



2012 Winners

Submitted by: **AARP**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Planning for Long-Term Care: Your Resource Guide	Consumer Decision-Making Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	AARP

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Colabore Para Mantenerse Saludable	Consumer Decision-Making Information	Older Adults 60+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	AARP and American Medical Assn.

MERIT	Team Up to Stay Healthy	Consumer Decision-Making Information	Older Adults 60+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	AARP and American Medical Assn.
-------	-------------------------	--------------------------------------	------------------------	------------------------------------	-------------------------------	---------------------------------

Submitted by: **AARP The Magazine**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	"24 Hours to a Longer Life"	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	AARP The Magazine

SILVER	"I Am an Addict"	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	AARP The Magazine
--------	------------------	--	-------	--------------------	---	-------------------

BRONZE	"Caution: Painkiller Alert"	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	AARP The Magazine
--------	-----------------------------	--	-------	--------------------	---	-------------------

MERIT	"Medicine's Bright Future"	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	AARP The Magazine
MERIT	"Four Surgeries to Avoid"	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	AARP The Magazine

Submitted by: AccentHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Living With Crohn's Disease	Patient Education Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
BRONZE	Guide to Monitoring Glucose	Patient Education Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
MERIT	Guide to Rheumatoid Arthritis	Patient Education Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth

Submitted by: Adhawks Advertising & PR

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	(4-Brochure) Disease Management Program	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Total Health Information Program	Humana Military Health Care Services

Submitted by: Alere Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Wise Health Consumerism: Give a Hoot About Your Health	Consumer Decision-Making Information	All Adults 21+ years	Business (500+ employees)	Total Health Information Program	Alere Health
MERIT	High Cholesterol is a Killer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Total Health Information Program	Alere Health

Submitted by: ALK Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Perfect Match	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	ALK Communications

Submitted by: American Academy of Orthopaedic Surgeons

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Decide to Drive: A Public Service Awareness Campaign	Health Promotion / Disease and Injury Prevention Information	Other	Association / Professional Society	Total Health Information Program	American Academy of Orthopaedic Surgeons

SILVER	AAOS 2011 Television PSA - "Froggy"	Health Promotion / Disease and Injury Prevention Information	Other	Association / Professional Society	Public Service Ad	American Academy of Orthopaedic Surgeons
--------	-------------------------------------	--	-------	------------------------------------	-------------------	--

Submitted by: American Academy of Pediatrics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	My Child is Sick!	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	Book	American Academy of Pediatrics

SILVER	Building Resilience In Children and Teens	Other / Miscellaneous Health Information	Other	Association / Professional Society	Book	American Academy of Pediatrics
--------	---	--	-------	------------------------------------	------	--------------------------------

BRONZE	Heading Home With Your Newborn From Birth to Reality	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	Book	American Academy of Pediatrics
--------	--	--	---	------------------------------------	------	--------------------------------

Submitted by: American Baby

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Sure Shots	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	American Baby

GOLD	Find the Best Baby Doc	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	American Baby
------	------------------------	--------------------------------------	----------------------	--------------------	---	---------------

MERIT	Special Delivery	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	American Baby
-------	------------------	-------------------------------	----------------------	--------------------	--	---------------

Submitted by: American Cancer Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	ACS Complete Guide to Family Caregiving, Second Edition	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Book	American Cancer Society

Submitted by: American Custom Publishing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	2012 Senior Health Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Insurance Company	Calendar	Bankers Life
BRONZE	2012 HAP Prime Time Living Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Calendar	Health Alliance Plan
BRONZE	2012 Health Planner	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Community Organization (nonprofit)	Calendar	St. Bernard Council on Aging
BRONZE	2012 Health Net Medicare Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Calendar	Health Net

Submitted by: American Diabetes Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	American Diabetes Association Complete Guide to Diabetes 5th ed.	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Book	American Diabetes Association
BRONZE	Diabetes & Pregnancy	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Book	American Diabetes Association
BRONZE	ADA Guide to Raising a Child With Diabetes	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	Book	American Diabetes Association

Submitted by: American Heart Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Simple Cooking with Heart Demonstration Kit	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association
BRONZE	Simple Cooking with Heart	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Total Health Information Program	American Heart Association

Submitted by: American Institute for Preventive Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Eating and Exercise Tracker	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	American Institute for Preventive Medicine

Submitted by: American Society of Clinical Oncology (ASCO)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Cancer Survivorship: Next Steps for Patients and their Families	Consumer Decision-Making Information	Other	Association / Professional Society	Booklet / Brochure / Pamphlet	American Society of Clinical Oncology (ASCO)

Submitted by: American Specialty Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Breathe In A Healthier You Poster	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Poster	American Specialty Health
MERIT	Healthyroads Newsletter	Patient Education Information	All Adults 21+ years	Insurance Company	Newsletter	American Specialty Health
MERIT	Kerry Americas Wellness & Benefit Logos	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Logo Design	Kerry Americas
MERIT	Give 'em Health Webinar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Other/Miscellaneous Material	American Specialty Health

MERIT	Healthroads - Total Health Starts Here Video	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Video	American Specialty Health
-------	--	--	----------------------	-------------------	-------	---------------------------

MERIT	CKE Brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	CKE Restaurants
-------	--------------	--	----------------------	-------------------	-------------------------------	-----------------

Submitted by: Anne Arundel Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	AAMC docsTALK	Patient Education Information	Other	Hospital / Health Care System	Total Special Health Event Program	Anne Arundel Medical Center & Braxton Enterprises

Submitted by: Aon Hewitt

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Direct Care Plan Campaign	Consumer Decision-Making Information	All Adults 21+ years	Business (500+ employees)	Total Special Health Event Program	MGM Resorts International
BRONZE	TakeCare TakeCharge Kid's Wellness Calendar Contest	Other / Miscellaneous Health Information	All Adults 21+ years	Business (500+ employees)	Calendar	EMSC

Submitted by: Area Agency on Aging, Region One

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Los Ancianos: Seniors Serving Seniors, An AmeriCorps Program	Other / Miscellaneous Health Information	Older Adults 60+ years	Community Organization (nonprofit)	Video	Area Agency on Aging, Region One

Submitted by: Arkansas Foundation for Medical Care

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Medicare Talk Newsletter: Prevention Pays	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Community Organization (nonprofit)	Newsletter	Arkansas Foundation for Medical Care
MERIT	AFMC Breastfeeding Brochure	Consumer Decision-Making Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Arkansas Foundation for Medical Care

Submitted by: Arnold Worldwide & Plowshare Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Tips-Anthem	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
GOLD	Terrie's Tips	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
SILVER	Buerger's Tips	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
SILVER	Shawn's Shaving Tip	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Magazine Ad	Centers for Disease Control and Prevention
BRONZE	Shane's Tips	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention
BRONZE	Brandon's Leg Tip	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Magazine Ad	Centers for Disease Control and Prevention
BRONZE	Jessica's Asthma Tip	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
BRONZE	Christine's Eating Tip	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention
BRONZE	Suzu's Travel Tip	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention

