

H & SCA

2004

Media Festivals

Catalog



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Preface

The HeSCA Media Festivals are one of the most significant international forums for health science media. A goal of the Health and Science Communications Association is to recognize individuals and organizations whose efforts result in excellence in health science media production. Now in its twenty-sixth year, the Festivals have annually drawn entries clearly reflecting the concern and priorities of the health science community during the past year. It is interesting to note that a review of these catalogs over the past will mirror international emphasis on the social, health and human welfare issues of the day.

HeSCA offered four competitive Festivals for 2004: Interactive Materials, Print, Video, and Websites. Entries entered in the competition were produced, released and/or copyrighted in 2002, 2003 or 2004.

Judging for the competitive Festivals is completed prior to the HeSCA Annual Meeting. Festival winners are announced at the Festival Awards Ceremony during the Annual Meeting. Each Festival jury has representatives from production and instructional design personnel. The larger Festivals may be judged in a two tiered competition, with the finalists receiving a complete judging review from a second panel of peers. Content specialists are consulted as required. All Festival entries are judged against an established set of criteria. Entrants receive a summary of the judges' ratings.

The award structure for the 2004 HeSCA Media Festivals consist of three award levels based upon production quality: Bronze, Silver and Gold. Bronze awards will be presented to those productions which achieve an "excellent" rating by a peer review panel using an objective scoring system. Silver awards will be awarded to those productions which the peer review panels deem to be of superior quality from among the bronze winners. Silver award winning entries may advance to the gold level for further review. Gold awards will be presented to those entries which are representative of the very best in Health Science Communications. These awards will be presented in special ceremonies at the HeSCA Annual Awards Banquet.

HeSCA reserves the right not to issue all available awards if, in the opinion of the judges, the entries are too few or are not of award caliber. All judges' decisions are final.

Special Awards

In addition to the awards presented in each Festival, HeSCA recognizes a select number of entries with special honors. These awards and their selection criteria are as follows:

Milton E. Adsit Excellence in Veterinary Medical Media

Selected by a panel of Festival Coordinators, these awards are presented for excellence in veterinary medical media. The judging panels in all of the competitive Festivals present the nominees.

Holly Harrington-Lux Creative Design

Selected by a panel of peers, this award is presented to the production designer whose work is judged to be the best representation of excellence in creative design from among all of the competitive entries. The competitive Festival judging panels presents nominees. This award is unique in that it is the only HeSCA Media Festivals Award presented to an individual.

Elmer Friman Best of Show

HeSCA's most prestigious media award is selected from among the Gold level winners in the competitive Festivals. It is selected by a panel of HeSCA past presidents as demonstrating the highest standards of technical quality, production values and techniques, educational design, creativity and craftsmanship. The institution or organization and members of the production team will each receive a special commemorative plaque.

About the Catalog

Bibliographic information provided in this catalog was derived from the original Media Festivals entry form supplied by the entrants. Very little editing has been done as it was impossible to verify spellings, addresses, content, prices, etc. within the catalog production time frame. The Objectives summary may be abridged to meet the space constraints of the catalog. Any injustice or misinterpretation of a program's content or objectives is regretted.

2004 HeSCA Media Festivals Entry Codes

Each entry in the 2004 Media Festivals was issued a five character entry code. The first letter is a key to the programs format; the second letter indicates the festival category; the three digit numerical sequence is assigned in order as the entry is received.

First Letter = Format

I = Interactive **P** = Print **V** = Video **W** = Website

Second Letter = Festival Category

IN- Interactive Software
PB- Print, Brochure
PC- Print, Campaign
PK- Print, Book
PP- Print, Periodical
PS- Print, Specialty Publications
VE- Video, Continuing Education
VG- Video, General Information
VM- Video, Marketing
VP- Video, Patient Information
VR- Video, Medical Health Reports
VS- Video, Public Service Announcements
VU- Video, Curriculum Based Education
WS- Websites

Numeric Sequence = Order Received: 101 - ???

Example: *PP-232* *Print, Periodical, Entry #232*

Bibliographic Information for Each Entry

Information received from each entrant varied widely in completeness, accuracy and legibility. All fields for which entrants provided information were completed exactly as indicated on the entry form. For any field where information was not provided, the field is left blank.

Entry Fields

| Program Title | Entry # |
|------------------|---------|
| Producer | Year |
| Primary Audience | Size |
| Objectives | |

MeSH Heading

Distributor Information

Indexes

Primary arrangement of this catalog is by media *format* with each entry within the format section arranged in the order in which the entry is received. For your convenience, each format section is preceded by an index to the entries subdivided by *Audience Category* (Continuing Education, Curriculum Based Education, Marketing, Patient Education, General Information).

A) Title Index

An alphabetical *Title Index* to all entries is included. Please note that entries beginning with numbers (1995, etc.) are at the beginning of the index.

B) Medical Subject Heading Index

Each entry was assigned at least one *MeSH* subject heading; the National Library of Medicine's controlled thesaurus of terms. Because *MeSH* headings are clinically oriented, the user should be advised of the following:

The term *Patient Education* refers only to materials about patient education, not materials *intended* for use by patients or the general public. Arrangement is alphabetical by *Subject*.

The term *Pediatrics* is used only for those programs having children as a subject. Patient education materials *intended* for children may or may not be indexed under *pediatrics*.

The term *Perinatology* is used for materials about mothers and fetus/newborn infants to differentiate from *Neonatology*, the newborn infant only.

Marketing of Health Services includes all promotional materials intended to create an awareness of events, programs, educational opportunities and services offered by a health science institution or organization.

Producers

Rather than repeat producer information for multiple entries, an index of producers is included at the end of this catalog. Note that sample copies of entries marked: "*Not Available for Distribution*" or "*Contact Distributor for Sample Copies*" may be obtained by contacting the entry producer. Distributors are only listed for those entries available for commercial distribution.

Users of this catalog are encouraged to offer their thoughts and suggestions for future catalog improvements and changes by writing to HeSCA at the office listed below:

Hard Copies of the 2003 HeSCA Media Festivals Catalog may be purchased by contacting:

Health and Science Communications Association
39 Wedgewood Drive, Suite A
Jewett City, CT 06351-2428

(860) 376-5915 Fax: (860) 376-6621 E-Mail: HeSCA@HeSCA.org

2004 HeSCA Interactive Media Festival

| | |
|--|--------|
| Bariatric Surgery: An Interactive Instructional Program for Gastrointestinal Endoscopists..... | IN-144 |
| Breast Cancer:Your Decision Notebook (R) | IN-117 |
| Breast Reconstruction: What You Need To Know..... | IN-188 |
| HealthEOS - Saving your money - Saving their lives | IN-139 |
| How to Best Treat Your Scar | IN-128 |
| OTIS..... | IN-137 |
| Strength 4 Your Journey: Taking Control of Cancer | IN-145 |

2004 HeSCA Interactive Media Festival

BRONZE AWARD WINNER

Breast Cancer: Your Decision Notebook ®

HealthMark Multimedia, LLC

Women with Breast Cancer

Objectives:

Breast Cancer: Your Decision Notebook® was designed to help women diagnosed with breast cancer make informed treatment decisions by providing evidence-based information in a user-friendly format. Informed patients typically receive better care from their physicians and are more comfortable with treatment outcome if they have control over their decisions.

MeSH: Breast Neoplasms

Contact the producer for sample copies

IN-117

2003

DVD/CD-ROM

How to Best Treat Your Scar

Kaiser Permanente

Patient with scars and those who are about to undergo a procedure that generally leaves scars.

Objectives:

This CD-ROM is designed to help patients understand and manage normal and abnormal scars. Patients should be able to understand the normal healing process, the length of time to expect discomfort, and if their scar needs additional medical attention.

MeSH: Cicatrix

Contact the producer for sample copies

IN-128

2003

DVD/CD-ROM

OTIS

Biocom Ltd.

Organ Transplant Patients

Objectives:

Interactive education for organ transplant patients, tailored to each patient and each hospital. Combines multi media content with interactive exercises, quizzes and questionnaires. Entry in the "international version"; localized versions have been produced throughout the world.

MeSH: Organ Transplantation

Contact the producer for sample copies

IN-137

2003

DVD/CD-ROM

HealthEOS - Saving your money - Saving their lives

The Jackson Media Group

Business purchasers of self-funded health care management services. Specific target viewer is the Benefits Manager or c-level management.

Objectives:

HealthEOS, an integrator of healthcare management services, needed to illustrate how they uniquely combine a variety of services to help save lives while also saving employers money. It was important to capture the prospective buyer's attention and tell a story in a way that could not be told on paper.

MeSH: Marketing of Health Services

Contact the producer for sample copies

IN-139

2003

DVD/CD-ROM

Bariatric Surgery: An Interactive Instructional Program for Gastrointestinal Endoscopists

Boston University Educational Media Center

Gastrointestinal Endoscopists

Objectives:

Project goal was to produce an interactive instructional DVD for gastrointestinal endoscopists who perform endoscopy on Roux-En-Y Gastric Bypass (RYGBP) patients. Endoscopists must identify complications of this growing patient population. DVD incorporates media to assist endoscopists in identifying normal endoscopic postoperative appearance and most common structural complications.

MeSH: Gastric Bypass

Endoscopy, Gastrointestinal

Contact the producer for sample copies

IN-144

2003

DVD/CD-ROM

Strength 4 Your Journey: Taking Control of Cancer

Ortho Biotech LP

Newly Diagnosed Cancer patients

Objectives:

Online Productions developed a concept for a patient education piece that could be distributed to newly diagnosed cancer patients to Ortho Biotech, a division of Johnson & Johnson. The CDROM explores the 360° impact of the disease – covering medical, emotional, and financial issues.

