

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.