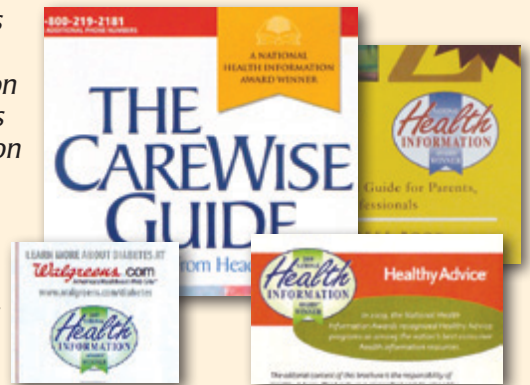
Should your organization receive a 2013 National Health Information Award<sup>SM</sup>, you will receive the following:

- 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 2013 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 2013 competition winners.
- 2013 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



## 2013 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.

**2012 Best of Competition Winners:** American Academy of Orthopaedic Surgeons for *A Public Service Awareness Campaign* • Ladies' Home Journal for *Lifesaver* • Learning ZoneXpress for *Periodic Table of Vegetables Poster* • RLTV for *To Not Fade Away*

## Awards Program for Online and Mobile Health Resources

### Do You Produce Digital Health Media?

Enter the 15th Annual **Web Health Awards<sup>SM</sup>** and **Web Health Awards | MOBILE<sup>SM</sup>**, our awards programs for online and mobile health resources – websites, 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 competition, visit **webhealthawards.com**.



Questions?

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Web: [healthawards.com](http://healthawards.com)

# 2013 CALL FOR ENTRIES



**Health**  
INFORMATION  
RESOURCE CENTER<sup>SM</sup>

328 West Lincoln Avenue, Suite 10  
Libertyville, IL 60048-2725  
1-800-828-8225  
www.healthawards.com

**IMPORTANT: Timely Information**  
Please share with others involved in  
consumer health education/communication/  
marketing/patient education.

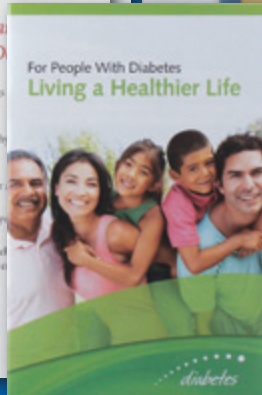
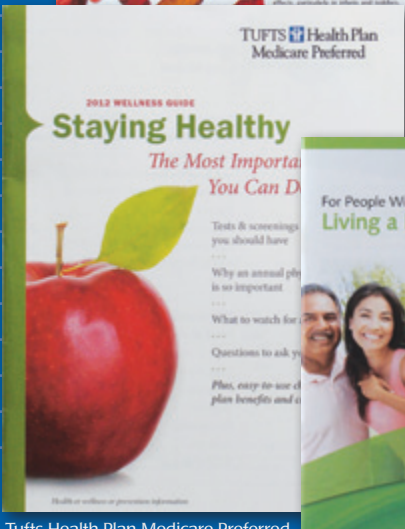
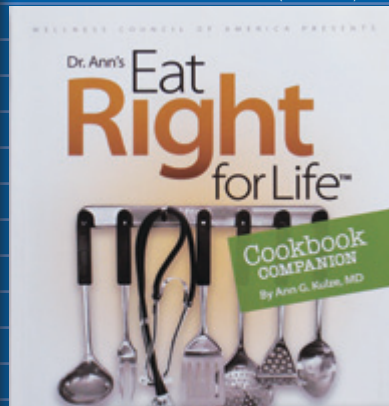
**Entry Deadline:**  
**May 31, 2013**

## Selected 2012 Gold & Silver Award Winners

Parents Magazine



Wellness Council of America (WELCOA)



Tufts Health Plan Medicare Preferred

SANOFI

Artcraft Health Education

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The 20th Annual  
**National Health Information Awards<sup>SM</sup>**

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

**Entry Deadline Extended:**  
**May 31, 2013**