



## **Aesculapius Award**

*for Excellence in Health Communication*

*World Wide Web Sites & Television and Radio Public Service Announcements*

### **Aesculapius Awards**

The Aesculapius Award, named for the ancient Greek God of healing, recognizes outstanding organizations that have provided health information to the public through the use of World Wide Web (WWW) sites or television or radio public service announcements (PSAs). The first *Aesculapius Award* for PSAs was given in 1992; that for WWW sites, in 1997.

### **Entry**

Any WWW site or PSA that promotes public awareness, understanding or involvement in health, health care, or health policy is eligible. International entries must have an English transcript. Entrants must submit a completed application form, brief description of entry submitted, video or audio cassette, CD, or DVD (if PSAs), and entry fee.

### **WWW Site and & 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
- Media (Agency, PR firm, etc.).

### **Selection of winners**

A panel of credentialed judges evaluates entries against established judging criteria. The Institute selects winners according to judges' evaluations. The best WWW site and television and radio PSA receives the Annual Award – including an elegant, engraved brass commemorative plaque and a special winner's logo. Winners of the Aesculapius Award of Excellence are listed as awardees and are entitled to display the award logo on their website, in publications, etc. Other entrants receive a certificate of merit or certificate of appreciation.

### **Awards timeline**

Key points in the annual award cycle include:

- Entry deadline – September (first Friday after Labor Day)
- Judging – September / October
- Winners notified – November
- Winners announced and certificates/plaques sent – December

**Health Improvement Institute** is a non-profit, tax-exempt 501(c)3, charitable organization dedicated to improving the quality and productivity of America's health care. For more information about the Institute, please visit [www.hii.org](http://www.hii.org), email [hii@hii.org](mailto:hii@hii.org), or call 301-320-0971.