The National Public Health Information Coalition Announces Winners of the 2018 Berreth Awards for Excellence in Public Health Communication

Atlanta, GA, Sept. 10, 2018—The National Public Health Information Coalition (NPHIC) today announced recipients of the 2018 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 National Conference on Health Communication, Marketing & Media, (NCHCMM).

“All of the recipients of the Berreth Awards for Excellence in Public Health Communication have been recognized by their peers as among the year’s best in public health communication,” said NPHIC President Polly Carver-Kimm. “Congratulations and thank you for helping NPHIC achieve our common mission to ‘make public health public’.”

Gold, Silver and Bronze Berreth Awards were presented in four categories: Government Health Marketing Campaign, Not-for-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 each year.

The 2018 Berreth Award winners are listed below. All the award-winning entries may be viewed online at https://www.nphic.org/ba.

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2018 Berreth Awards

Real Time Risk Communication
• Gold Award: New Jersey Department of Health - Fight the Flu NJ
• Silver Award: Minnesota Department of Health - 2017 Minnesota Measles Outbreak Response
• Bronze Award: Hawaii State Department of Health - Response to Angiostrongyliasis or Rat Lungworm Disease Surge

Corporate Health Marketing
• Gold Award: Brogan & Partners, and the Michigan Department of Health and Human Services - I Vaccinate.
• Silver Award: The Substance Abuse and Mental Health Services Administration - Underage Drinking National Media Campaign: “Talk. They Hear You.”
• Bronze Award: Ogilvy - Using Digital Media to Expand Reach of CDC 2019 Inside Knowledge Gynecologic Cancer Campaign

Not-for-Profit Health Marketing
• Gold Award: JSI Research and Training Institute, Inc., DHHS-Division for Behavioral Health and the New Hampshire Bureau of Drug and Alcohol Services - Binge Free 603
• Silver Award: the Partnership for a Drug-Free New Jersey - Knock Out Opioid Abuse Day
• Bronze Award: Hill Holliday Agency, American Lung Association campaign - Saved By the Scan

Government Health Marketing
• Gold Award: Knox County Health Department (Tennessee) - Webidemic: Don’t Get Caught Up
• Silver Award: DuPage County Health Department (Illinois) - Health Promotions - Open Enrollment 2017 Marketing Plan
• Bronze Award: Fairfax County Department of Health (Virginia) - Live Your Best Life: A Fairfax County Adult Day Health Care Campaign

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 communicate effectively about the important health issues of the day -- helping people lead healthier lives in healthier communities.

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