MeSH: Neoplasms

Contact the producer for sample copies

IN-145

2003

DVD/CD-ROM

2004 HeSCA Interactive Media Festival

SILVER AWARD WINNER

**Breast Reconstruction: What You
Need To Know** **IN-188**

University of Texas Television / M.D. Anderson
Cancer Center 2003

Newly-diagnosed Breast Cancer Patients DVD/CD-
ROM

Objectives:

This interactive CD ROM program was produced in English and Spanish to give newly diagnosed breast cancer patients at M.D. Anderson an in-depth understanding of breast reconstruction. Through before and after photographs, animated graphic illustrations, profiles of patients and physician interviews, the viewers will better be able to decide which technique is best for them.

MeSH: Mammoplasty

Contact the producer for sample copies

2004 HeSCA Print Festival

| | |
|---|--------|
| COPD Campaign..... | PC-192 |
| Caduceus: Poets at Art Place | PK-138 |
| Caring for Kids with Tracheostomies: A Care Notebook..... | PK-178 |
| ELVS - Early Language in Victoria Study | PC-135 |
| Germes, Biological Warfare and Vaccines..... | PK-180 |
| Guidelines for Shared Maternity Care Affiliates | PK-111 |
| "Life's Bear Necessities" Poster | PS-108 |
| Making A Difference! | PS-200 |
| Making Proud Choices!..... | PS-199 |
| Malcom Sargent Annual Review 2003 | PP-115 |
| Preparing for Pregnancy | PB-112 |
| Pride and Joy: A Resource for Prospective Lesbian Parents in Victoria | PB-113 |
| Royal District Nursing Service Annual Report..... | PP-110 |
| The Royal Women's Hospital Annual Quality of Care Report..... | PP-116 |
| The Royal Women's Hospital Foundation Annual Report 2002 | PP-109 |
| SCPMG... the First fifty years | PK-136 |
| Say No To Tobacco!: A K-12 Tobacco Prevention/Cessation Workbook..... | PK-151 |
| Understanding Brachial Plexus Palsy | PB-114 |
| Women's Health Solutions..... | PK-179 |

2004 HeSCA Print Festival

"Life's Bear Necessities" Poster PS-108

Women's and Children's Health 2003
 General Public / Hospital Staff Poster

Objectives:

This poster advertises "Life's Bear Necessities" fashion charity auction for The Royal Women's Hospital. Jewelers, fashion houses and teddy bear artists combined to auction dressed bears to raise money for The Royal Women's Hospital Cancer Centre. Photography by Bert Di Paolo.

MeSH: Marketing of Health Services

Contact the producer for sample copies

Guidelines for Shared Maternity Care Affiliates PK-111

The Royal Women's Hospital / Mercy Hospital for Women / Sunshine Hospital 2003

Shared Maternity Care Affiliates & Hospital Staff 40pp

Objectives:

The guidelines are a model of care in which women are cared for by both hospital staff and community-based shared maternity care affiliates. Shared maternity care aims to provide a community-based, holistic, safe and culturally appropriate model of care for women.

MeSH: Maternal Health Services

Contact the producer for sample copies

BRONZE AWARD WINNER

The Royal Women's Hospital Foundation Annual Report 2002 PP-109

Women's and Children's Health 2003
 Benevolent Organizations, Large Corporations, General Public 58pp

Objectives:

The Royal Women's Hospital Foundation Annual Report 2002 was produced as a mandatory requirement and marketing tool. The report illustrates that women of all ages and races are treated at the Women's – from the very young, to the very old. The Report used to show a contemporary "fresh face" for the Foundation.

MeSH: Annual Reports

Contact the producer for sample copies

GOLD AWARD WINNER SPECIAL AWARD NOMINEE

Preparing for Pregnancy PB-112

Women's and Children's Health 2003
 Young women considering starting a family. 58pp

Objectives:

The booklet is a rich source of information for young women who are considering starting a family. It is unique in the field of existing literature as it describes how to best prepare yourself for pregnancy, and discusses the roller-coaster ride through to giving birth.

MeSH: Pregnancy

Contact the producer for sample copies

Royal District Nursing Service Annual Report PP-110

Royal District Nursing Service 2003
 General Public, Health Professionals, Department of Human Services 58pp

Objectives:

The Royal District Nursing Service (RDNS) Annual Report 2003 was produced as a mandatory requirement and is also used as a marketing tool to attract potential employees and sponsors. The document illustrates both the personal and professional lives of some of the extraordinary individuals who help to make the RDNS team. Presenting RDNS in this way highlights the many services offered.

MeSH: Annual Reports

Contact the producer for sample copies

Pride and Joy: A Resource for Prospective Lesbian Parents in Victoria PB-113

Women's and Children's Health 2003
 Prospective Lesbian Parents in Victoria 56pp

Objectives:

This booklet was written in conjunction with the lesbian community and health professionals. It aims to bring together some essential facts from the confusing and often hard-to-find mass of information about creating lesbian families. It covers a range of vital issues such as legal and medical considerations.

MeSH: Homosexuality, Female Parenting

Contact the producer for sample copies

2004 HeSCA Print Festivals

Understanding Brachial Plexus Palsy **PB-114**

Women's and Children's Health 2003
 Parents of children with Brachial Plexus Palsy 20pp

Objectives:

This pamphlet was prepared to help parents and their children learn about brachial plexus injuries.

MeSH: Brachial Plexus Neuropathies – Child

Contact the producer for sample copies

Malcom Sargent Annual Review 2003 **PP-115**

The Malcomb Sargent Cancer Fund for Children 2003

Benevolent Organizations, Large Corporations & The General Public 16pp

Objectives:

The Annual review is a mandatory requirement of the Malcolm Sargent Cancer Fund for children. It is to be used as a marketing tool to attract sponsors and donations. The Review gives exposure to the families who have been helped by the Fund and informs families who may be seeking help.

MeSH: Annual Reports

Contact the producer for sample copies

The Royal Women's Hospital Annual Quality of Care Report **PP-116**

Women's and Children's Health 2003

General Public, Health Professionals, Department of Human Services 36pp

Objectives:

The Report is an annual mandatory requirement of the Department of Human Services. It discusses the systems and processes which The Royal Women's Hospital have put in place to achieve the best outcomes for women and their babies, and to ensure a continuing culture of improving patient care.

MeSH: Annual Reports

Contact the producer for sample copies

BRONZE AWARD WINNER

ELVS - Early Language in Victoria Study **PC-135**

Women's and Children's Health 2003
 Parents & Children Involved in the Study 8 pieces

Objectives:

The ELVS campaign endeavors to encourage parents of young children to become involved in a study aimed at learning about language development. A child's first words mark an amazing time but the language voyage is not easy for some.

MeSH: Marketing of Health Services

Contact the producer for sample copies

SCPMG... the first 50 years **PK-136**

Kaiser Permanente / SCPMG 2003

SCPMG Physicians and Staff 176pp

Objectives:

This book was produced to recognize and commemorate the history of the Southern California Permanente Medical Group (SCPMG) on the event of their 50th anniversary.

MeSH: Marketing of Health Services

Contact the producer for sample copies

Caduceus: Poets at Art Place **PK-138**

Yale University 2003

Patients in Waiting Rooms, General Public 116pp

Objectives:

This poetry book was produced in conjunction with an art show at Yale Medical Group's Art Place, a nationally recognized program that seeks to use visual arts to enhance the environment of a medical building. Contributors, edited by poet Tony Fusco, include writers from Southern New England, including Connecticut's poet Laureate and several award winners.

MeSH: Poetry

Contact the producer for sample copies

2004 HeSCA Print Festivals

Say No To Tobacco!: A K-12 Tobacco Prevention/Cessation Workbook **PK-151**

Sunburst Visual Media 2003
 Grades K – 12 137pp

Objectives:
 Statistics tell a distressing tale of tobacco use by our nation's children. By the time they reach high school 28.5% of students are smoking. This information-packed, activity-based workbook addresses that problem by presenting the facts about, and consequences of, using tobacco in all its forms. Activities are structured in a sequential and developmentally appropriate way and align with the Center for Disease Control's "Guidelines for School Health Programs to Prevent Tobacco Use". The workbook's activities encourage students in grades K-12 to think critically about tobacco addiction, media portrayal of tobacco use, the motives to tobacco companies, the practical aspects of quitting, and their own values regarding tobacco use. Additionally, the program promotes the life skills that enable students to resist using tobacco: decision-making, assertiveness, and stress management. The workbook comes with clear and attainable learning outcomes, cross-curricular integration, assessment, a bibliography and information on cooperative learning – the educational principle on which the program's activities are based.

*MeSH: Tobacco Use Disorder
 Smoking*

Sale: \$129.95
 Distributed by: Sunburst Visual Media
 sunburstvm.com
 1.800.431.1934
 FAX: 1.888.803.3908

Women's Health Solutions **PK-179**

Gary Null & Associates 2002
 General Public Book

Objectives:
 Traditionally, a wide variety of gradual body changes are associated with aging, such as an increased susceptibility to weight gain and fatigue; through examination of natural protocols and testimonials, the aim of this book is to point out that it can be just as natural for a woman to eat and sleep a little less as she grows older, compensating for any slowing down of metabolic processes and thus maintaining stable weight and energy loss.

MeSH: Women's Health

Contact the producer for sample copies

Germs, Biological Warfare and Vaccines **PK-180**

Gary Null & Associates 2003
 General Public Book

Objectives:
 In response to deepening concerns of the threat of germ warfare and bioterrorism, this book aims to dispel worry in the general public by providing concrete information through discussion of traditional methods of combating germ warfare while also offering, simple, natural approaches to preventing and treating diseases caused by biological agents.

MeSH: Biological Warfare—prevention & control

Contact the producer for sample copies

Caring for Kids with Tracheostomies: A Care Notebook **PK-178**

MaxiSHARE 2003
 Children and families of children with 124pp
 tracheostomies

Objectives:
 Our obligation to our families is to: ● Inform and prepare them to care for their child safely and comfortably at home. ● Give them the confidence to know they are the best people to care for their child with a track. This notebook helps us empower parents of children with tracheostomies.

