

2014

21ST ANNUAL

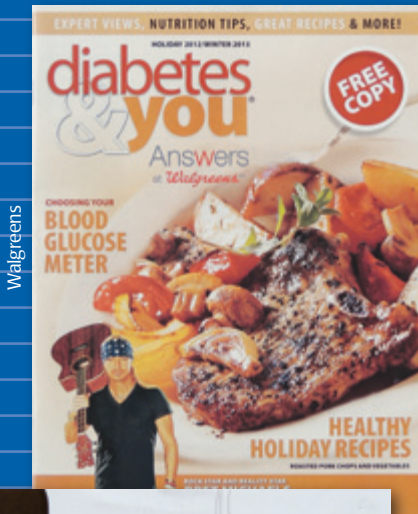
NATIONAL
Health
INFORMATION

AWARDSSM

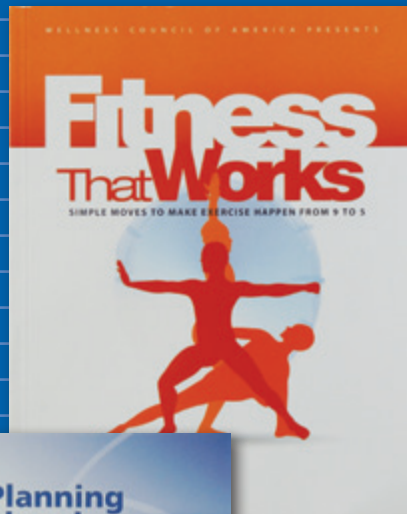
CALL FOR
ENTRIES

An Opportunity to Receive National Recognition For Your Consumer Health Materials

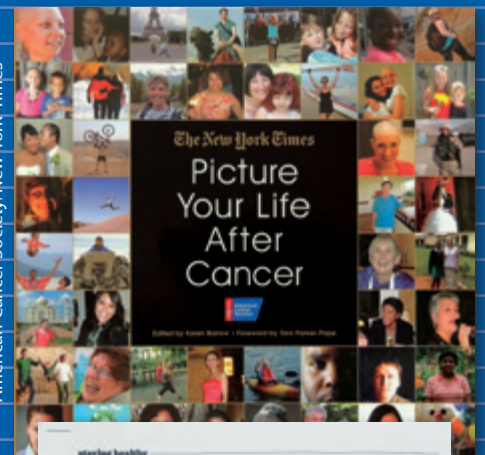
SELECTED 2013 GOLD & SILVER AWARD WINNERS



Walgreens



Wellness Councils of America



American Cancer Society/New York Times



CDC



Minnesota Board on Aging



Mayo Clinic



Parents Magazine

Entry Deadline Extended: June 13, 2014

The Health Information Resource CenterSM
Presents the 21st Annual



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

Now in its 21st year, the *National Health Information AwardsSM* honors high-quality consumer health information. The awards program is organized by the *Health Information Resource CenterSM* (HIRC), a national clearinghouse for professionals who work in consumer health fields. Other HIRC programs include the *Web Health AwardsSM*, *National Women's Health & Fitness DaySM*, and *Family Health & Fitness Day USASM*.

All materials and/or programs developed and/or distributed between January 1, 2013 and December 31, 2013 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 \$56 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 **June 13, 2014**. *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. **Winners will be announced in late summer.**

Send All Entries To

NEW ADDRESS

2014 National Health Information AwardsSM
c/o The Health Information Resource CenterSM
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

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.

2014 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)
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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 JUNE 13, 2014

Payment Information

Questions?

Call: 1-800-828-8225

E-mail: info@healthawards.com

Entry Fee **\$56**

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:

2014 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 _____

Exp. Date _____ Security Code (back of card) _____

Print Name _____

Signature _____

Award Recognition

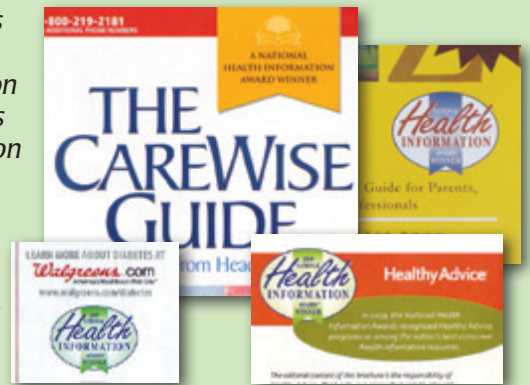
Should your organization receive a 2014 National Health Information AwardSM, you will receive the following:

- 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 2014 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 2014 competition winners.
- 2014 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



2014 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.

2013 Best of Competition Winners: American Heart Association for *Simple Cooking with Heart* program • DaVita Health Care Partners for *The Compass* patient education booklet • The Vision Council for *Phones, Tablets and More: Keeping Your Eyes Safe in a Digital Age* booklet • Learning ZoneXpress for *Active Kids MyPlate* poster

Awards Program for Online and Mobile Health Resources

Do You Produce Digital Health Media?

Enter the 16th Annual **Web Health AwardsSM** and **Web Health Awards | MOBILESM**, 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 digital health information resources for both consumers and health professionals.

For more information about the competition, visit **webhealthawards.com**.



Questions?

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E-mail: info@healthawards.com
Web: healthawards.com

2014 CALL FOR ENTRIES



Health
INFORMATION
RESOURCE CENTERSM

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

IMPORTANT: Timely Information

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

Entry Deadline:
June 13, 2014

SELECTED 2013 GOLD & SILVER AWARD WINNERS



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The 21st Annual
National Health Information AwardsSM

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

Entry Deadline:
June 13, 2014