Submitted by: Artcraft Health Education

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Cholesterol Management Kit	Patient Education Information	All Adults 21+ years	Education	Other/Miscellaneous Material	Artcraft Health Education

BRONZE	Meet Mirena Tactile Educational Resource	Patient Education Information	All Adults 21+ years	Education	Other/Miscellaneous Material	Artcraft Health Education
BRONZE	Memento 015 Clinical Trial - Multimedia Campaign	Patient Education Information	Children: birth-12 years and/or their parents	Education	Total Health Information Program	Artcraft Health Education
BRONZE	Active Nurses Educational Skin Block	Patient Education Information	All Adults 21+ years	Education	Other/Miscellaneous Material	Artcraft Health Education
BRONZE	Vantas Tactile Model	Patient Education Information	Older Adults 60+ years	Education	Other/Miscellaneous Material	Artcraft Health Education
BRONZE	B Informed: Understanding Chronic Hepatitis B Animation	Patient Education Information	All Adults 21+ years	Education	Video	Artcraft Health Education
BRONZE	Understanding Ischemic Stroke Risk Educational Poster	Patient Education Information	Older Adults 60+ years	Education	Poster	Artcraft Health Education
MERIT	Injection Site Reactions Healthcare Professional Educational Easel	Patient Education Information	All Adults 21+ years	Education	Booklet / Brochure / Pamphlet	Artcraft Health Education
MERIT	Understanding Nerve Damage in Multiple Sclerosis Slider	Patient Education Information	All Adults 21+ years	Education	Other/Miscellaneous Material	Artcraft Health Education
MERIT	See It Through Educational Patient Handbook	Patient Education Information	All Adults 21+ years	Education	Booklet / Brochure / Pamphlet	Artcraft Health Education
MERIT	Multiple Sclerosis: A Patient Guide to Understanding Injection Site Reactions	Patient Education Information	All Adults 21+ years	Education	Booklet / Brochure / Pamphlet	Artcraft Health Education
MERIT	The Human Eye Model	Patient Education Information	All Adults 21+ years	Education	Other/Miscellaneous Material	Artcraft Health Education
MERIT	Understanding the Menstrual Cycle and "the Pill" Educational Poster	Patient Education Information	All Adults 21+ years	Education	Poster	Artcraft Health Education
MERIT	Living with Your Transplanted Kidney - Patient Handbook	Patient Education Information	All Adults 21+ years	Education	Booklet / Brochure / Pamphlet	Artcraft Health Education

MERIT Do You Have Prostate Cancer - Educational Easel Patient Education Information Older Adults 60+ years Education Other/Miscellaneous Material Arcraft Health Education

Submitted by: Arthritis Self-Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Arthritis and Depression	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
GOLD	Arthritis Basics: Rheumatoid Arthritis	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Recovering From Total Hip Replacement	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Good Communication: Techniques For Success	Other / Miscellaneous Health Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	The Straight Talk on Food Allergies	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Arthritis Basics: Fibromyalgia	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Physical Rehabilitation and RA	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Arthritis Basics: Scleroderma	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	All About Joint Injections	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Participating in Clinical Trials	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
SILVER	Sneaking In Exercise	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management

SILVER	Drugs For Arthritis Pain	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Arthritis Quiz: How Much Do You Know About "Medical-ese?"	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Arthritis Basics: Systemic Lupus Erythematosus	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Neutralizing Stigma	Other / Miscellaneous Health Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Finding Your Way Through the Maze of Medical Bills	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	May/June 2011	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine	Arthritis Self-Management
BRONZE	Cancer and RA: What's the Connection	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Traveling With Arthritis	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
BRONZE	Arthritis Basics	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article Series	Arthritis Self-Management
MERIT	Arthritis Basics: Osteoporosis	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
MERIT	Arthritis of the Thumb	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management
MERIT	Sun Protecting For People With Arthritis	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self-Management

Submitted by: Banyan Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	The Promise of Prevention	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Video	Banyan Communications

Submitted by: Baron & Company

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Health Today, Winter 2011 Issue	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Magazine	PeaceHealth St. Joseph Medical Center; Writers/Creative: Baron &
MERIT	If I Had Cancer- PeaceHealth St. Joseph Medical Center Cancer Center	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	TV Ad	PeaceHealth St. Joseph Medical Center; Writers/Creative: Baron &
MERIT	Larry Bughi- PeaceHealth St. Joseph Medical Center Cardiovascular Center	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	TV Ad	PeaceHealth St. Joseph Medical Center; Writers/Creative: Baron &

Submitted by: Blue Cross and Blue Shield Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	2012 Overseas Network Provider Directory	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Other/Miscellaneous Material	Blue Cross & Blue Shield Association
MERIT	2011 Straight Talk	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Newsletter	Blue Cross & Blue Shield Association
MERIT	2012 Medicare and Blue Benefits	Consumer Decision-Making Information	Older Adults 60+ years	Insurance Company	Booklet / Brochure / Pamphlet	Blue Cross & Blue Shield Association

Submitted by: Blue Shield of California

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Eat Healthy-Portion Size Guide	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	Blue Shield of California

MERIT	Get Moving	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	Blue Shield of California
-------	------------	--	----------------------	-------------------	-------------------------------	---------------------------

Submitted by: BlueCross and BlueShield of Illinois

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"LifeTimes"	Other / Miscellaneous Health Information	Other	Hospital / Health Care System	Newsletter	BlueCross and BlueShield of Illinois

Submitted by: California Poison Control Systems

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Don't Guess, Be Sure. Magnetic Brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Other / Miscellaneous	Booklet / Brochure / Pamphlet	California Poison Control Systems

Submitted by: CareSource

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	MemberSource Newsletter Series	Patient Education Information	Older Adults 60+ years	Health Plan	Magazine / Newspaper / Newsletter Article Series	CareSource

Submitted by: Centene Corporation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Off the Chain	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Book	Centene Corporation
BRONZE	Living Well with Sickle Cell	Patient Education Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Centene Corporation
BRONZE	Smokey Yuckpak	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Health Plan	Booklet / Brochure / Pamphlet	Centene Corporation

Submitted by: Center for Medicare & Medicaid Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Medicare Summary Notice- Redesign	Other / Miscellaneous Health Information	Older Adults 60+ years	Government	Other/Miscellaneous Material	Center for Medicare & Medicaid Services

Submitted by: Centers for Medicare & Medicaid Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Medicare & You 2012	Other / Miscellaneous Health Information	Older Adults 60+ years	Government	Booklet / Brochure / Pamphlet	CMS

Submitted by: Chelsea Green Publishing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Alone and Invisible No More	Consumer Decision-Making Information	Older Adults 60+ years	Media / Publishing	Book	Chelsea Green Publishing

Submitted by: Circle Solutions, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	The A1C Test and Diabetes	Patient Education Information	Other	Government	Booklet / Brochure / Pamphlet	National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Teen Brain: Still Under Construction	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	National Institute of Mental Health