MeSH: Tracheostomy—Child

Contact the producer for sample copies

2004 HeSCA Print Festivals

COPD Campaign

Pfizer / Boehringer Ingelheim, HeadCan
Health Care Professionals

PC-192

2003
3 Pieces

Objectives:

Distributed and used by Rx sales representatives to educate physicians on their drug's usage for COPD treatment within new guidelines (spiral bound booklet) and to help health care practitioners build loyalty with patients to encourage follow through with therapy (poster and tear pad). Used by nurses and physicians to refer to latest treatment guidelines for COPD (spiral bound booklet) and to help build loyalty with patients to encourage follow-through with therapy (poster and tear pad)

* Evidence based

* Reviewed by experts in COPD management

* Reaching 75% of the health care practitioners treating COPD

* Diagnostic booklet designed for easy reference and portability

* Poster and Tear Pad (value-added for health care practices) improves patient's understanding of condition and why they need medication.

- Illustrated simply for patients to show physiological changes in COPD
- Visual and written at 6th grade to address health literacy.

MeSH: Pulmonary Disease, Chronic Obstructive

Contact the producer for sample copies

Making Proud Choices!

Select Media, Inc.

PS-199

2002

Inner City African-American, Hispanic & White Youth aged 11-13

40 pieces

Objectives:

The curriculum was created to reduce risk related behaviors for HIV, STDs, and teen pregnancy among adolescents by encouraging the use of condoms, should individuals choose to have sex. Making Proud Choices provides adolescents with the knowledge, confidence, positive beliefs and attitudes, and negotiation skills necessary to practice safer sex.

MeSH: Safe Sex--Adolescent

Contact the producer for sample copies

Making A Difference!

Select Media, Inc.

PS-200

2002

Inner City African-American, Hispanic & White Youth aged 11-13

54 pieces

Objectives:

The curriculum was created to encourage and empower youth to practice abstinence in order to prevent HIV, STDs, and teen pregnancy. It is designed to provide adolescents with the knowledge, confidence, positive beliefs and attitudes, and negotiation and refusal skills necessary to abstain from sex.

MeSH: Sexual Abstinence--Adolescent

Contact the producer for sample copies

2004 HeSCA Video Festivals

| | |
|--|--------|
| 4 Kids 2: The Child & Adolescent Center M. D. Anderson Cancer Center | VM-187 |
| ALPHACARE: Assessing Psychosocial Health in Pregnancy | VE-175 |
| ALS: Lou Gehrig's Disease..... | VG-102 |
| Anticipated... Celebrated... REMEMBERED -Baylor Health Care System Celebrating 100 Years.... | VM-132 |
| Asking An Adult For Help | VU-183 |
| Back To Work After Breast Cancer..... | VP-154 |
| Basic Life Support for Children & Infants..... | VG-160 |
| Bearing Witness: Luke Melchior..... | VP-122 |
| Best Start..... | VM-105 |
| Breast Reconstruction: Is It Right For You?..... | VP-166 |
| Chronic Low Back Pain: Managing Your Pain and Your Life..... | VP-167 |
| The Clark Burn Center at University Hospital | VP-149 |
| The Community Giving Campaign 2002..... | VM-148 |
| DCIS: Choosing Your Treatment..... | VP-165 |
| Day of Rest..... | VE-127 |
| Difficult Conversations in Pediatric Palliative Care..... | VE-124 |
| Dreams..... | VM-106 |
| Everyday Choices..... | VU-191 |
| Fire Safety in the Operating Room..... | VE-174 |
| Freedom Chasers..... | VP-156 |
| Gear up for Summer | VG-130 |
| Heart Surgery: Preparing for Your Surgery | VP-125 |
| Hospital to Home: A Security Blanket for New Parents | VG-171 |
| I Need It to Make Sense: Reflections on Caring for Dying Children and Their Families | VU-123 |
| IV Smart: Pediatrics..... | VE-177 |
| Intubation of Rats & Mice..... | VE-146 |
| Is A PSA Test Right For You? | VG-168 |
| It Won't Happen to Me: Learning About Addiction..... | VU-152 |
| It's In Our Hands | VE-172 |
| It's Your Choice: Birth Control for Teens..... | VG-131 |
| Keeping The Promise: A Year in the Life of CVH 2002-2003 | VM-176 |
| Labor - What to Expect | VP-126 |
| Live and Let Go..... | VG-190 |
| Living Well With Multiple Sclerosis - After The Diagnosis..... | VP-129 |
| Making Better Choices..... | VU-184 |
| Making Every Moment Count..... | VE-121 |
| My Mother: Through The Eyes of a Son..... | VG-194 |
| Network PKU..... | VP-158 |
| A New Method to Assess Fetal Head Descent in Labor with Transperineal Ultrasound | VE-157 |
| Nicole's Choice | VU-198 |
| Nose Only Inhalation System..... | VU-147 |
| Nursing at Dartmouth-Hitchcock Medical Center | VM-101 |
| On the Front Line: Environmental Services' Fight Against Infection..... | VE-173 |
| Orbital Expansion..... | VE-162 |
| Peter's Story: The Cost of Incontinence | VE-164 |
| Power Aging..... | VG-182 |
| The Public Face of Privacy | VE-104 |
| Real People - Abstinence: Choosing to Wait | VU-150 |
| Sex Smart For Teens, Vol. 3.: Sexually Transmitted Infections | VU-170 |
| Sex Smart for Teens, Vol. 2: Birth Control..... | VG-169 |

2004 HeSCA Video Festivals

| | |
|---|--------|
| Sexually Transmitted Infections: What You Should Know | VU-153 |
| Silent Children - Approaches to Selective Mutism | VP-119 |
| A Smoke-free Planet: Tobacco Lies | VG-161 |
| Speaking for the Dead | VG-120 |
| St. Mary's Summer Festival 2003 | VM-163 |
| Standing Up For Yourself & Others..... | VU-185 |
| Supercharge Your Immune System | VG-181 |
| Treating Obesity..... | VG-103 |
| Understanding Cardiac Catheterization | VP-140 |
| Understanding Coronary Angioplasty and Stenting..... | VP-142 |
| Understanding Coronary Artery Bypass Surgery | VP-143 |
| Understanding Pacemakers: Treating a Slow Heartbeat..... | VP-141 |
| With Every Breath: The Health Effects of Smog | VG-118 |
| Worlds Apart | VU-189 |
| Youth Perspectives: Alcohol, Marijuana & Tobacco..... | VU-186 |

2004 HeSCA Video Festivals

Nursing at Dartmouth-Hitchcock Medical Center **VM-101**

Dartmouth-Hitchcock Medical Center 2003
Nurses looking for employment or a career change. 25:00

Objectives:

Nursing at Dartmouth-Hitchcock Medical Center was produced to help motivate nursing students and nurses to apply for positions at our institution. We wanted a realistic representation of DHMC and our community without the hype of a narration, so the voice track is all taken from employee interviews.

MeSH: Marketing of Health Services

Contact the producer for distribution information

ALS: Lou Gehrig's Disease **VG-102**

Dartmouth-Hitchcock Medical Center 2003
General Public 27:41

Objectives:

The program goals are to support people dealing with ALS, to help their families and communities understand their situations, and to educate the public at large about the disease, current research, and what it's like with it -- helping viewers understand how people cope with terminal illnesses.

MeSH: Amyotrophic Lateral Sclerosis

Contact the producer for distribution information

Treating Obesity **VG-103**

Dartmouth-Hitchcock Medical Center 2003
General Public 27:16

Objectives:

The rapidly increasing incidence of obesity is causing a major health crisis. We produced this video to heighten public awareness of this problem by giving it a human face, to bring support to people who are living with it, and to present current medical options for treatment.

MeSH: Obesity

Contact the producer for distribution information

The Public Face of Privacy **VE-104**

ERC Media, Women's and Children's Health 2003
Public Sector (Government), Staff 24:00

Objectives:

What would happen if a group of diverse individuals accidentally found themselves in a room together all thinking they were attending different seminars? As the participants get to know each other through intense role-plays, it becomes clear that getting too much information can have unexpected consequences. The Information Privacy Act 2000 sets new standards for how Victorian public sector organizations handle personal information. This video provides a human introduction to the Act for public sector staff.

MeSH: Privacy

Contact the producer for distribution information

BRONZE AWARD WINNER **SPECIAL AWARD NOMINEE**

Best Start **VM-105**

ERC Media, Women's and Children's Health 2003
Health professionals directly involved with children or the provision of children's services, plus policy-makers and representatives from state and local governments. 09:30

Objectives:

Best Start is a Victorian Government initiative, which aims to improve the health, development, learning and well being of all children across Victoria from pregnancy through transition to school. This video introduces the "Best Start" initiative, explaining the importance of the project and what it hopes to achieve.

MeSH: Marketing of Health Services

Contact the producer for distribution information

2004 HeSCA Video Festivals

Dreams **VM-106**

ERC Media, Women's and Children's Health 2003
 Sponsors and CF Sufferers 02:13

Objectives:

How do you set goals and plan for the future when the statistics say you're likely to die before you turn 30? Made for the Royal Children's Cystic Fibrosis Research Trust and screened at their fundraising events. For potential sponsors, it raises awareness of one of the condition's major issues. In so doing, this short video also aims to provide a little inspiration to sufferers of CF. It features some gusty kids whose aspirations are helping to take them beyond their devastating condition.

MeSH: Marketing of Health Services

Contact the producer for distribution information

Speaking for the Dead **VG-120**

University of Leicester 2003
 Medical Practitioners, Medical Students, Police Officers 11:33

Objectives:

To provide an insight into the role of a home Office Forensic Pathologist. To help Medical Professionals and Students understand its role within criminal investigations and to give the General Public a realistic portrayal of their work.

