

## MEDIA AWARDS BRIEF

### 2011 - 2012 Awards

#### 1.0 Introduction

The Northern Ireland Executive Strategy, *Investing for Health* (March 2002) sets out to:

- Improve the health of our people by increasing the length of their lives and increasing the number of years they spend free from disease, illness and disability.
- To reduce inequalities in health between geographic areas, socio-economic and minority groups.

The Executive identifies 7 key objectives in advancing towards these goals.

- Objective 1: To reduce poverty in families with children
- Objective 2: To enable all people and young people in particular to develop the skills and attitudes that will give them the capacity to reach their full potential and make healthy choices.
- Objective 3: To promote mental health and emotional well-being at individual and community level.
- Objective 4: To offer everyone the opportunity to live and work in a healthy environment and to live in a decent affordable home.
- Objective 5: To improve our neighbourhoods and wider environment.
- Objective 6: To reduce accidental injuries and deaths in the home and workplace, and from collisions on the road.
- Objective 7: To enable people to make healthier choices.

The Executive stresses the importance of partnership working at every level for the strategy to succeed. Central to this has been the formation of a partnership for each Health & Social Services Board area. *Investing for Health* states:

“The broad purpose of the Partnership will be to identify opportunities for improving health of people in its area by addressing the social, cultural, economic and environmental determinants of health. They will develop long-term cross-sectoral health improvement plans to address identified health and well being needs of their local populations to meet the strategic aims and objectives of *Investing for Health*.”



## 1.1 The Public Health Agency

The Public Health Agency (PHA) was established in April 2009 as part of the reforms to Health and Social Care (HSC) introduced by Health Minister Michael McGimpsey. It is the major regional organisation in Northern Ireland for health improvement and health protection.

### Its purpose is:

- to protect public health and improve the health and social wellbeing of people in Northern Ireland;
- to reduce inequalities in health and social wellbeing through targeted, effective action;
- to build strong partnerships with individuals, communities and other key stakeholders to achieve tangible improvements in health and social wellbeing.

There are five building blocks that underpin the Public Health Agency's Strategy, they are:



1. Give every child & young person the best start in life
2. Ensure a decent standard of living for all
3. Build sustainable communities
4. Make healthy choices easier
5. Ensure high quality care for all

Under the overarching themes of the Public Health Agency falls the **Investing for Health Strategy** and Health Improvement agenda.

## 1.2 The Investing for Health Partnership

The Investing for Health Partnership recognises that “the statutory sector alone cannot achieve substantial improvements in health. The successful implementation of the Strategy is dependent on the commitment, actions and co-ordination of individuals, families, community groups and organisations as well as a whole range of others, including District Councils, the business community and the voluntary sector.”

*The Partnership* is made up of key voluntary, community and statutory organisations. Core members are the District Councils, Housing Executive, Education & Library Board, and HSS Trusts.



Further details on our structure, membership and current initiatives are available on [www.westernifh.org](http://www.westernifh.org)

## 2.0 **Rationale for Award**

Evidence shows that the media, in its many formats, has a strong influential role in shaping the public's attitudes to, and awareness of health issues. Examples include the media role in profiling issues such as Measles, Mumps Rubella, Smoking legislation, our alcohol culture, etc.

Moreover the media has a key role to play in spreading awareness of health in its broadest context, eg the impacts of the environment, poverty, education or employment to name but a few on the health of the population.

In initiating this annual award process, the Partnership aims to increase media awareness of the public health agenda in the long term. Moreover, by targeting media related students in their academic years we hope to instil a stronger journalistic appreciation of the public health agenda in Ireland and its impact on the population.

## 3.0 **Areas of Interest:**

Please remember that the bottom line for the PHA and the Investing for Health Partnership is **prevention of ill-health and tackling health inequalities**. We will accept entries which raise awareness of any issue within the field of health improvement, health promotion and public health; however we are particularly interested in receiving entries addressing:

### **Children & Young People**

- Obesity in children
- Physical activity in children
- Underage drinking – particularly messages that appeal to years 13+
- Road Traffic collisions and the role/attitudes of young people
- Citizenship
- Physical activity in teenagers
- Hidden Harm
- Emotional Wellbeing

### **Adulthood:**

- Prevention and awareness of coronary heart disease
- Increasing the procurement of local food and other services into public sector
- Physical Activity in Adulthood
- The role of Community Allotments
- The role of the social economy



## Later Years:

- Physical activity in older years
- Access to services for older people
- Elder abuse
- Fuel Poverty

## Other Areas of Interest:

- Linking the Olympic Dream to Health Improvement
- Diet & Nutrition
- Travellers + Health
- Ethnic Minorities + Health

Where promoting a service, contact numbers for the service should be given.