BRONZE	Depression and College Students	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	National Institute of Mental Health
--------	---------------------------------	-------------------------------	--	------------------------------------	-------------------------------	-------------------------------------

MERIT	Depression and Other Illnesses	Patient Education Information	All Adults 21+ years	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	National Institute of Mental Health
-------	--------------------------------	-------------------------------	----------------------	------------------------------------	-------------------------------	-------------------------------------

Submitted by: City Match

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	CityLights Newsletter	Other / Miscellaneous Health Information	All Adults 21+ years	Community Organization (nonprofit)	Newsletter	City Match

Submitted by: CNN and AccentHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Diabetes and Mental Health	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
GOLD	Healthy Aging	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Media / Publishing	Video	CNN and AccentHealth
BRONZE	Rheumatoid Arthritis	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
BRONZE	Aging and Muscle	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Media / Publishing	Video	CNN and AccentHealth
BRONZE	Flu Quiz	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
BRONZE	COPD	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
MERIT	Metabolism and Aging	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
MERIT	Picky Eaters	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Video	CNN and AccentHealth
MERIT	Back to School Prep	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Video	CNN and AccentHealth

MERIT	Safe Driving Quiz	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	CNN and AccentHealth
-------	-------------------	-------------------------------	----------------------	--------------------	-------	----------------------

Submitted by: Coffey Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Partners, Summer 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Jackson Hospital
SILVER	Health Waves, Oct./Nov. 2011	Consumer Decision-Making Information	Other	Hospital / Health Care System	Magazine	Georgetown Hospital System
BRONZE	Healthy Living, Fall 2011	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Magazine	MultiCare Health System
BRONZE	Health Connection, Fall 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Peace Health
MERIT	Connexion, Winter 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Methodist Hospital
MERIT	Health Matters, Winter 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	San Joaquin Community Hospital

Submitted by: Community Health Network of Connecticut, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Moms2B	Other / Miscellaneous Health Information	Other	Health Plan	Logo Design	Community Health Network of Connecticut, Inc.

Submitted by: Core Cubed

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Premiere Home Health Care Service Line Brochures	Consumer Decision-Making Information	All Adults 21+ years	Business (less than 500 employees)	Total Health Information Program	Premiere Home Health Care

Submitted by: Cosmopolitan Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	"Why Some Girls Still Aren't Playing It Safe"	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Cosmopolitan Magazine

Submitted by: CPM HealthGrades

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Joint Seminar Campaign	Health Promotion / Disease and Injury Prevention Information	Other	Hospital / Health Care System	Direct Mail	St. Mary's Health System
BRONZE	Orthopedics Follow-Up Campaign	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Hospital / Health Care System	Direct Mail	Wayne State University Physician Group

Submitted by: Dartmouth-Hitchcock Media Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Operation Sneak-a-Peek	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Video	Dartmouth-Hitchcock Media Services

Submitted by: DaVita Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	DaVita Kidney Smart Trigger Campaign	Consumer Decision-Making Information	All Adults 21+ years	Business (500+ employees)	Total Health Information Program	DaVita Inc.

Submitted by: Della Femina Advertising

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Which One Is Right for You" Campaign	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Atlantic Health System

MERIT	"The Perfect Complement to Traditional Medicine"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine Ad	Atlantic Health System
-------	--	--	----------------------	-------------------------------	-------------	------------------------

Submitted by: Diabetes Self-Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Diabetes Basics: Drugs to Prevent and Treat the Flu	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
GOLD	Probiotics: Parts of a Healthy Diet	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
GOLD	Controlling Neuropathic Pain: Tips From an Occupational Therapist	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Dietary Guidelines for Americans, 2010: Revised Recommendations	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Diabetes Quiz: Skin Care	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Planning for a Successful Health- Care Visit	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Diabetes Quiz: How Much Do You Know About Oral Health	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Adopting Healthier Habits: How to Get Started and Follow Through	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Supermarket Smarts: Got Calcium?	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
SILVER	Strike the Spike II: Dealing with High Blood Glucose After Meals	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
BRONZE	Diabetes Resources: Protecting Your Eye Health	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management

BRONZE	Preventing Strokes	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
BRONZE	Anemia: When "Tired Blood" is Slowing You Down	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
BRONZE	Supermarket Smarts: Healthy Fats	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
BRONZE	Just Add Fiber?	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	The Right Drug at the Right Dose: How Doctors Decide What to Prescribe	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Ten Ways to Observe National Diabetes Month	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Beating the Winter Blues: Helpful Hints for the Season and Beyond	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Supermarket Smarts: Corn and Corn Products	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Alternate-Site Testing	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Treating Type 2 Diabetes: A Growing Number of Options	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	For Parents: Resolving Parent-Teen Conflicts	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Blood Glucose Monitoring: What's in it for Type 2?	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management

Submitted by: Diabetic Living Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Take Control Now	Patient Education Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetic Living Magazine

Submitted by: dLife- It's Your Diabetes Life!

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Holocaust Survivor Special	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Video	dLife- It's Your Diabetes Life!
SILVER	Billy Mills	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	TV Reporting	dLife- It's Your Diabetes Life!
BRONZE	Crystal Bowersox	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	TV Reporting	dLife- It's Your Diabetes Life!
MERIT	Nat Strand	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	TV Reporting	dLife- It's Your Diabetes Life!

Submitted by: DMW Direct

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Connected"	Consumer Decision-Making Information	Older Adults 60+ years	Insurance Company	Direct Mail	BlueCross BlueShield of South Carolina

Submitted by: Edelman

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Recovery Month 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Total Health Information Program	Substance Abuse and Mental Health Services (SAMHSA) and Center for

Submitted by: ETR Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Condom Kit	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Total Health Information Program	ETR Associates
BRONZE	Safer Sex Hot Sex	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	What's a Kid Size Serving	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	12 Reasons: Let's Talk Before We Have Sex	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Salt: Tips for Cutting Back	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Can You Eat Healthy? Try It Out!	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Energy Drinks	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Good, Great, Safe Sex After 50	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Bipolar Disorder: Help on the Way	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates

Submitted by: Excellus BlueCross BlueShield

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Excellus BlueCross BlueShield 2012 Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Calendar	Excellus BlueCross BlueShield

MERIT	Cool 2B Fit Program	Patient Education Information	Children: birth-12 years and/or their parents	Health Plan	Total Health Information Program	Excellus BlueCross BlueShield
MERIT	Consumer Driven Healthcare Guide	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Excellus BlueCross BlueShield

Submitted by: Fall Prevention Center of Excellence

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	The Falling Monologues	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Education	Video	Fall Prevention Center of Excellence

Submitted by: Fine Point Public Relations & Advertising

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Inside Children's	Health Promotion / Disease and Injury Prevention Information	Other	Hospital / Health Care System	Newsletter	Akron Children's Hospital

