NPHIC ANNOUNCES 2017 BERRETH AWARD WINNERS
for EXCELLENCE in PUBLIC HEALTH COMMUNICATION

Atlanta, GA, August 14, 2017—The National Public Health Information Coalition (NPHIC) today announced recipients of the 2017 Berreth Awards, recognizing excellence in public health communication. The awards are named for the late Donald Berreth, former director of the Office of Public Affairs for the Centers for Disease Control and Prevention and NPHIC’s founder. A true believer in the importance of communicating openly and honestly about public health issues, Berreth is honored for his time, effort and interest in our work to represent the voice of public health.

The announcement comes as communication professionals from around the world gather in Atlanta for the NPHIC Advance Knowledge Track and the NPHIC/Centers for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing and Media.

“As a recipient of a Berreth Award for Excellence in Public Health Communication, you have been recognized by your peers as among the year’s best in public health communication,” said NPHIC President Shelley Walker. “Congratulations on helping NPHIC pursue our common mission to ‘make public health public’.”

Gold, Silver and Bronze Berreth Awards were presented in three categories: Government/Non-profit Health Marketing Campaign, Corporate Health Marketing Campaign and Real Time Risk Communication. A panel of judges from the ranks of those professionals who have achieved Certified Communicator in Public Health status evaluate the submissions for the Berreth Awards.

The 2017 Berreth Award winners are listed below. All the award-winning entries can be viewed online at www.NPHIC.org/ba.
Gold Awards

Government Health Marketing
Boulder County (CO) Health Department—Make the Switch Campaign
The Make the Switch marketing campaign aimed to reduce consumption of sugar-sweetened beverages among young children (aged 0 - 6 years) living in families with low income in Boulder County. The campaign essentially held the hand of parents, providing them with encouragement and strategies to make the switch to healthy drinks, without the expense of one-to-one interaction.

Corporate Health Marketing
Civilian—2016 Riverside Mental Health Month Micro-Campaign
In May 2016 Civilian launched a special initiative to promote mental health awareness during Mental Health Month and start a community dialogue. Efforts were geared toward encouraging the community to talk about mental health and mental illness and why it matters.

Real Time Risk Communication
Hawaii State Department of Health—Hawaii Department of Health Hepatitis A Outbreak Response
Between July and November 2016, the Hawaii Department of Health investigated a large hepatitis A outbreak and identified 292 cases linked to frozen raw scallops imported from the Philippines. Aggressive and multi-pronged risk communication efforts by the department resulted in 90,259 people receiving vaccinations over the course of the outbreak.

Silver Awards

Government Health Marketing
Truth Initiative--Clawing our Way into Youth Culture: Truth’s #CATmageddon Campaign
This campaign aimed to make smoking relevant again to youths and young adults and bring smoking back to the forefront of conversation. It took an innovative approach by showing the immediate consequences of smoking on the online phenomena of cat videos. Secondhand smoke kills cats. Therefore, smoking=no cats=no cat videos. To maximize reach, Truth Initiative launched #CATmageddon at the 2016 Grammy Awards, and used social media, influencers and partnerships to make a cultural impact and change attitudes.

Corporate Health Marketing
Trillium—Cystic Fibrosis Foundation Compass
A study showed that people/families with cystic fibrosis (CF) worried about paying for care as much as their health. The CF Foundation offered top services to assist with insurance, financial, legal and other issues but they were underutilized. The Foundation worked with Trillium to rebrand and relaunch these services as one comprehensive offering: CF Foundation Compass. Compass launched in February 2016. By December, patient assistance cases handled by the Foundation had increased by 258%.

Real Time Risk Communication
New Jersey Department of Health and Senior Services—#ZapZika Campaign
New Jersey was at low risk for local cases of Zika, but expected a large amount of travel-related cases given the state's diverse population. Therefore, the Department developed its #ZapZika campaign to
raise general awareness of Zika, with a focus on women of childbearing age and pregnant women traveling abroad. This campaign included paid advertising, social media and outreach and education.