MeSH: Forensic Medicine

Contact the producer for distribution information

With Every Breath: The Health Effects of Smog **VG-118**

California Air Resources Board 2003
 General Public 18:50

Objectives:

To inform and educate "lay" people about smog health effects, including the latest scientific research on low-level chronic exposure, so that they may be more inclined to support agency and societal efforts to clean us the air, and motivate them to choose less polluting alternatives when they have a choice.

MeSH: Smog--adverse effects

Contact the producer for distribution information

Making Every Moment Count **VE-121**

National Film Board of Canada 2003
 Pediatric Palliative Care Professionals 39:00

Objectives:

Making Every Moment Count addresses the complex issues surrounding end-of-life care for children. The film reveals a sense of what pediatric palliative care can be and shows that despite popular belief, children can talk about end-of-life issues if given proper support. Designed for health professionals in the field of pediatric palliative care, the film is also compelling viewing for families of children with terminal illness and the general public.

MeSH: Palliative Care – Child

Terminal Care--Child

Contact the producer for distribution information

Silent Children - Approaches to Selective Mutism **VP-119**

University of Leicester 2003
 Parents, Teachers and Professionals working with children. 24:03

Objectives:

Distributed by a charity, the video aims to provide advice and information for teachers and other professionals who encounter selectively mute children but who may misunderstand the condition. It also aims to give reassurance to parents and to encourage them to work closely with school to help their child.

MeSH: Mutism--Child

Contact the producer for distribution information

Bearing Witness: Luke Melchior **VP-122**

National Film Board of Canada 2003
 Palliative Care and Dying Patients 51:10

Objectives:

Bearing Witness: Luke Melchior is one of a series of three films on people with life-threatening illnesses, which tells the stories not of impossibly heroic characters facing death, but of people flawed and complicated enough to be real. Through them we are confronted with our own mortality and what it means to be truly alive. It is a resource for palliative care to help dying patients come to terms with their own death.

MeSH: Palliative Care

Attitude to Death

Contact the producer for distribution information

2004 HeSCA Video Festivals

BRONZE AWARD WINNER

I Need It to Make Sense: Reflections on Caring for Dying Children and Their Families **VU-123**

2003
27:00

Health Care Professionals and Chaplains in child-focused medical settings

Objectives:
The objective of this video, produced for health care professionals as part of a comprehensive pediatric palliative care curriculum, is to promote open discussion and reflection upon experiences of caring, coping, making sense and searching for spiritual meaning in working with dying children and their families.

MeSH: Palliative Care--Child Terminal Care--Child

For distribution information: www.ippcweb.org

Heart Surgery: Preparing for Your Surgery **VP-125**

2004
14:52

Milner-Fenwick, Inc.
Surgery Patients

Objectives:
This video explains bypass surgery, valve surgery, and the immediate recovery process for both. Letting patients know what to expect can help relieve many concerns they may have about heart surgery, and that can play a big part in a successful surgical outcome.

MeSH: Cardiac Surgical Procedures

Distributed By:
Milner Fenwick, Inc.
2125 Greenspring Dr.
Timonium, MD 21093
410.252.1700
410.252.6316 Fax

Difficult Conversations in Pediatric Palliative Care **VE-124**

2003
23:00

Education Development Center, Inc.
Health Care Professionals and Chaplains in child-focused medical settings

Objectives:
The objective of this video, produced for professionals working with gravely ill children and their families, is to present an innovative approach to teaching communications, reflect on their experience, and integrate multiple perspectives of their peers and faculty facilitators.

MeSH: Palliative Care – Child Communication

For distribution information: www.ippcweb.org

Labor - What to Expect **VP-126**

2004
24:09

Milner-Fenwick, Inc.
Pregnant Women

Objectives:
Help women understand labor and delivery so they can work with the process and not against it. This video describes the three stages of labor and shows women what to expect during each stage. Viewers see through the experiences of other women and their birthing partners what will happen before, during, and immediately following delivery. The beginning of the recovery process is also covered.

MeSH: Labor, Obstetric Delivery, Obstetric

Distributed By:
Milner Fenwick, Inc.
2125 Greenspring Dr.
Timonium, MD 21093
410.252.1700
410.252.6316 Fax

2004 HeSCA Video Festivals

Day of Rest VE-127

Kaiser-Permanente & The California Endowment 2003
 Health Care Providers, Healthcare Training Programs, Cultural Competency Workshops & Continuing Medical Education Courses 09:49

Objectives:
 Day of Rest focuses on cross-cultural interactions between Orthodox Jewish parents having their first child and their healthcare providers. The video was produced to spark discussions around cultural competency issues involved in providing healthcare to people from different backgrounds. It provides teachable moments and provokes, experience-sharing discussions.

*MeSH: Cultural Diversity
 Cross-Cultural Communication*

Sale: \$15.
 Kaiser-Permanente
 Attn: Gus Gaona, National Video Conferencing & Media Services
 825 Colorado Blvd., Suite 301
 Los Angeles, CA 90041
 323.259.4509 Fax
 gus.x.gaona@kp.org

Living Well With Multiple Sclerosis - After The Diagnosis VP-129

The Media Group, University of British Columbia 2003
 Newly diagnosed MS patients and their families. 27:46

Objectives:
 To dispel the belief that a diagnosis of MS immediately signals physical debilitation and limited functioning. To convey through a positive voice that MS is a manageable disease and that life does go on. To provide the newly diagnosed MS patient with practical information about the time after diagnosis.

MeSH: Multiple Sclerosis
 Contact the producer for distribution information

BRONZE AWARD WINNER

Gear up for Summer VG-130

The University of Texas M. D. Anderson Cancer Center 2003
 Young people aged 8-15, who are engaged in daily outdoor activities 10:00

Objectives:
 Melanoma, the deadliest of skin cancers, is a cancer of younger people: risk factors begin accumulating at a very early age. Audience: Young people aged 8-15, engaged in daily outdoor activities. Goal: Develop understanding of the need for sun-safety immediately and continue this practice for a lifetime.

MeSH: Melanoma—prevention & control
 Contact the producer for distribution information

It's Your Choice: Birth Control for Teens VG-131

Center for Health Training 2003
 Adolescents 30:00

Objectives:
 Designed for teens, this 30 minute educational video presents unbiased information about all current and upcoming methods of contraception, including abstinence. The information is presented by peer educators, with real life interviews of teens giving their opinions and experiences about these methods. Intended for use in schools, youth groups, and in-clinic education.

MeSH: Contraception--Adolescent
 Sale: \$30.
 Center for Health Training
 1809 Seventh Ave., Suite 400
 Seattle, WA 98101
 206.447.9538
 206.447.9539 Fax
 www.centerforhealthtraining.org

2004 HeSCA Video Festivals

Anticipated... Celebrated...

REMEMBERED

**Baylor Health Care System
Celebrating 100 Years** **VM-132**

Baylor Media Services 2003
Baylor Health Care System Community 21:00

Objectives:

The video will be used to market Baylor Health Care System, showing that for 100 years we have been committed to serving the people in our community. The video shows all that we did to celebrate our 100th anniversary, covering the 12 months of celebration. It covers not only the events that took place, but also the planning that went into the year of celebration.

MeSH: Marketing of Health Services

Contact the producer for distribution information

BRONZE AWARD WINNER

**Understanding Pacemakers: Treating
a Slow Heartbeat** **VP-141**

Krames, A MultiMedia USA Company 2004
Candidates for a Pacemaker 13:25

Objectives:

Produced, as a cost-effective way to let patients view quality programming at home, as often as they want, with loved ones. Most video programming is viewed onsite, when a patient is still digesting the diagnosis. This education tool overcomes language barriers, is available when patients are ready to review it.

MeSH: Pacemaker, Artificial

Contact the producer for distribution information

BRONZE AWARD WINNER

**Understanding Cardiac
Catheterization** **VP-140**

Krames, A MultiMedia USA Company 2004
Candidates for Cardiac Catheterization 14:10

Objectives:

Produced as a cost-effective way to let patients view quality programming at home, as often as they want, with loved ones. Most video programming is viewed onsite, when a patient is still digesting the diagnosis. This education tool overcomes language barriers, is available when patients are ready to review it.

MeSH: Heart Catheterization

Contact the producer for distribution information

BRONZE AWARD WINNER

**Understanding Coronary Angioplasty
and Stenting** **VP-142**

Krames, A MultiMedia USA Company 2004
Candidates for Angioplasty/Stenting 12:30

Objectives:

Produced as a cost-effective way to let patients view quality programming at home, as often as they want, with loved ones. Most video programming is viewed onsite, when a patient is still digesting the diagnosis. This education tool overcomes language barriers, is available when patients are ready to review it.

MeSH: Stents

Angioplasty

Contact the producer for distribution information

2004 HeSCA Video Festivals

BRONZE AWARD WINNER

Understanding Coronary Artery Bypass Surgery **VP-143**

Krames, A MultiMedia USA Company 2004
 Candidates for Bypass Surgery 11:20

Objectives:
 Produced as a cost-effective way to let patients view quality programming at home, as often as they want, with loved ones. Most video programming is viewed onsite, when a patient is still digesting the diagnosis. This education tool overcomes language barriers, is available when patients are ready to review it.

MeSH: Coronary Artery Bypass
 Contact the producer for distribution information

Nose Only Inhalation System **VU-147**

St. Louis University Health Science Center 2003
 Scientists interested in learning to carryout aerosol infections of animals with bioterrorist threat agents. 04:53

Objectives:
 9/11 initiated a comprehensive program in Biodefense Research, which included an integrated system of Regional Centers of Excellence for Biodefense and Emerging Infectious Disease Research and Regional Biocontainment Laboratories. This video was produced to demonstrate an aerosol delivery system for Biodefense Research at these centers.

