The 2018 Berreth Awards
For Excellence in Public Health Communication
Second Annual Berreth Awards

- National awards competition sponsored by NPHIC to recognize excellence in health communication
- Named in honor of Don Berreth, former CDC Director of the Office of Public Affairs, who founded NPHIC
- Berreth “enriched our lives with his time, effort and interest in our work and in establishing and maintaining strong ties between our state agencies and CDC”
Competition Categories
Excellence in Health Marketing

This category encompasses health communication initiatives that take a multi-media and, as applicable, community-based approach to promoting specific public health priorities.

- Open to **Government Agencies**
- **NEW!** Separate award category for **Not-for-profit Health Agencies**
  - In house entries—all work (except for technical aspects) was accomplished by the entrant’s organization. The campaign was envisioned, developed and implemented by the organization’s staff.
- Also open to **Corporate Marketing Agencies**
  - Agency developed a marketing campaign to be implemented by a government or not-for-profit health agency in response to identified health priorities, or developed marketing strategies and implemented them on their client’s behalf.
Competition Categories, continued...

Real Time Risk Communication

This category encompasses communication initiatives that respond to emergent public health issues including, but not limited to, natural or manmade disasters, communicable disease outbreaks and terrorism.

- Includes various coordinated activities intended to reduce illness, injury and death in a health emergency, delivered through a variety of communication vehicles and channels.
- Open to government health agencies.
Evaluation Metrics

- Campaigns will be evaluated by how well campaign was able to:
  - Identify specific public health priorities
  - Identify target audience(s) and information needs
  - Recommend social marketing solutions to achieve public health priorities (work plan)
  - Recruit community partners to help you reach your intended audiences
  - Implement work plan
  - Evaluate action strategies
Entry Fees

- One free entry to all government, not-for-profit and corporate NPHIC member agencies whose dues are current
  - $250 per each additional entry
- $250 per entry for non-NPHIC members
  - Entry fee will be applied to NPHIC membership
Awards Timeframe

- Competition opens: Monday, March 19, 2017
- Deadline for entry: Friday, May 4, 2017 (midnight EDT)
- Awards Ceremony (planned in conjunction with the 2018 National Conference on Health Communication, Marketing and Media, dates/location TBD)
  - **Government Agency** Health Marketing campaign winner will receive invitation to attend and present at NPHIC annual meeting adjunct to the 2018 National Conference on Health Communication, Marketing and Media and will receive travel costs to attend NPHIC session
- Watch [www.nphic.org](http://www.nphic.org)