

HEMMY (Health Education Media Makers Yearly) AWARDS

This event is being held in conjunction with the fall 2009 annual AzPHA Conference. Winners will be notified prior to the conference and invited to the evening awards reception on September 10, 2009.

ELIGIBILITY: Any health education or patient education material produced in Arizona by (an) Arizona resident(s) during August 2008 –August 2009 is eligible for a HEMMY award. No item may be entered in more than one category.

Definition of Health Education Materials: Only material(s) developed for the primary purpose of educating a target audience on (a) health issue(s) will be considered health education materials. Materials that primarily promote the services of a business will not be considered health education materials.

Entry fee: A \$25.00 fee for each entry must be submitted with the material and entry form. Checks should be made payable to the Arizona Public Health Association or AzPHA.

HEMMY Levels, Categories & Awards

Levels for submission: 1) Professional (developed/created by a paid professional entity)
 2) Grassroots (materials developed/created in-house, excluding printing, copying)

LEVEL	CATEGORIES	
Professional Educational materials developed by a paid professional entity	Campaign 1 st place 2 nd place honorable mention	Other 1 st place 2 nd place honorable mention
Grassroots Educational materials developed without paid professional assistance	Campaign 1 st place 2 nd place honorable mention	Other 1 st place 2 nd place honorable mention

CATEGORY	DESCRIPTION
Campaign	A health education campaign must have a definite start date, a definite completion date, and a specific target audience. All parts of the campaign, including handouts and marketing materials; logos, radio/TV PSAs, audio-visuials, posters, giveaways, etc., are considered part of the campaign.
Other	An educational item; includes print (brochures, booklets, book chapters), visual aids (posters, banners, educational displays or models), audio-visual (videos, CD's, etc.), and curriculum (teaching tools that outline goals, objectives, and strategies in education)

Awards will be presented only to entries that meet the judging criteria.