MeSH: Aerosols
Bioterrorism
 Contact the producer for distribution information

MILTON E. ADSIT EXCELLENCE IN VETERINARY MEDICAL MEDIA AWARD WINNER

Intubation of Rats & Mice **VE-146**

St. Louis University Health Science Center 2003
 Veterinarians and Researchers 14:15

Objectives:
 This film was provided to illustrate the technique of oral Endotracheal intubations in rats and mice. The equipment and supplies needed are explained and endoral video clips depict the appearance of the larynx and vocal cords in both species. These are the only videos of the vocal cords currently available.

MeSH: Intubation, Intratracheal--veterinary
 Contact the producer for distribution information

The Community Giving Campaign 2002 **VM-148**

SUNY Upstate Medical University 2002
 Employees of the SUNY Upstate Medical University 04:50

Objectives:
 The Community Giving Campaign was produced to promote our institutional charity organization. Our goal was to educate our employees about the campaign and encourage contributions by showing staff who support the affiliated charities and also benefit from them as well.

MeSH: Marketing of Health Services
 Contact the producer for distribution information

The Clark Burn Center at University Hospital **VP-149**

SUNY Upstate Medical University 2002
 Clark Burn Center Patients and Family 10:14

Objectives:
 The Clark Burn Center at University Hospital was produced to provide burn patients with educational content that is easily accessible and understandable. Available anytime on our video-on-demand cable television system, patients and their families learn what to expect from their injury, care they'll receive at the center and general hospital information.

MeSH: Burns
 Contact the producer for distribution information

2004 HeSCA Video Festivals

Real People - Abstinence: Choosing to Wait **VU-150**

Sunburst Visual Media 2003
 Grades 7-12 23:00

Objectives:

Real teens' personal stories send a strong message that sexual abstinence is a desirable and attainable goal. Teens who are committed to abstinence discuss the personal, social, and ethical reasons they chose abstinence and reveal how they combat peer and media pressure to have sex.

MeSH: Sexual Abstinence--Adolescent

Sale: 129.95 Free preview

Sunburst Visual Media
 2 Skyline Drive, Suite 101
 Hawthorne, NY 10532
 800.431.1934
 888.803.3908 Fax

It Won't Happen to Me: Learning About Addiction **VU-152**

Sunburst Visual Media 2003
 Grades 5-9 20:30

Objectives:

In control. Indestructible. Immortal. Teens tend to see themselves as invulnerable to the dangers of engaging in risky behavior. This program follows the story of two young teens who deny that their growing involvement with drugs and alcohol is leading them into a spiral of addiction. Steve's parents are divorced, his father has moved far away, and his mother has started dating. He uses beer and marijuana to help him cope with his feelings about his shifting family situation. His grades suffer, and Steve's mother takes him for help when she can no longer deny the evidence of his addiction. Ashley begins her descent into addiction with a single beer, as she attempts to fit in at a high school party. When her parents object to her dating an older boy, she rebels. He drops her for another girl, and Ashley's alcohol use increases steadily. Her friend Daphne tries to help Ashley by introducing her to Steve, who now attends a teen support group in their community. Accompanying student handouts and activities help student understand: *reasons why people use drugs *the process of addiction *the role of denial in addiction *how friends and family enable the addict *how friends and family can support efforts for recovery.

MeSH: Substance-Related Disorders--Adolescent

Sale: 129.95 Free preview

Sunburst Visual Media
 2 Skyline Drive, Suite 101
 Hawthorne, NY 10532
 800.431.1934
 888.803.3908 Fax

BRONZE AWARD WINNER

Sexually Transmitted Infections: What You Should Know **VU-153**

Sunburst Visual Media 2003
 Grades 7-12 22:00

Objectives:

Follow the stories of Kevin and Lea, Kent and Penny, and Jessica and Larry as they are forced to confront the consequences of engaging in sexual relations. This up-to-date program presents the facts and symptoms of common STIs, the pressure teens experience to have sex, and the social and emotional fallout of their actions. It urges teens to take responsibility for their own health and see abstinence as a realistic, positive choice and the only one-hundred-percent safe way to avoid STIs. A teen hotline gives teens the facts and advice they need. Jessica calls with questions about whether or not to have sex with Larry and is given information about abstinence and the importance of having a sexual partner screened for STIs. April calls wondering if you can get an STI from just "fooling around." Dr. Thomas at the community clinic explains to Kevin that he has contracted chlamydia, treats him, and gives him advice about the necessity of sharing this information with his sexual partners who must also seek treatment. Kent, who is diagnosed with herpes, is told how to handle a disease that will affect him for the rest of his life. This program uses candid language to discuss chlamydia, herpes, HIV, and other common STIs, and the harm each can do if left untreated. Viewers are encouraged to seek early diagnosis of symptoms and treatment. While the benefits and limitations of condoms are explored, the program emphasizes that abstinence remains the best choice for teens.

MeSH: Sexually Transmitted Diseases--Adolescent

Sale: 129.95 Free preview

Sunburst Visual Media
 2 Skyline Drive, Suite 101
 Hawthorne, NY 10532
 800.431.1934
 888.803.3908 Fax

2004 HeSCA Video Festivals

BRONZE AWARD WINNER

Back To Work After Breast Cancer **VP-154**

Cancervive 2003
 Breast Cancer Patients 26:21

Objectives:

The advances in treating breast cancer and managing the side effects of treatment have resulted in more women returning to work sooner and many working while still in treatment. This video was produced to help newly diagnosed women see how other women have dealt successfully with workplace issues and explore the meaning of work in their lives.

MeSH: Breast Neoplasms--rehabilitation

Contact the producer for distribution information

Freedom Chasers **VP-156**

Aquarius Health Care Videos 2003
 Teens, Schools, Hospitals, Rehabilitation and Disability Agencies 14:00

Objectives:

This video focuses on the importance of independence for teens and young adults living with a physical or cognitive disability. The kids share experiences and knowledge they have gained through friendships, school and sports. This film captures the essence of what is important to someone with a disability who is growing up. Excellent for teens, young adults, parents and professionals to see and use.

MeSH: Disabled Persons

Contact the producer for distribution information

A New Method to Assess Fetal Head Descent in Labor with Transperineal Ultrasound **VE-157**

University of Colorado Health Science Center 2003
 Obstetricians, Residents and Medical Students 12:12

Objectives:

A New Method to Assess Fetal Head Descent in Labor with Transperineal Ultrasound was produced to instruct obstetricians in a novel, precise, non-invasive technique for determining fetal head position during labor. This movie describes the technique using ultrasound clips in combination with illustrated animation, and video demonstration and narration.

MeSH: Labor Presentation

Contact the producer for distribution information

SILVER AWARD WINNER

Network PKU **VP-158**

The Children's Hospital, Denver, CO 2004
 Teenagers with PKU, their families and parents of newly diagnosed PKU babies. 23:28

Objectives:

Individuals diagnosed with PKU (a metabolic disease) must remain on a protein-free diet for life. As these children reach their teen years, they must take responsibility for their own diet, deal with social pressures (going out for burgers with friends, etc) and explain about PKU to those around them. This video tells the story of 4 young people with PKU.

MeSH: Phenylketonurias

Contact the producer for distribution information

Basic Life Support for Children & Infants **VG-160**

Health Education Video Unit 2003
 General Public, Students, Nurses 15:00

Objectives:

This video describes how to perform CPR on infants under one year old and on children. It shows how to react to a choking infant and/or child and explains what should be done if the victim starts to breath again. The video follows the European Resuscitation Guidelines.

*MeSH: Cardiopulmonary Resuscitation—Infant
 Cardiopulmonary Resuscitation--Child*

Contact the producer for distribution information

A Smoke-free Planet: Tobacco Lies **VG-161**

Radio Television Hong Kong 2003
 General Public 22:00

Objectives:

Japan's smoking rate is highest among developed economies, but the government's attitude towards tobacco control is ambivalent, since Tokyo is a two-third shareholder of Japan Tobacco. The program aims to reveal the genuine picture of the damaging effects of tobacco on health, and encourage the public not to smoke.

*MeSH: Tobacco Use Disorder
 Smoking—adverse effects*

Contact the producer for distribution information

2004 HeSCA Video Festivals

BRONZE AWARD WINNER

Orbital Expansion **VE-162**

Medical Illustration Unit UK Ltd. 2003
 Medical Staff 15:20

Objectives:
 Craniofacial Microsonia is particularly harrowing condition for the sufferer. This programme was designed to highlight a particular case in order to clearly demonstrate, by means of detailed video, stylized graphic scan representations, and three dimensional CTS, to a group of craniofacial and maxiofacial surgeons from pre to post operative recovery, the entire surgical process.

MeSH: Facial Asymmetry--surgery
 Contact the producer for distribution information

St. Mary's Summer Festival 2003 **VM-163**

Medical Illustration Unit UK Ltd. 2003
 General Public 12:00

Objectives:
 For the first time in its 154-year history, St. Mary's Hospital opened it's doors to the local community for a 'behind the scenes' look. The video was produced not only as a record of the event but as an example of how the St. Mary's NHS Trust wants the community it serves to be, and feel, a part of their historical institution by way of a programme of community and cultural interaction.

MeSH: Marketing of Health Services
 Contact the producer for distribution information

SPECIAL AWARD NOMINEE

Peter's Story: The Cost of Incontinence **VE-164**

Medical Illustration Unit UK Ltd. 2004
 Healthcare Workers and Patients 13:00

Objectives:
 This is the true-life story of a young man with spina bifida. It explores the personal, physical and financial costs of living with this particular disability. The programme was produced to enlighten members of the health care profession of the particularly harrowing nature of this condition and its side effects.