Submitted by: Fisher Center for Alzheimer's Research Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Preserving Your Memory: The Magazine of Health & Hope	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Community Organization (nonprofit)	Magazine	Fisher Center for Alzheimer's Research Foundation

Submitted by: Fitness Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Make It Happen!	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
GOLD	Meet the Knockers	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	Eat to Beat Skin Cancer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine

SILVER	Banish Belly Bloat	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	Heal Better	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	The Thing about Spring	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	The Halo Effect	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	Recovery Mission	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
SILVER	The New Power Brew	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
BRONZE	Diet Rules That Are Meant to be Broken	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
BRONZE	Get More Energy	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
BRONZE	Your Only Fitter	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
BRONZE	It's a Family Affair	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
MERIT	The Resolution Solution	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine
MERIT	Power Hour	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	FITNESS Magazine

Submitted by: Fresenius Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	RightStart Guides: For In-Center Hemodialysis Patients	Patient Education Information	All Adults 21+ years	Business (500+ employees)	Total Health Information Program	Fresenius Medical Care

Submitted by: GA Creative

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Primary Care	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Special Health Event Program	Franciscan Health System

Submitted by: Girl Scouts of the USA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	The Girl's Guide to Girl Scouting-Brownie	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Community Organization (nonprofit)	Book	Girl Scouts of the USA
SILVER	The Girl's Guide to Girl Scouting-Cadette	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Book	Girl Scouts of the USA
BRONZE	The Girl's Guide to Girl Scouting-Senior	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Book	Girl Scouts of the USA
BRONZE	The Girl's Guide to Girl Scouting-Junior	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Community Organization (nonprofit)	Book	Girl Scouts of the USA

Submitted by: GLASS Agency

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Sutter Health Amazing Stories	Consumer Decision-Making Information	Other	Other / Miscellaneous	Other/Miscellaneous Material	GLASS Agency

Submitted by: Grey House Publishing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Complete Directory for Pediatric Disorders 2011/2012	Patient Education Information	All Adults 21+ years	Media / Publishing	Book	Grey House Publishing

Submitted by: Group Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	oh, my aching head	Patient Education Information	All Adults 21+ years	Health Plan	Magazine / Newspaper / Newsletter Article	Group Health

BRONZE	A risky debate	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Magazine / Newspaper / Newsletter Article	Group Health
--------	----------------	---	----------------------	-------------	--	--------------

MERIT	Kids & obesity: Are we gaining ground?	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Magazine / Newspaper / Newsletter Article	Group Health
-------	--	---	----------------------	-------------	--	--------------

MERIT	Taking steps for good health	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Magazine / Newspaper / Newsletter Article	Group Health
-------	------------------------------	---	----------------------	-------------	--	--------------

MERIT	medicine in the virtual world	Other / Miscellaneous Health Information	All Adults 21+ years	Health Plan	Magazine / Newspaper / Newsletter Article	Group Health
-------	-------------------------------	---	----------------------	-------------	--	--------------

Submitted by: H. Crimson Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Walgreens Diabetes & You, Holiday 2011/Winter 2012 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.

BRONZE	Walgreens Diabetes & You, Fall 2011 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.
--------	---	-------------------------------	----------------------	-----------------------	----------	-----------------

BRONZE	Walgreens Diabetes & You, Spring 2012 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.
--------	---	-------------------------------	----------------------	-----------------------	----------	-----------------

Submitted by: Haberman

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Making it Better: Creating Healthier Communities in Minneapolis and Olmstead County	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Total Health Information Program	Minneapolis Dept. of Health and Family Support & Olmstead County Public

Submitted by: Headcan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Purdue HCP Book	Patient Education Information	Older Adults 60+ years	Physician / Group Practice	Book	Purdue
BRONZE	RA Assessment Toolkit	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	Roche
BRONZE	Purdue Analgesics Brochure	Patient Education Information	Older Adults 60+ years	Pharmacy / Drug Store	Total Health Information Program	Purdue
MERIT	Roche QBM Patient Handbook	Patient Education Information	Older Adults 60+ years	Pharmaceutical Company	Book	Roche
MERIT	Copaxone Patient Book	Other / Miscellaneous Health Information	All Adults 21+ years	Pharmaceutical Company	Book	Teva Canada Innovations
MERIT	C.O.P.D Circle of Care	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Nurses / Allied Health Professionals	Booklet / Brochure / Pamphlet	AstraZeneca
MERIT	Eloxatin Therapy Journal	Patient Education Information	Older Adults 60+ years	Pharmaceutical Company	Calendar	Sanofi
MERIT	Abbot Infections Indications Poster	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Poster	Abbott
MERIT	Biaxin Tender Taste Buds Shelf Talker & Tearpad	Patient Education Information	Children: birth-12 years and/or their parents	Pharmaceutical Company	Other/Miscellaneous Material	Abbott

MERIT	BMS Early Psychosis Booklet	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Nurses / Allied Health Professionals	Booklet / Brochure / Pamphlet	Bristol-Myers Squibb
-------	-----------------------------	-------------------------------	--	--------------------------------------	-------------------------------	----------------------

Submitted by: Health Advocate, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Helping You Help a Loved One	Consumer Decision-Making Information	All Adults 21+ years	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	Health Advocate, Inc.

Submitted by: Health Dialog

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Cataracts: Is Surgery Right for You?	Consumer Decision-Making Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	Health Dialog & Informed Medical Decisions Foundation

MERIT	Help for Long-term Sleep Problems short web video	Patient Education Information	All Adults 21+ years	Business (500+ employees)	Video	Health Dialog & Informed Medical Decisions Foundation
-------	---	-------------------------------	----------------------	---------------------------	-------	---

MERIT	Should You Have an X-ray, CT Scan, or MRI? short web video	Consumer Decision-Making Information	All Adults 21+ years	Business (500+ employees)	Video	Health Dialog & Informed Medical Decisions Foundation
-------	--	--------------------------------------	----------------------	---------------------------	-------	---

Submitted by: Health Edco

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Gulp and Gain Display	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	Health Edco

MERIT	Dehydrated Soda Model	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	Health Edco
-------	-----------------------	--	--	------------------------------------	------------------------------	-------------

MERIT	Blubber Busters	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	Health Edco
-------	-----------------	--	--	------------------------------------	------------------------------	-------------

Submitted by: Health Net, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Healthy Teeth for Happy Smiles" Brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Health Net, Inc.

Submitted by: HealthEd Group Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Saphris Product Launch- Patient Communication Campaign	Consumer Decision-Making Information	Other	Pharmaceutical Company	Total Health Information Program	HealthEd Group Inc.