**Bronze Awards**

**Government Health Marketing**
Fairfax County Health Department (VA)—*Reach Out and Find Hope Campaign*
Fairfax County Health Department worked with its county partners at the Fairfax County Department of Neighborhood and Community Services and the Fairfax-Falls Church Community Services Board to develop a series of video public service announcements on youth suicide prevention. The 30-second ads direct people to crisis counseling by calling or texting.

**Corporate Health Marketing**
JSI Research and Training Institute, Inc.—*Tick Free NH - Grass-Roots Lyme Disease Prevention in NH*
New Hampshire has the second highest incidence rate of Lyme disease in the country. Awareness of the risks, prevention, tick removal methods and symptoms are key to reducing incidence of Lyme disease. JSI worked with the NH Charitable Foundation via a private funder to create a statewide prevention campaign, Tick Free NH, an embraced behavior change campaign.

**Real Time Risk Communication**
DuPage County Health Department (IL)—*Dupage County DOH Responds to Seoul Virus Outbreak*
The DuPage County Health Department was alerted of the potential outbreak of Seoul Virus, a form of Hantavirus, in January 2017. The investigation led to residents in the county who had purchased rats from affected sellers. Although the virus can cause severe illness in a small number of cases and was novel to Illinois at the time, a key outcome of the campaign was the plan to engage rat owners and avoid potential scrutiny by traditional media.

The following Berreth Award entrants were awarded Honorable Mention, meaning they achieved among the highest scores:

**Government Health Marketing**
California Department of Public Health—*Tobacco 21 Launch Campaign*
Columbus Public Health (OH)—*Smokefree Around Baby and Me*
DuPage County Health Department (IL)—*DuPage County Health Department Partners to Provide Integrated Health Care to Existing Clients*
George Mason University—*Communicating the Adverse Health Impacts of Climate Change and the Benefits of Climate Solutions*
Georgia Department of Public Health—*Georgia Safe to Sleep Campaign*
Georgia Department of Public Health—*Zika Protect and Prevent Georgia Travel Awareness Campaign*
Hawaii State Department of Health—*Fight the Bite Hawaii 2016 Mosquito-Borne Disease Outreach & Education Campaign*

Harris County Public Health (TX)—*Prevent the Bite Zika Prevention*

Ingham County Health Department (MI)—*Choices, Not Chances*

John Snow, Inc.—*HIV Test? STD Test? I’m On It! A Latino-focused HIV and STD Testing Social Marketing Campaign in Santa Clara County*

Louisiana Department of Health—*Healthy Louisiana Dashboard*

Minnesota Department of Health—*Statewide Health Improvement Partnership Campaign*

Ohio Dept. of Mental Health and Addiction Services—*Be the 95% Public Awareness Campaign*

Ottawa County Department of Public Health (MI)—*Using annual reports to share our stories*

Seattle & King County Public Health—*New Food Safety Rating System: Promoting Healthy Communities by Communicating Restaurant Inspection Results*

UCLA Center for Health Policy Research—*UCLA-SAFE Smokefree Apartments Los Angeles*

Washington State Department. of Health—*Listen2YourSelfie Campaign*

**Corporate Health Marketing**

California Department of Public Health—*Champions for Change Be Better Campaign*

JSI Research and Training Institute, Inc.—*Anyone. Anytime, NH*

Maris, West and Baker—*You + Your PSH = Better Odds of Staying STD Free*

MORE Advertising—*#State Without Stigma*

**Real Time Risk Communication**

California Department of Public Health—*Zika Education Toolkits*

CDC Foundation—*Ante la Duda - Pregunta campaign for Z-CAN*

Columbus Public Health (OH)—*Zika*

El Paso County Public Health—*Responding to Perfluorinated Compounds (PFCs) in Southeast El Paso County*

Illinois Department of Health—*Seoul Virus Outbreak Communication Response*

**ABOUT NPHIC:** The National Public Health Information Coalition is the premier network of public health communicators in the United States and U.S. territories. We are committed to "making public health public" by sharing our knowledge, expertise and resources to effectively communicate about the important health issues of the day -- helping people lead healthier lives in healthier communities.