MeSH: Spinal Dysraphism
 Contact the producer for distribution information

DCIS: Choosing Your Treatment **VP-165**

Health Dialog Service Corp. 2003
 Women diagnosed with DCIS 50:54

Objectives:
 What should a woman do when she's told she has a type of breast cancer that may never harm her (but could spread and become dangerous) and she must choose between having a mastectomy or a lumpectomy? This program helps women with DCIS decide which treatment is best for them.
MeSH: Carcinoma, Intraductal, Noninfiltrating
 Contact the producer for distribution information

Breast Reconstruction: Is It Right For You? **VP-166**

Health Dialog Service Corp. 2003
 Women with Breast Cancer 54:24

Objectives:
 Some women with breast cancer who choose mastectomy are never even told about their options for breast reconstruction. This program help women sort through their options: whether to have reconstruction, when to have it, and which type to choose.
MeSH: Mammoplasty
 Contact the producer for distribution information

Chronic Low Back Pain: Managing Your Pain and Your Life **VP-167**

Health Dialog Service Corp. 2003
 Patient who have had low back pain for at least 3 months (not HDC, SST or Spondylolisthesin) 37:55

Objectives:
 Traditional medicine offers little relief to many chronic low back pain sufferers. An exact diagnosis is often not possible, and a simple cure is unlikely. This program shows what can be done to help these patients take charge of their situation to live more active productive lives.
MeSH: Low Back Pain
 Contact the producer for distribution information

2004 HeSCA Video Festivals

Is A PSA Test Right For You?

VG-168

Health Dialog Service Corp.

2003

Men 50 years or older in good health considering the prostate specific antigen test.

30:57

Objectives:

Most men have a PSA test without knowing the possible consequences, which a positive result may lead to treatment with possible side effects (incontinence and impotence) for a cancer that may never cause harm. This program explains why the PSA decision should be informed by an understanding of these issues.

MeSH: Prostate Specific Antigen—diagnostic use

Prostatic Neoplasms--diagnosis

Contact the producer for distribution information

BRONZE AWARD WINNER

Sex Smart for Teens, Vol. 2: Birth Control

VG-169

InJoy Birth & Parenting Videos

2003

Teenagers Ages 13-21

27:00

Objectives:

Teens need honest information about birth control. Without encouraging sexual activity, this volume clearly presents the facts, including information on all the new methods. Keeping teens entertained while delivering their important sexual health message is the idea behind Sex Smart for Teens: Birth Control.

MeSH: Contraception--Adolescent

InJoy Birth and Parenting Videos

1435 Yarmouth Avenue, Suite 102

Boulder, CO 80304

800.326.2082

303.449.8788 Fax

BRONZE AWARD WINNER

Sex Smart For Teens, Vol. 3: Sexually Transmitted Infections

VU-170

InJoy Birth & Parenting Videos

2003

Teenagers Ages 13-21

27:00

Objectives:

Sexually transmitted Infections have the ability to change lives. With an emphasis on prevention, this program shows teens how an "it won't happen to me" attitude is too risky today. By really making it personal, this volume grabs and holds the viewer's attention.

MeSH: Sexually Transmitted Diseases—Adolescent

InJoy Birth and Parenting Videos

1435 Yarmouth Avenue, Suite 102

Boulder, CO 80304

800.326.2082

303.449.8788 Fax

GOLD AWARD WINNER

SPECIAL AWARD NOMINEE

Hospital to Home: A Security Blanket for New Parents

VG-171

InJoy Birth & Parenting Videos

2002

New Parents, Ages 13-Adult

31:00

Objectives:

Bringing home a new baby is a wonderful, yet intimidating experience. More than simply outlining warning signs, Hospital to Home guides parents through the steps of recovery, emotional and physical wellness, and all facts about newborn care. Each segment imparts practical advice using the techniques in real-life situations.

MeSH: Infant Care

InJoy Birth and Parenting Videos

1435 Yarmouth Avenue, Suite 102

Boulder, CO 80304

800.326.2082

303.449.8788 Fax

2004 HeSCA Video Festivals

| | | | |
|---|---|--|---|
| <p>It's In Our Hands</p> <p>Envision, Inc. Medical Staff</p> <p>Objectives: More than two million patients a year acquire infections in the hospital that are not related to their illness. This is due to a lack-of-or-improper-infection control. Healthcare professionals must be reminded of the importance of hand hygiene, review protocols and perform these practices faithfully.</p> <p><i>MeSH: Infection Control</i></p> <p>Contact the producer for distribution information</p> | <p>VE-I 172</p> <p>2003</p> <p>18:00</p> | <p>ALPHACARE: Assessing Psychosocial Health in Pregnancy</p> <p>The Credit Valley Hospital Family Physicians, Obstetricians, Midwives and Nurses</p> <p>Objectives: Antenatal psychosocial health assessment is a vital component of prenatal care. This video incorporates dramatic vignettes to teach healthcare provides the use of a structured interview process using the ALPHA Form during routine antenatal visits. Techniques learned by watching this video can lead to early detection of poor postpartum outcomes.</p> <p><i>MeSH: Prenatal Care</i></p> <p>Contact the producer for distribution information</p> | <p>VE-175</p> <p>2003</p> <p>27:42</p> |
| <p>On the Front Line: Environmental Services' Fight Against Infection</p> <p>Envision, Inc. Medical Staff</p> <p>Objectives: Environmental Services' workers are an important component of a hospital's infection control plan. By learning when, where and how to use disinfectants correctly, they can prevent the transmission of potentially deadly infections. This program informs these workers of the most effective ways to eliminate pathogens from the hospital environment.</p> <p><i>MeSH: Infection Control</i></p> <p><i>Disinfectants</i></p> <p>Contact the producer for distribution information</p> | <p>VE-173</p> <p>2004</p> <p>11:00</p> | <p>Keeping The Promise: A Year in the Life of CVH 2002-2003</p> <p>The Credit Valley Hospital Staff, Patients & Local Community</p> <p>Objectives: 2002-2003 was very difficult years for Credit Valley. Facing severe budget cuts and enduring the SARS crisis took an emotional toll on the hospital community. This video was designed to boost morale and instill pride by showcasing the heroic, caring staff in action.</p> <p><i>MeSH: Marketing of Health Services</i></p> <p>Contact the producer for distribution information</p> | <p>VM-176</p> <p>2003</p> <p>16:00</p> |
| <p>Fire Safety in the Operating Room</p> <p>Envision, Inc. Healthcare Professionals</p> <p>Objectives: Approximately 100 operating room fires a year occur, sometimes with devastating affects. Healthcare professionals must be familiar with the components of the Fire Triangle, practice prevention measures, and know actions to take should a fire occur. The entire team should follow the safety plan and understand their individual responsibilities.</p> <p><i>MeSH: Fires—prevention & control</i></p> <p>Contact the producer for distribution information</p> | <p>VE-174</p> <p>2004</p> <p>25:00</p> | | |

2004 HeSCA Video Festivals

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|--|---|--|---|
| <p>IV Smart: Pediatrics</p> <p>MaxiSHARE</p> <p>Health Care Providers that start IV's on children.</p> <p>Objectives: This video was defined to help healthcare professionals gain insight, increase skills and enhance competencies needed to become IV Smart in pediatrics. Assessment, preparation, positioning, insertion techniques, pain management, safe sharps and teamwork are key points addressed.</p> <p><i>MeSH: Catheterization—Child</i></p> <p>Sale: \$249 (Cat # 219001)</p> <p>maxiSHARE P. O. Box 2041 Milwaukee, WI 53201-2041 800.444.7747 414.266.3443 Fax www.maxishare.com</p> | <p>VE-177</p> <p>2004</p> <p>35:44</p> | <p>Power Aging</p> <p>Gary Null & Associates</p> <p>General Public</p> <p>Objectives: Through testimonials, Power Aging is meant to inspire individuals to take charge of their own health; there are alternative methods to lift our energy and break our patterns of reaching for chemicals such as caffeine. Cumulative results of numerous health and nutritional support groups give all of the scientific data necessary to provide confidence that the individual can make significant personal change as well.</p> <p><i>MeSH: Attitude to Health</i> <i>Self-Care</i></p> <p>Contact the producer for distribution information</p> | <p>VG-182</p> <p>2003</p> |
| <p>Supercharge Your Immune System</p> <p>Gary Null & Associates</p> <p>General Public</p> <p>Objectives: Null aims to demonstrate how our immune function determines our overall health and wellness. One can ameliorate debilitating conditions with the assistance of diet, exercise and change of attitude. Blood work and data points taken during health studies provide the necessary proof of improvement, while compelling case histories intricate description of the human digestive system, and shocking footage of the American food chain provide needed impetus for personal change.</p> <p><i>MeSH: Immune System</i></p> <p>Contact the producer for distribution information</p> | <p>VG-181</p> <p>2003</p> | <p>Asking An Adult For Help</p> <p>Culp Productions</p> <p>Grades 4-6</p> <p>Objectives: Asking An Adult for Help is a part of the Youth Matters™ curriculum. This video features two scenarios in which children model The Asking an Adult for Help Skill™. The video also presents the skill step by step so students can see exactly how it works.</p> <p><i>MeSH: Interpersonal Relations</i> <i>Child Guidance</i></p> <p>Contact the producer for distribution information</p> | <p>VU-183</p> <p>2003</p> <p>10:00</p> |
| | | <p>Making Better Choices</p> <p>Culp Productions</p> <p>Grades 4-6</p> <p>Objectives: This video is part of a modular curriculum. After viewing, students will demonstrate the ability to: * use The Making Better Choice Skill™ in those situations; * identify alternatives to offer for getting out of trouble situations.</p> <p><i>MeSH: Decision Making</i> <i>Choice Behavior</i></p> <p>Contact the producer for distribution information</p> | <p>VU-184</p> <p>2003</p> <p>10:00</p> |

2004 HeSCA Video Festivals

Standing Up For Yourself & Others **VU-185**

Culp Productions 2003
 Grades 4-6 9:00

Objectives:

Standing Up for Yourself & Others is part of the Youth Matters™ curriculum. This video features two scenarios in which children model the Standing Up for Yourself and Others Skill™. The video also presents the skill step by step so students can see exactly how it works.