Submitted by: Healthy Advice Networks

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Healthy Advice Pediatrics (Total Health)	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article Series	Healthy Advice Networks
SILVER	Puberty in Girls brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
SILVER	Food Hero: Almonds	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
BRONZE	Managing Gout brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Irritable Bowel Syndrome brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Your Healthy Weight	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
BRONZE	Healthy Advice Urology (Total Program)	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	Healthy Advice Networks

BRONZE	Nutrition and Exercise brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Crohn's Disease brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Managing Your Weight brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Bedwetting brochure	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
BRONZE	Arthritis Care, Waiting Room Network	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	Healthy Advice Networks
BRONZE	American Heart Month NHO	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Childhood Vaccines brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	How an IUD Works	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Prevent Heartburn: Change When and How Much You Eat	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Coping with Postpartum Depression	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Why Water is Essential	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Spin to Win: Moisturizing Your Skin	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	A Matter of Life and Tests: Colonoscopy	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks

MERIT	Heartburn and Acid Reflux brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Cold and Flu Tips	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Treating Prostate Cancer brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Find Inflammatory Breast Cancer Early	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Rotate Injection Sites	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Puberty in Boys brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Cholesterol brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Preparing for Severe Allergic Reactions	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	Hepatitis C brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Type 2 Diabetes brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	Treating Low Testosterone brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks
MERIT	A Matter of Life and Tests: Osteoporosis	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Healthy Advice Networks
MERIT	High Blood Pressure brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Healthy Advice Networks

Submitted by: Holy Cross Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Holy Cross Health Today Fall 2011	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Holy Cross Hospital

Submitted by: Hope Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	September 2011 Hope Health Letter	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Newsletter	Hope Health
MERIT	2012 Hope Health Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Calendar	Hope Health

Submitted by: Hospital for Special Surgery

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Health Connection- Hospital for Special Surgery's Good Health Newsletter	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Hospital for Special Surgery
BRONZE	Health Connection (Osteoarthritis Prevention & Management)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine / Newspaper / Newsletter Article Series	Hospital for Special Surgery

Submitted by: Humana Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Smart EOB	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Direct Mail	Humana Inc.

Submitted by: ICF International

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Keep Noise Down on the Farm" - Noisy Planet Campaign	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Government	Total Health Information Program	National Institute on Deafness & Other Communication Disorders

Submitted by: InJoy Childbirth & Parenting Education

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Understanding Pregnancy: A Comprehensive Guide	Patient Education Information	Other	Business (less than 500 employees)	Video	InJoy Birth & Parenting Education
SILVER	Pain Management for Childbirth (2 vol. set)	Patient Education Information	Other	Business (less than 500 employees)	Video	InJoy Birth & Parenting Education
SILVER	Childhood Nutrition: Preventing Obesity (2 vol. set)	Health Promotion / Disease and Injury Prevention Information	Other	Business (less than 500 employees)	Video	InJoy Birth & Parenting Education

Submitted by: Intermountain Healthcare - Patient and Provider Publication

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Advance Directive	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Intermountain Healthcare - Patient and Provider Publication
MERIT	BG Tracker (Pad and Booklet)	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Intermountain Healthcare - Patient and Provider Publication
MERIT	Your Guide to Understanding Radiation	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Intermountain Healthcare - Patient and Provider Publication

Submitted by: International Diabetes Center at Park Nicollet

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Gestational Diabetes BASICS	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Book	International Diabetes Center
MERIT	Heart Health for People with Diabetes (Eng+Spanish)	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	International Diabetes Center

Submitted by: Interventional Neuroradiology, John Hopkins University School of Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	My Diary for Intra-Arterial Retinoblastoma Treatment	Patient Education Information	Children: birth-12 years and/or their parents	Education	Booklet / Brochure / Pamphlet	Interventional Neuroradiology, John Hopkins University School
SILVER	Diagnostic Cerebral Angiography	Patient Education Information	All Adults 21+ years	Education	Video	Interventional Neuroradiology, John Hopkins University School

Submitted by: JBS International, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Understanding Alzheimer's Disease	Patient Education Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	National Institute on Aging, National Institutes of Health

Submitted by: JPA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	2011 Family Advocacy Day	Other / Miscellaneous Health Information	All Adults 21+ years	Medical Communications Agency	TV Reporting	JPA for the National Association of Children's Hospitals (N.A.C.H.)

Submitted by: Jupiter Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Comprehensive Breast Care Program	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Jupiter Medical Center

Submitted by: Kaiser Permanente Educational Theatre Programs

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	The Best Me	Health Promotion / Disease and Injury Prevention Information	Other	Hospital / Health Care System	Total Health Information Program	Kaiser Permanente Educational Theatre Programs

Submitted by: Kane and Finkel Healthcare Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	A closer look at clinical trials and pulmonary arterial hypertension (PAH)	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Kane and Finkel Healthcare Communications
MERIT	A closer look at pulmonary arterial hypertension (PAH) testing and management	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Kane and Finkel Healthcare Communications

Submitted by: Krames Staywell

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Gestational Diabetes (11949)	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
SILVER	Breast Lumps (11910)	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
BRONZE	Abnormal Pap Test Results (11905)	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
BRONZE	Pregnancy: From Conception Through Birth (11921)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell

BRONZE	Tubal Sterilization (11955)	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
BRONZE	Breastfeeding: A Guide to Nourishing Your Baby (11947)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
BRONZE	Menopause: A New Stage of Life (11940)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
BRONZE	Laparoscopy (11944)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell
MERIT	Birth Control (11938)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Krames Staywell

Submitted by: Ladies' Home Journal

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	The Best Birth Control You're Not Using	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
GOLD	Lifesaver	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
GOLD	Bone Up!	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
SILVER	Be A Smarter Patient	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
SILVER	What Ever Happened to Chronic Fatigue Syndrome?	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
SILVER	Emotional Rescue	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
BRONZE	Everything You Need to Know About Perimenopause	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal

BRONZE	Your Money and Your Health	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
BRONZE	Allergies Suck!	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	A Girl's Guide to Plumbing	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal

Submitted by: Lance Armstrong Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	When Someone You Know Has Cancer: A resource DVD to help children learn about cancer	Patient Education Information	Children: birth-12 years and/or their parents	Community Organization (nonprofit)	Total Health Information Program	Lance Armstrong Foundation & WGBH

Submitted by: Learning ZoneXpress

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Periodic Table of Vegetables Poster	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
SILVER	USDA MyPlate Bulletin Board Kit	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Other/Miscellaneous Material	Learning ZoneXpress
BRONZE	Your Body is Your Gym Poster Set	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
BRONZE	1 Great Tray Bulletin Board Kit	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Other/Miscellaneous Material	Learning ZoneXpress
MERIT	54321+8 Poster/Tablet	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	Prenatal and Early Childhood Nutrition DVD	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Video	Learning ZoneXpress

MERIT	Kids MyPlate Poster + Tablet	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	Recovering: Anorexia Nervosa and Bulimia Nervosa DVD	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Video	Learning ZoneXpress
MERIT	1 Great Plate Cut-outs	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	USDA MyPlate Poster/Tablet	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	Fat Poster Set	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Consumer Product Company	Poster	Learning ZoneXpress

Submitted by: LHC Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Memories of a Lifetime	Other / Miscellaneous Health Information	Older Adults 60+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	LHC Group

