

A New Award for NERI Film



A short film produced collaboratively by NERI and the National Heart, Lung, and Blood Institute has won several awards for excellence. The 10-minute film *No More Hand Me Downs: Research Designed for Children*, won three Telly Awards in the categories of Children's Health, Medical Education and General Interest. In addition, the film was honored with a CINE Golden Eagle Award, which recognizes excellence in the production of film, television, video and new media. *No More Hand Me Downs* provides reliable and sensitive information to parents about children in clinical research. The film is available as part of a comprehensive website on clinical trials in children at www.childrenandclinicalstudies.nhlbi.nih.gov.

This film is just one example of NERI's long-standing commitment to patient education. From its inception, NERI has recognized the need to communicate public health research results beyond the confines of scientific journals to ordinary people who need sound information on which to base medical decisions. Whether for parents, children, older adults or health care providers, better information leads to better care. NERI's dedication to health education has resulted in over 35 media projects translating research results into educational products — of those, 14 have won industry awards for excellence. This project was primarily funded by grant U01 HL 068270 from the National Heart, Lung, and Blood Institute, along with generous support from the National Institute of Child Health and Human Development, National Marfan Foundation, National Center for Research Resources, and the Gerber Foundation.

Award Descriptions

Telly Award:

The Telly Awards honor the very best local, regional, and cable television commercials and programs, the finest video and film productions, and work created for the Web. Since 1978, the

mission has been to strengthen the visual arts community by inspiring, promoting, and supporting creativity.

Cine Golden Eagle:

The CINE Golden Eagle Award acknowledges high quality production in a variety of content categories for professional, independent and student filmmakers. CINE's mission is to recognize and foster overall excellence in film and video production, especially among new and emerging talent, and providing educational and programmatic services.

Aesculapius Award:

Aesculapius Award (of Excellence in Health Communication) is given to producers of health-related web sites, television and radio public service announcements (PSAs) that are considered excellent in communicating health information to the public. Each year, judges choose one WWW site and one PSA from among excellent entries to receive the top prize – the Aesculapius Award.

National Health Information Awards:

The National Health Information Awards program honors high-quality consumer health information. The awards program is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health programs & materials.

Videographer Awards:

The Videographer Awards is an international competition designed to recognize excellence in Video Productions, TV Commercials/ News/ Programs and New Media. The mission of the Videographer Awards is to provide meaningful recognition to hard-working, creative companies, individuals and their clients. Entries are judged by the Association of Marketing and Communication Professionals (AMCP), an organization that consists of several thousand marketing, communication and video professionals.