MeSH: Self Concept—Child

Contact the producer for distribution information

Youth Perspectives: Alcohol, Marijuana & Tobacco **VU-186**

Culp Productions 2003
 Grades 6 – 9 9:32

Objectives:

The Youth Perspective series is an integral part of the Youth Matters™ program. In this video, real students talk about the issues that affect their everyday lives. The video is designed to introduce a specific issue, and to stimulate the discussions that follow.

MeSH: Substance-Related Disorders—Adolescent

Contact the producer for distribution information

SILVER AWARD WINNER

4 Kids 2: The Child & Adolescent Center M. D. Anderson Cancer Center **VM-187**

University of Texas Television / M. D. Anderson Cancer Center 2002
 Referring private physicians and their patients, General Public 12:30

Objectives:

* Inform and educate referring private pediatricians and their patients about MDA's Pediatrics Dept. to increase referrals. * Show foundations, conferences, and similar groups for general information, and development purposes. * Show MDA as a comprehensive cancer center where research and access to clinical studies makes patients privy to tomorrow's care today.

MeSH: Marketing of Health Services

Contact the producer for distribution information

SILVER AWARD WINNER SPECIAL AWARD NOMINEE

Worlds Apart **VU-189**

Stanford University Center for Biomedical Ethics 2004
 Nurses, Doctors and Medical Students 47:00

Objectives:

The World's Apart series was produced to raise awareness about the role that socio-cultural barriers play in patient-provider communication and in the provision of healthcare services for culturally and ethnically diverse patients.

MeSH: Cultural Diversity

Communication Barriers

Contact the producer for distribution information

GOLD AWARD WINNER SPECIAL AWARD NOMINEE

Live and Let Go **VG-190**

SpaiNiver Productions 2002
 Nurses, Doctors and Medical Students 56:00

Objectives:

Live and Let Go was produced to generate discussion around issues related to assisted suicide.

MeSH: Suicide, Assisted

Contact the producer for distribution information

Everyday Choices **VU-191**

Fanlight Productions 2003
 Nurses 28:00

Objectives:

Everyday Choices was produced to stimulate discussion about a wide range of ethical and professional dilemmas faced by nurses working in home care and community settings.

MeSH: Ethics, Nursing

Contact the producer for distribution information

2004 HeSCA Video Festivals

My Mother: Through The Eyes of a Son **VG-194**

TJN Productions 2003
Health Care Professionals 30:00

Objectives:

This video was produced as a public service for every family that must endure the pain and suffering of a loved one with cancer. It was made as a tribute to a wife and mother who displayed remarkable courage in the face of a terrible illness. It is intended to inspire others.

MeSH: Neoplasms

Terminal Care

Contact the producer for distribution information

2004 ELMER FRIMAN "BEST-OF-SHOW" WINNER

GOLD AWARD WINNER

HOLLY HARRINGTON-LUX CREATIVE DESIGN AWARD WINNER

Nicole's Choice **VU-198**

Select Media Inc. 2003
African-American, Hispanic & White Adolescents ages 14 and up. 14:35

Objectives:

Nicole's Choice was produced to accompany Me Making Proud Choices: curriculum – an HIV, STD and teen pregnancy prevention program. The film provides a dramatic trigger for class discussion about teen sexuality, HIV, STDs, teen pregnancy, abstinence and safer sex.

MeSH: Sexual Behavior—Adolescent

Sex Education

Contact the producer for distribution information

2004 HeSCA Website Festival

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2004 HeSCA Website Festival

http://msp.rmit.edu.au **WS-107**
 Royal Children's Hospital / Royal Melbourne
 Institute of Tethrology 2002
 Scientists, Clinicians and Students Website
 Objectives:
 The objectives were to place a series of resources on
 invisible radiation photography that existed in out-of print
 publications or private collections into the public domain.
 The aim was to provide practical, relevant, referred
 information in an easily navigate form along with examples.
 It is hoped the site will grow.
MeSH: Marketing of Health Services

www.hevu.org.uk **WS-159**
 Health Education Video Unit 2003
 General Public Website
 Objectives:
 To promote the videos and services of the health education
 video unit. To raise general awareness of the history and
 work of the unit.
MeSH: Marketing of Health Services

SILVER AWARD WINNER

Pediatric Assessment: The **WS-133**
Cardiovascular System
 CHEX Knowledge Exchange 2003
 Pediatric Nurses and Health Care Professionals Website
 Objectives:
 This course provides a review of the assessment skills
 necessary to identify abnormalities in the pediatric
 cardiovascular exam. Subtle heart conditions can go
 undiagnosed for years, which is one reason for performing a
 thorough cardiac history and exam to identify risk factors for
 adult heart disease and encourage life style changes.
*MeSH: Heart Diseases – diagnosis – Child
 Heart Defects, Congenital –diagnosis--Child*
http://courses.chexweb.com/link?assess_cardiosystem

BRONZE AWARD WINNER

Pediatrics in Practice **WS-193**
 Biomedical Media 2003
 Pediatric resident trainers and other maternal
 and Child Health Professionals Website
 Objectives:
 Pediatrics in Practice is a faculty development health
 promotion curriculum. Based on the Bright Futures
 principles that prevention works, families matter, and health
 promotion is everyone's business, this website provides
 techniques and solutions for enhancing health care
 encounters with children and families. The primary goal of
 the site is to foster faculty development in teaching core
 health promotion concepts (advocacy, communication,
 education, health promotion, partnership, and time
 management) through proven teaching strategies
 (brainstorming, buzz group, case discussion, mini-
 presentation, reflective exercise, and roll play).
MeSH: Pediatrics
www.pediatricsinpractice.org

Pain Management: Pain **WS-134**
Pathophysiology
 CHEX Knowledge Exchange 2003
 Pediatric Physicians, Nurses and Physical
 Therapists Website
 Objectives:
 This course provides an understanding of the
 pathophysiology of pain and the related implications for
 pediatric pain management.
MeSH: Pain—physiopathology--Child
http://courses.chexweb.com/link?pain_pathophysiology

www.fujinonendoscopy.com **WS-195**
 Imirage, Inc. 2003
 Medical Professionals Website
 Objectives:
 Fujinon, Inc. wanted to build a website to support its
 Endoscopic Division. The site provides product information
 and support services to its users.
MeSH: Marketing of Health Services

2004 HeSCA Website Festival

www.bbraunoem-industrial.com

WS-196

Imirage, Inc.

2003

Medical Purchasers

Website

Objectives:

B. Braun Medical, Inc. OEM Division wanted to build a website to support the sales and marketing needs of its multiple global divisions. The site was designed to provide customized product and ordering information to medical professionals regarding both Class II & III medical devices.

MeSH: Marketing of Health Services

www.zubrinus.com

WS-197

Imirage, Inc.

2003

Veterinary Professionals & Consumers

Website

Objectives:

Schering-Plough Animal Health Corp. wanted to build an information portal to promote the global product launch of the canine osteoarthritis drug, Zubrin. The site is divided into two sections for both veterinary professionals as well as dog owners. The site provides information regarding this debilitating disease, while promoting the Zubrin brand.

MeSH: Marketing of Health Services

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| <i>Prostatic Neoplasms—diagnosis</i> | |
| Is A PSA Test Right For You?..... | VG-168 |
| <i>Pulmonary Disease, Chronic Obstructive</i> | |
| COPD Campaign..... | PC-192 |
| <i>Safe Sex—Adolescent</i> | |
| Nicole's Choice..... | VU-198 |

2004 HeSCA Media Festivals Medical Subject Headings

| | |
|---|--------|
| <i>Self-Care</i> | |
| Power Aging..... | VG-182 |
| <i>Self Concept—Child</i> | |
| Standing Up For Yourself & Others..... | VU-185 |
| <i>Sex Education</i> | |
| Nicole's Choice..... | VU-198 |
| <i>Sexual Abstinence—Adolescent</i> | |
| Making A Difference!..... | PS-200 |
| Real People - Abstinence: Choosing to Wait..... | VU-150 |
| <i>Sexual Behavior—Adolescent</i> | |
| Nicole's Choice..... | VU-198 |
| <i>Sexually Transmitted Diseases—Adolescent</i> | |
| Sex Smart For Teens, Vol. 3,: Sexually Transmitted Infections..... | VU-170 |
| Sexually Transmitted Infections: What You Should Know..... | VU-153 |
| <i>Smog--adverse effects</i> | |
| With Every Breath: The Health Effects of Smog..... | VG-118 |
| <i>Smoking</i> | |
| Say No To Tobacco!: A K-12 Tobacco Prevention/Cessation Workbook..... | PK-151 |
| <i>Smoking—adverse effects</i> | |
| A Smoke-free Planet: Tobacco Lies..... | VG-161 |
| <i>Spinal Dysraphism</i> | |
| Peter's Story: The Cost of Incontinence..... | VE-164 |
| <i>Stents</i> | |
| Understanding Coronary Angioplasty and Stenting..... | VP-142 |
| <i>Substance-Related Disorders—Adolescent</i> | |
| It Won't Happen to Me: Learning About Addiction..... | VU-152 |
| Youth Perspectives: Alcohol, Marijuana & Tobacco..... | VU-186 |
| <i>Suicide, Assisted</i> | |
| Live and Let Go..... | VG-190 |
| <i>Terminal Care</i> | |
| My Mother: Through The Eyes of a Son..... | VG-194 |
| <i>Terminal Care—Child</i> | |
| I Need It to Make Sense: Reflections on Caring for Dying Children and Their Families..... | VU-123 |
| Making Every Moment Count..... | VE-121 |