Submitted by: March of Dimes

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Breastfeeding: A how to guide	Health Promotion / Disease and Injury Prevention Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	March of Dimes
BRONZE	Mi organizador para un embarazo sano	Health Promotion / Disease and Injury Prevention Information	Other	Community Organization (nonprofit)	Other/Miscellaneous Material	March of Dimes
MERIT	Why the Last Weeks of Pregnancy Count/Por qué son importantes las últimas semanas del embarazo	Health Promotion / Disease and Injury Prevention Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	March of Dimes

Submitted by: Martin Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Cancer, Nowhere to Hide	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Pinnacle Health
MERIT	Know Us, Before You Need Us	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Pinnacle Health

Submitted by: Massachusetts Dental Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Smokeless is NOT Harmless	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Association / Professional Society	Poster	Massachusetts Dental Society
SILVER	Oral Care for People with Special Needs	Patient Education Information	Other	Association / Professional Society	Video	Massachusetts Dental Society

Submitted by: Mayo Clinic

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Bariatric Surgery at Mayo Clinic	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
SILVER	Breast Reconstruction	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
SILVER	Facial Paralysis and Reanimation	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
SILVER	Just Keep Trying: Kids and Positive Airway	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Video	Mayo Clinic Pressure Therapy (PAP)
BRONZE	The Road to Better Health 2012 Calendar	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Calendar	Mayo Clinic

BRONZE	My Road to Better Health	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Getting the Best Results From Your Surgery	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
BRONZE	Living in the Moment	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
BRONZE	Teens & Eating Well with Diabetes	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Coping with Your Child's Ongoing Medical Condition	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Skin Grafts	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Helping a Family Member With an Acquired Brain Injury	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Better Options- When it's Not an Emergency	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Stop Smoking for Surgery	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Colon Cancer- A Guide for Patients	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Help in Stressful Times	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Your Child's Positive Airway Pressure	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Functional Electrical Stimulation (FES) for Neurological Conditions	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic

MERIT	Living Better with COPD	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Kids Face Your Fears: Take Control of Anxiety	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Behavioral Activation	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic

Submitted by: McKesson Health Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	A Healthy Heart is Health Smart!	Health Promotion / Disease and Injury Prevention Information	Other	Other / Miscellaneous	Direct Mail	BCBSA Federal Employee Program (FEP)
MERIT	Health Prevention Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Other / Miscellaneous	Total Health Information Program	BCBSA Federal Employee Program (FEP)

Submitted by: Medical Instructional Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Patients' Guide to Active Surveillance for Prostate Cancer	Consumer Decision-Making Information	Older Adults 60+ years	Media / Publishing	Video	Medical Instructional Media

Submitted by: MedStar Washington Hospital Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Surgical Weight Loss "Number"	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Direct Mail	MedStar Washington Hospital Center

Submitted by: Mehigan, Bellone & Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Did You Know? Ad	Other / Miscellaneous Health Information	All Adults 21+ years	Government	Newspaper / Newsletter Ad	NYS Dept. of Civil Service, Employee Benefits Division

Submitted by: Milner-Fenwick, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	WR-004 Wellness and Disease Prevention, Vol 2	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Video	Milner-Fenwick, Inc.
MERIT	HV-039 Living with Heart Failure: A Home Video Guide	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Milner-Fenwick, Inc.

Submitted by: Minneapolis Heart Institute Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	HeartBeat Connections Program Handbook	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Hearts Beat Back: The Heart of New Ulm Project

Submitted by: Multiple Sclerosis Association of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	The Motivator - Winter/Spring 2011	Patient Education Information	All Adults 21+ years	Community Organization (nonprofit)	Magazine	Multiple Sclerosis Association of America

Submitted by: National Cancer Institute (NCI)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Cigarette Smoking: Health Risks and How to Quit (PDQ)	Patient Education Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	Office of Communications & Education, NCI

Submitted by: National Center on Shaken Baby Syndrome

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Crying, Soothing and Coping: Doing What Comes Natural	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Video	National Center on Shaken Baby Syndrome

Submitted by: National Jewish Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Behind the Scenes	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Total Special Health Event Program	National Jewish Health
MERIT	Finding Answers/2011 Annual Report	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	National Jewish Health

Submitted by: National MS Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	New Drugs, New Options, New Risks	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine / Newspaper / Newsletter Article	National MS Society

Submitted by: National Multiple Sclerosis Society, Greater Illinois Chapter

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Walk MS 2011- Event Logo	Other / Miscellaneous Health Information	All Adults 21+ years	Association / Professional Society	Logo Design	National Multiple Sclerosis Society, Greater Illinois Chapter

Submitted by: NorthBay Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Wellspring	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	NorthBay Healthcare

Submitted by: Northeast Georgia Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Communicare - Sleep issue	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Northeast Georgia Health System

Submitted by: Norton Healthcare Marketing and Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Kosair Children's Hospital "Coming Home" Montage	Consumer Decision-Making Information	Other	Hospital / Health Care System	TV Ad	Norton Healthcare Marketing and Communications
SILVER	Holy Ground: A Book of Reflections	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Book	Norton Healthcare Marketing and Communications
MERIT	"Get Healthy-Prime Time" July/Aug./Spet. 2011	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Hospital / Health Care System	Magazine	Norton Healthcare Marketing and Communications
MERIT	"Operation HUSH" posters	Patient Education Information	Other	Hospital / Health Care System	Poster	Norton Healthcare Marketing and Communications

Submitted by: Nurtur

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Upbeat	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Newsletter	Nurtur
MERIT	Total Wellness Poster Series	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Total Health Information Program	Nurtur
MERIT	OptiMe Wellness Program-Awareness Poster	Consumer Decision-Making Information	All Adults 21+ years	Business (less than 500 employees)	Poster	Nurtur

Submitted by: Oakstone Publishing, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Personal Best Healthlines November Issue	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Newsletter	Oakstone Publishing, LLC
MERIT	2012 Year of Good Health: Health Tracks	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Calendar	Oakstone Publishing, LLC

MERIT	2012 Best Bites: Eat Well to Live Well	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Calendar	Oakstone Publishing, LLC
-------	--	--	----------------------	--------------------	----------	--------------------------

Submitted by: Ogilvy Washington

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	La Enfermedad de Los Riñones: ¿Qué significa para me?	Patient Education Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	National Kidney Disease Education Program
BRONZE	High Blood Pressure and Children: What Parents Need to Know	Health Promotion / Disease and Injury Prevention Information	Other	Government	Booklet / Brochure / Pamphlet	National Kidney Disease Education Program
MERIT	Nlake the Kidney Connection Outreach Video	Other / Miscellaneous Health Information	All Adults 21+ years	Government	Video	National Kidney Disease Education Program

Submitted by: Onlife Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Tracey's Video	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Other / Miscellaneous	Video	Onlife Health

Submitted by: Optum Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Opt In!	Patient Education Information	All Adults 21+ years	Other / Miscellaneous	Poster	Optum Health

