



## **2010 Aesculapius Award**

*for Excellence in Health Communication*

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

### **Purpose**

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 Award is intended to encourage excellence in health communication and promotion.

### **Eligibility**

Any WWW site or PSA that promotes public awareness, understanding, or involvement in health, health care, or health policy is eligible. For example, an eligible entry can include information about healthy lifestyles, illness and injury prevention, medical care/research, or family and social concerns relating to health. 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.

Active WWW sites and PSAs that first aired during the 2009 or 2010 calendar years are eligible. PSAs must have been produced for public service, not commercial use. They must have aired at least five times. PSAs may be of any acceptable broadcast length up to one-minute (i.e., 10, 20, 30 or 60 seconds).

### **Technical Requirements**

- All entries must be accompanied by the entry application, a one-page summary of the WWW site's or PSA's objectives and production (including information on the use of outside professionals and the amount of broadcast use); see application form for a list of contents
- Each WWW site entry must provide the complete website address on the entry form
- Label PSA cassettes or discs with organization name, title of PSA and its length
- Each television entry must be submitted on a separate VHS tape in North American NTSC standard (with ten seconds lead tape or tone-and-bars) or DVD
- Each radio entry must be submitted on a separate standard audio cassette (with ten seconds lead tape) or CD.

### **Non-English Entries**

If the WWW site or PSA is not in English, entrants must provide the following in English:

- One page summary of objectives and production
- For a PSA, translation of the script.

### **WWW Site and PSA 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.)
- Production Company
- Trade or Professional Association.

### **Awards**

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. The best WWW site and television and radio PSA receive the Aesculapius Award – including an elegant, engraved brass commemorative plaque and a special winner’s logo. Other entrants receive a certificate of merit or certificate of appreciation.

### **Entry Fee**

An entry fee of \$100, in U.S. currency, is required for each entry submitted. Entry fees are used to help offset administrative expenses for the Aesculapius Award program. Please make checks payable to the “Health Improvement Institute,” a non-profit, 501(c)(3) tax-exempt organization dedicated to improving the quality and productivity of America’s health care.

### **Entry Date**

Key points in the annual award cycle include:

- Entry deadline – September 10, 2010
- Judging – September / October 2010
- Winners notified – November 2010
- Winners announced and certificates/plaques sent – December 2010.

### ***JUDGING CRITERIA FOR WWW SITES***

WWW sites 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, HII/HWR criteria, Consumer Reports WebWatch guidelines, HON code) 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?



2010 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.

WWW site address or title of PSA entry:
Producer (to appear on award):

Contact Name:
Title:
Company Name:
Address:
City: State:
Zip Code: Phone:
Fax: Email:

WWW site TV PSA (VHS or DVD) Radio PSA (cassette or CD)

WWW site: Approximate number of pages Length of PSA (seconds)

Category of organization primarily responsible for WWW site 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 WWW site/PSA to include the following:

- Objective of the WWW site 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 WWW site 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 WWW sites, number of hits in 2009 and/or 2010; for PSAs, number of TV/radio station airings
For PSAs, TV/radio stations, dates and approximate time of at least five airings in 2009 and/or 2010
Budget; for in house productions, please estimate what it would have cost to produce the WWW sites or PSA outside
Describe how the impact of the WWW site or PSA was evaluated and the results of the evaluation.

Entry fee: \$100 per entry: Please make checks payable to the "Health Improvement Institute."

Entry deadline: Entries and accompanying materials are due by September 10, 2010.