### 4.0 Drink Think Award

An additional category has been added this year in partnership with the Drink Think Project in Derry. This category will focus on '**Alcohol Culture and its Impact on life in Derry and the North West**'. There will be a £500 prize for the best moving image, £250 prize for the best written journalistic piece and £250 for the best photographic piece around alcohol. More information on the Drink Think project is available at [www.drinkthinkproject.org](http://www.drinkthinkproject.org)

### 5.0 Awards Criteria

**There should only be 4 submissions for each category from each Campus. One CD/DVD should be submitted from each campus containing all submissions. On the CD/DVD all submissions should be saved using the following format**

#### *PHA Media Awards 11/12 - Submission Category- Name of Student*

- Participants

This award is for students, over the age of 16 years, who are currently completing a course at a University or College of Further Education who are considering a career in media.

- Eligible Publication Dates

The work must be received by the Public Health Agency by **Friday 10<sup>th</sup> February 2012** (One CD/DVD per College/University).



# Briefing Paper

- Categories

There are three categories for the awards:

1. **Written Media** - Must be a printed piece of journalism, between 1000-1500 words long.
2. **Moving Image – TV, Video, Animation, DVD Media** - Should be a maximum of **45 seconds** long and be available on DVD.
3. **Pictorial Media** - Must be 1 image, either in colour or black and white that promotes a sense of health and well-being or healthier choices.

**All entries must be accompanied by a written rationale (Max 1 A4 page) to include reason for choosing subject, explanation of the key message, target audience, etc.**

- Logos

All entries must include the Public Health Agency logo.

For those students applying for the special Drink Think Award, they must also include the Drink Think Logo and the Big Lottery Logo.

A digital copy of all logos is available on <http://www.westernifh.org/site/awards.aspx>



- Prize Awards

	<b>Best Written Journalism</b>	<b>Best Moving Image</b>	<b>Best Photographic Image</b>
<b>1<sup>st</sup> Prize</b>	£500	£500	£500
<b>2<sup>nd</sup> Prize</b>	£250	£250	£250
<b>3<sup>rd</sup> Prize</b>	Highly Commended Certificate	Highly Commended Certificate	Highly Commended Certificate
<b>Drink Think Award</b>	£250	£500	£250

**The Judging panel's decisions are final and there will be no mechanism for appeal.**



- Copyright

The Public Health Agency reserves the right to utilise any of the successful entries in its literature and events now and in the future.

The Drink Think Project reserves the right to utilise any of the successful entries in their category for any literature, promotion or events now and in the future.

Non- acceptance of this criterion will make an entry ineligible.

The winning photograph from a past competition was displayed on 80 Translink vehicles throughout the Western area and the winning moving image from the 2010/2011 entries was showcased at the 2011 Pride Festival.

## **6.0 Awards Timetable**

### **Stage 1 – Preliminary Selection**

The individual participating Colleges will conduct preliminary selection in January/early February 2012. Final selections should be forwarded to Ailish O’Neill at the PHA Office by close of business on **Friday 10<sup>th</sup> February 2012.**

Students must submit an accompanying brief with their final piece outlining rationale for the piece, key issues/processes in its development, key learning from the experience.

Each College is invited to nominate four pieces of work in each of the three categories. These nominated pieces will be submitted to an independent panel for final selection.

### **Stage 2 – Independent Assessment**

The independent assessment panel will be comprised of representatives from Public Health, The Investing for Health Partnership, the Health & Social Wellbeing Improvement Team and a professional from the media field. The independent panel will select a winner from the twelve pieces of work that have been proposed by the colleges.

If in the opinion of the judging panels none of the pieces of work meet a satisfactory standard, then no award will be given in that particular category.

Assessment shall take place in the third week in February 2012 with final awards being made in March 2012.