Submitted by: OptumHealth/Carrot

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Wellness Coaching Diabetes Series 2011	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Total Health Information Program	OptumHealth/Carrot
MERIT	Taking Care January 2011	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Newsletter	OptumHealth/Carrot

Submitted by: Parents Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	12 Weeks To A Healthier Family	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
GOLD	Living With Food Allergies	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	Could Your Child Have a UTI	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	The Gift of Life	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	The Hungry House	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	8 Medication Mistakes Parents Make	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	Are You Prepared For an Emergency?	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
SILVER	It's Okay To Stare	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	Take The Kids Out To Eat	Consumer Decision-Making Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	Kids Who Won't Eat	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	Home Safe Home	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	The Most Dangerous Drivers	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine

MERIT	Understanding Autism	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	An Illness Even M.D.s Can Miss	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	Something In The Water	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	Moms on Drugs	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	Music To Her Ears	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine

Submitted by: Park Nicollet Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Open Heart Surgery Care Guide	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Other/Miscellaneous Material	Park Nicollet Heart and Vascular Center
BRONZE	Hip and Knee Replacement Care Guide	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Other/Miscellaneous Material	Park Nicollet Joint Replacement Institute
MERIT	Knowledge Strength Hope	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Park Nicollet Clinic- Infectious Disease

Submitted by: Planned Parenthood Federation of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	The Facts of Life- A Guide for Teens and Their Families	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America
BRONZE	Understanding IUDs	Patient Education Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America

MERIT	Permanent Birth Control for Women	Patient Education Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America
MERIT	Pregnancy- Week by Week	Patient Education Information	Other	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America

Submitted by: Pritchett & Hull Associates, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Kids Breathe Free! A parents guide for treating children with Asthma	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.
BRONZE	No Time To Teach The Essence of Patient and Family Education for Health Providers	Other / Miscellaneous Health Information	All Adults 21+ years	Media / Publishing	Book	Pritchett & Hull Associates, Inc.
BRONZE	To Air is Human A guide for people with chronic lung disease	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.
MERIT	It's Heartly Fare a book about fat, cholesterol and salt	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.
MERIT	Heart Attack; What's Ahead?	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.

Submitted by: PRR, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Real People, Real Benefits-DC	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Radio Ad	Clean Air Partners

Submitted by: Redbook

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	"Would You Get a Mommy Tuck?" (April 2011)	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook

MERIT	"The New Boys' Health Scare" (June 2011)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook
-------	--	--	----------------------	--------------------	---	---------

Submitted by: Remedy Health Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Special Report: A Guide to Dietary Supplements	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	University of California, Berkeley Wellness Letter
SILVER	Memory	Patient Education Information	All Adults 21+ years	Media / Publishing	Other/Miscellaneous Material	John Hopkins White Papers
BRONZE	Doctors' Orders	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy's Healthy Living
BRONZE	Overactive Bladder	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine	RemedyMD Healthy Living Guide
BRONZE	Prostate Disorders	Patient Education Information	All Adults 21+ years	Media / Publishing	Other/Miscellaneous Material	The John Hopkins Bulletins
MERIT	Special Report: Protect Against Nerve Damage	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Focus
MERIT	Special Report: Break the Diabetes- Depression Connection	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Focus
MERIT	Special Report: Outsmart Sleep Stealers	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy's Healthy Living
MERIT	Special Report: Prevent Skin Cancer	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy's Healthy Living

Submitted by: RLTV

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	To Not Fade Away	Patient Education Information	Older Adults 60+ years	Media / Publishing	TV Reporting	RLTV

Submitted by: Ruder Finn

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Turbo and Scott eBook	Patient Education Information	Children: birth-12 years and/or their parents	Pharmaceutical Company	Book	Novartis

Submitted by: SANOFI

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	health FORWARD 2.0	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	SANOFI

Submitted by: Sit and Be Fit

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Boomer Be Fit - Strength DVD	Health Promotion / Disease and Injury Prevention Information	Other	Community Organization (nonprofit)	Video	Sit and Be Fit

Submitted by: Sparrow Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Think Heart, Think Sparrow	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Sparrow Health System

Submitted by: Spirit of Women

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Spirit of Women Magazine	Patient Education Information	Other	Other / Miscellaneous	Magazine	Spirit of Women
MERIT	Spirit Monthly Health Promotion	Patient Education Information	Other	Other / Miscellaneous	Total Health Information Program	Spirit of Women

Submitted by: Summit Medical Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Live Well Sports and Health Festival	Consumer Decision-Making Information	Other	Physician / Group Practice	Total Special Health Event Program	Summit Medical Group

Submitted by: Tailwind

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Choice Hotels 2012 Enrollment Campaign	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Tailwind

Submitted by: Tailwind Agency

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Western Union 2012 Annual Enrollment	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Total Health Information Program	Western Union/Tailwind Agency

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	TBC Corporation Prevention Care Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	Total Health Information Program	TBC Corporation/Tailwind Agency

BRONZE	BAE Health Plus 2012 Brainshark	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Other/Miscellaneous Material	BAE Systems/Tailwind Agency
--------	---------------------------------	-------------------------------	----------------------	-------------------------------	------------------------------	-----------------------------

MERIT	Hanes Brands 2012 Enrollment Guide	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Hanes Brands/Tailwind Agency
-------	------------------------------------	-------------------------------	----------------------	-------------------------------	-------------------------------	------------------------------

Submitted by: Texas Dept. of State Health Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Pumping Breast Milk for your Premature Infant	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Government	Video	Texas Women, Infants & Children (WIC)

Submitted by: The University of Texas M.D. Anderson Cancer Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Colorectal Cancer Get Screened	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	The University of Texas MD Anderson Cancer Center

Submitted by: The University of Texas MD Anderson Cancer Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Hyperthermic Intraperitoneal Chemotherapy Patient Educational Manual	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	The University of Texas MD Anderson Cancer Center
BRONZE	Integrative Medicine Center	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	The University of Texas MD Anderson Cancer Center
BRONZE	Coping With Appearance Changes Due to Breast Cancer	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	The University of Texas MD Anderson Cancer Center
MERIT	Guidelines for Giving the Subcutaneous Injection	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	The University of Texas MD Anderson Cancer Center

Submitted by: The Vision Council

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Kids UV Brochure with Stickers	Consumer Decision-Making Information	Children: birth-12 years and/or their parents	Association / Professional Society	Booklet / Brochure / Pamphlet	The Vision Council

BRONZE	Readers Campaign (Video Series)	Consumer Decision-Making Information	All Adults 21+ years	Association / Professional Society	Total Health Information Program	The Vision Council
--------	---------------------------------	--------------------------------------	----------------------	------------------------------------	----------------------------------	--------------------

Submitted by: The Wellness Network

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Avoiding Hospital Readmissions - Heart Attack	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Video	The Wellness Network

MERIT	A Mother's Gift	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Video	The Wellness Network
-------	-----------------	-------------------------------	----------------------	-------------------------------	-------	----------------------

Submitted by: Tufts Health Plan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Tufts Health Plan 10k for Women	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Total Special Health Event Program	Tufts Health Plan

BRONZE	Sometimes Life Gets in the Way TV and Campaign	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Total Health Information Program	Tufts Health Plan
--------	--	--	----------------------	-------------------	----------------------------------	-------------------

Submitted by: Tufts Health Plan Medicare Preferred

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	2012 Wellness Guide	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Magazine	Tufts Health Plan Medicare Preferred

Submitted by: UCare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Inflatable Fitness Dice	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Health Plan	Other/Miscellaneous Material	UCare

MERIT	Health Screening Guide	Patient Education Information	Older Adults 60+ years	Health Plan	Booklet / Brochure / Pamphlet	UCare
-------	------------------------	-------------------------------	------------------------	-------------	-------------------------------	-------

Submitted by: Ukiah Valley Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Miracles Delivered Daily	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Newspaper / Newsletter Ad	Ukiah Valley Medical Center

Submitted by: United Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	United Healthcare Cardiac Care Brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	United Healthcare

BRONZE	United Healthcare Smart Patient Brochure	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	United Healthcare
--------	--	--------------------------------------	----------------------	-------------------	-------------------------------	-------------------

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Maryland Open Enrollment Brochure	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	United Healthcare

BRONZE	Georgia Wellness	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Total Health Information Program	United Healthcare
--------	------------------	--	----------------------	-------------------	----------------------------------	-------------------

MERIT	Colorado Postcard- Acquisition version	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Direct Mail	United Healthcare
-------	--	--------------------------------------	----------------------	-------------------	-------------	-------------------

Submitted by: UnitedHealthcare / OH - Carrot

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Healthy Mind Healthy Body Issue.2 2011	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Newsletter	UnitedHealthcare/OH - Carrot

Submitted by: UnitedHealthcare, CCS

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	"Protect Your Valuables" Breast Cancer Awareness	Health Promotion / Disease and Injury Prevention Information	Other	Insurance Company	Direct Mail	UnitedHealthcare, Consumer Communication Solutions
BRONZE	Diabetes Prevention and Care Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Total Health Information Program	UnitedHealthcare, Consumer Communication Solutions
MERIT	myNurseLine Promotion	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Direct Mail	UnitedHealthcare, Consumer Communication Solutions

Submitted by: Univera Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Univera Healthcare 2012 Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Calendar	Univera Healthcare
MERIT	Consumer Driven Healthcare Guide	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Univera Healthcare
MERIT	Farmers Market card & magnet	Other / Miscellaneous Health Information	All Adults 21+ years	Health Plan	Other/Miscellaneous Material	Univera Healthcare

Submitted by: University of California, Davis

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Food Behavior Evaluation Tools in English, Spanish, Vietnamese, Chinese & Hmong with Instruction Guide	Health Promotion / Disease and Injury Prevention Information	Other	Education	Other/Miscellaneous Material	University of California Cooperative Extension

Submitted by: University of North Carolina Hospitals

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Caring for Yourself During Treatment & Recovery	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	University of North Carolina

Submitted by: ValueOptions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Build a Bully-Free Zone: At School & At Work	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (500+ employees)	Total Health Information Program	ValueOptions

Submitted by: Vanguard Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Voice Awards	Health Promotion / Disease and Injury Prevention Information	Other	Government	Total Special Health Event Program	Vanguard Communications
MERIT	SAMHSA Wellness Initiative 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Total Health Information Program	Vanguard Communications and the Substance Abuse and

Submitted by: Via Christi Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Gift of Hope: Komen ad series 1 of 3	Consumer Decision-Making Information	Other	Hospital / Health Care System	Newspaper / Newsletter Ad	Via Christi Health
MERIT	Your Hospital Your Health	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Via Christi Hospital on St. Teresa

Submitted by: Vida Health Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	All Babies Cry	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Video	Vida Health Communications
BRONZE	Waiting for Baby	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Vida Health Communications

Submitted by: Virginia Tech

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	iHealth AN INTERACTIVE FRAMEWORK 2nd edition	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Book	Virginia Tech, Georgia Tech and McGraw Hill

Submitted by: Walker Marketing, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Delaware Hospice Radio Ad	Consumer Decision-Making Information	All Adults 21+ years	Business (less than 500 employees)	Radio Ad	Delaware Hospice

Submitted by: Wax Custom Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	HAO Magazine Summer 2011	Other / Miscellaneous Health Information	Older Adults 60+ years	Health Plan	Magazine	Humana Active Outlook
SILVER	Caregivers Guide 2011	Other / Miscellaneous Health Information	Older Adults 60+ years	Insurance Company	Booklet / Brochure / Pamphlet	Humana Active Outlook
SILVER	Baylor Innovations Winter 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Baylor University Medical Center of Dallas
BRONZE	Aspire June/July 2011	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Newsletter	Aumgo Health Plans
MERIT	Hill Health Fall 2011	Consumer Decision-Making Information	All Adults 21+ years	Physician / Group Practice	Newsletter	Hill Physicians
MERIT	Live It UP! Summer 2011	Other / Miscellaneous Health Information	Older Adults 60+ years	Health Plan	Magazine	Humana Active Outlook

Submitted by: Weider Publications/Fit Pregnancy Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Countdown to Baby	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Weider Publications/Fit Pregnancy Magazine
BRONZE	November 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine	Weider Publications/Fit Pregnancy Magazine
BRONZE	Is Disease In Your Future	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Weider Publications/Fit Pregnancy Magazine
BRONZE	April/May 2011	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine	Weider Publications/Fit Pregnancy Magazine
MERIT	Does Age Really Matter?	Other / Miscellaneous Health Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Weider Publications/Fit Pregnancy Magazine

Submitted by: Wellness Council of America (WELCOA)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Stop Stress This Minute	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Book	Wellness Council of America (WELCOA)
SILVER	Dr. Ann's Eat Right for Life: Cookbook Companion	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Book	Wellness Council of America (WELCOA)

Submitted by: Wisconsin Physicians Service

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Top Tips Guide	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Wisconsin Physicians Service

Submitted by: Words&Pictures, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	First, We Listen - The University of Chicago Department of Surgery Annual Report	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Other/Miscellaneous Material	Words&Pictures, Inc.
BRONZE	Heroes - Sneak Peek Edition Previewing the Ann & Robert H. Lurie Children's Hospital of Chicago	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Words&Pictures, Inc.
MERIT	Chicago Plastic Surgery Access - Referring Physician Newsletter	Other / Miscellaneous Health Information	Other	Hospital / Health Care System	Newsletter	The University of Chicago's Section of Plastic Surgery

Submitted by: Zillner

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Your Idea of Wellness Mailer	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Other / Miscellaneous	Direct Mail	Vantage House Life Care Community
MERIT	Medicare Workshop	Consumer Decision-Making Information	Older Adults 60+ years	Other / Miscellaneous	Direct Mail	Timber Ridge at Talus