2004 HeSCA Media Festivals Medical Subject Headings

Tobacco Use Disorder

- A Smoke-free Planet: Tobacco Lies VG-161
- Say No To Tobacco!: A K-12 Tobacco Prevention/Cessation Workbook.....PK-151

Tracheostomy—Child

- Caring for Kids with Tracheostomies: A Care Notebook.....PK-178

Women's Health

- Women's Health Solutions.....PK-179

2004 HeSCA Media Festivals ~ Producers

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Entries: **VU-189, VG-190, VU-191**

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Entries: **VG-130**

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Entries: **VP-140, VP-141, VP-142, VP-143**

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Entries: **WS-193**

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Entries: **IN-117**

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Entries: **VE-104, VM-105, VM-106, WS-107, PS-108, PP-109, PP-110, PK-111, PB-112, PB-113, PB-114, PP-115, PP-116, PC-135**

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2004 HeSCA Media Festivals ~ Producers

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Entries: **VP-156**

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2004 HeSCA Media Festivals ~ Producers

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2004 HeSCA Media Festivals ~ Producers

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Entries: **VU-183, VU-184, VU-185, VU-186**

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2004 HeSCA Media Festivals ~ Producers

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Entries: **VG-120**

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Entries: **VM-187, IN-188**

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Entries: **IN-137**

2004 HeSCA Media Festivals ~ Producers

| | | | |
|--------------|-----------------------|--------------|--------------------|
| VM-101 | Tom Kidder | VU-150 | Diane Sandberg |
| VG-102..... | Tom Kidder | PK-151 | Diane Sandberg |
| VG-103..... | Tom Kidder | VU-152 | Diane Sandberg |
| VE-104 | Joanna Griggs | VU-153 | Diane Sandberg |
| VM-105 | Joanna Griggs | VP-154..... | Bruce Postman |
| VM-106 | Joanna Griggs | VG-155 | Achim Marx |
| WS-107 | Joanna Griggs | VP-156..... | Leslie Kussmann |
| PS-108..... | Joanna Griggs | VE-157..... | Jim Huff |
| PP-109 | Joanna Griggs | VP-158..... | Jim Huff |
| PP-110 | Joanna Griggs | WS-159 | Roger Hickinbotham |
| PK-111 | Joanna Griggs | VG-160 | Roger Hickinbotham |
| PB-112 | Joanna Griggs | VG-161 | Mak Chi Hang |
| PB-113 | Joanna Griggs | VE-162..... | Derek Tutssel |
| PB-114 | Joanna Griggs | VM-163..... | Derek Tutssel |
| PP-115 | Joanna Griggs | VE-164..... | Derek Tutssel |
| PP-116 | Joanna Griggs | VP-165..... | Michelle Hartin |
| IN-117..... | Susan Brink Ph.D. | VP-166..... | Michelle Hartin |
| VG-118..... | Dallas Peter | VP-167..... | Michelle Hartin |
| VP-119 | Jon Shears | VG-168 | Michelle Hartin |
| VG-120..... | Carl Vivian | VG-169 | Gayle Smee |
| VE-121 | John Sirabella | VU-170 | Gayle Smee |
| VP-122 | John Sirabella | VG-171 | Gayle Smee |
| VU-123 | David Browning MSW | VE-172..... | Penny Rice |
| VE-124 | David Browning MSW | VE-173..... | Penny Rice |
| VP-125 | David Milner | VE-174..... | Penny Rice |
| VP-126 | David Milner | VE-175..... | Arthur Uyeyama |
| VE-127 | Jo Ann Lesser | VM-176..... | Arthur Uyeyama |
| IN-128..... | Jo Ann Lesser | VE-177..... | Joan Totka |
| VP-129 | Anne Janeda | PK-178..... | Joan Totka |
| VG-130..... | Michael Ahearn Ph.D. | PK-179..... | Gary Null |
| VG-131..... | Johanna Rosenthal | PK-180..... | Gary Null |
| VM-132 | Bob Myers | VG-181 | Gary Null |
| WS-133 | Jessica Weeks | VG-182 | Gary Null |
| WS-134 | Jessica Weeks | VU-183 | Laura Torrell |
| PC-135..... | Joanna Griggs | VU-184 | Laura Torrell |
| PK-136 | Jo Ann Lesser | VU-185 | Laura Torrell |
| IN-137..... | Kenneth Youngstein | VU-186 | Laura Torrell |
| PK-138 | Mark Saba | VM-187..... | Greg West |
| IN-139..... | John Jackson | IN-188 | Greg West |
| VP-140 | Daniel Angel | VU-189 | Ben Achtenberg |
| VP-141 | Daniel Angel | VG-190 | Ben Achtenberg |
| VP-142 | Daniel Angel | VU-191 | Ben Achtenberg |
| VP-143 | Daniel Angel | PC-192..... | Catherine Davis |
| IN-144..... | Domenic Screnci Ed.D. | WS-193 | Arlyn Bonfield |
| IN-145..... | John A. Lee | VG-194 | Tom Nesi |
| VE-146 | A. Cliff Pollack | WS-195..... | Kevin Justice |
| VU-147 | A. Cliff Pollack | WS-196..... | Kevin Justice |
| VM-148 | Joseph C. Smith | WS-197 | Kevin Justice |
| VP-149 | Joseph C. Smith | VU-198 | Tyree Oredein |
| | | PS-199 | Tyree Oredein |
| | | PS-200 | Tyree Oredein |

2004 HeSCA Media Festival Winners & Nominees

Bronze Winners

Print Media

Women's and Children's Health
The Royal Women's Hospital Foundation Annual Report – 2002
Suzi Narron, Producer

Women's and Children's Health
ELVS – Early Language in Victoria Study
Greer Sansom, Producer

Video – Continuing Education

Medical Illustration UK, Ltd.
Orbital Expansion
Derek J. Tutssel, Producer

Video – Curriculum Based Education

InJoy Birth & Parenting Videos
Sex Smart for Teens, Volume 3: Sexually Transmitted Infections
Charlie Stein, Producer

Sunburst Visual Media
Sexually Transmitted Infections: What You Should Know

Video – General Health Information

InJoy Birth & Parenting Videos
Sex Smart for Teens, Volume 2: Birth Control
Charlie Stein, Producer

The University of Texas M. D. Anderson Cancer Center
Gear up for Summer
Michael J. Ahearn, Ph.D., Producer

Video – Patient Education

Cancervive
Back to Work After Breast Cancer
Susan Nessim-Kenner & Bruce Postman, Producers

Krames, A MediMedia USA Company
Understanding Cardiac Catheterization

Krames, A MediMedia USA Company
Understanding Pacemakers: Treating a Slow Heartbeat

Krames, A MediMedia USA Company
Understanding Coronary Angioplasty & Stenting

Krames, A MediMedia USA Company
Understanding Coronary Artery Bypass Surgery

Milner-Fenwick, Inc.
Preparing for Heart Surgery
Tim Koenig, Producer

Video – Marketing

ERC Media, Women's and Children's Health
Best Start
Joanna Griggs, Producer

Interactive Media

HealthMark Multimedia, LLC
Breast Cancer: Your Decision Notebook®
Ann E. McFarren, Producer

Website

Biomedical Media
Pediatrics in Practice
Arlyn Bonfield, Producer

Silver Winners

Video – Continuing Education

National Film Board of Canada & Still Water Pictures
Making Every Moment Count
Dr. Leona Kuttner, George Johnson & Lori Roth, Producers

Video – Curriculum Based Education

The Stanford University Center for Biomedical Ethics
Worlds Apart
Maren Grainger-Monsen, M.D. & Julia Haslett, Producers

Video – Patient Education

The Children's Hospital, Denver
Network PKU
David M. Weil, Producer

Video – Marketing

The University of Texas M. D. Anderson Cancer Center
4 Kids 2 The Child & Adolescent Center, M. D. Anderson Cancer Center
Elaine Mays & Mark Adamcik, Producers

Interactive Media

The University of Texas M. D. Anderson Cancer Center
Breast Reconstruction: What You Need To Know
Sunni Hosemann & Jo LaCour, Producers

Website

CHEX Knowledge Exchange
Pediatric Assessment: The Cardiovascular System

2004 HeSCA Media Festival Winners & Nominees

Gold Winners

Print Media

Women's and Children's Health
Preparing for Pregnancy
Greer Sansom, Producer/Designer

Video – Curriculum Based Education

Select Media, Inc.
Nicole's Choice
Beth Wachter, Producer

Video – General Health Information

InJoy Birth & Parenting Videos
Hospital to Home: A security Blanket for New Parents
Charlie Stein, Producer

SpaiNiver Productions
Live and Let Go
Jay Spain, Jay Niver & Gretchen Niver, Producers

Special Awards

Milton E. Adsit Excellence in Veterinary Medical Media Award

St. Louis University Health Science Center

Intubation of Rats & Mice

Michael S. Chappell, Producer

Holly Harrington-Lux Creative Design Award Nominees

Derek Tutssel, Producer
Peter's Story – The Cost of Incontinence
Medical Illustration UK, Ltd

Maren Grainger-Monsen, M.D. & Julia Haslett, Producers
Worlds Apart
Fanlight Productions

Beth Wachter, Producer
Nicole's Choice
Select Media, Inc.

Joanna Griggs, Producer/Designer
Best Start
ERC Media, Women's and Children's Health

The 2004 Holly Harrington-Lux Creative Design Award Winner is:

Beth Wachter, Producer

Nicole's Choice

Select Media, Inc.

Elmer Friman "Best of Show" Award Nominees

Women's and Children's Health
Preparing for Pregnancy
Greer Sansom, Producer/Designer

InJoy Birth & Parenting Videos
Hospital to Home: A security Blanket for New Parents
Charlie Stein, Producer

SpaiNiver Productions
Live and Let Go
Jay Spain, Jay Niver & Gretchen Niver, Producers

Select Media, Inc.
Nicole's Choice
Beth Wachter, Producer

The 2004 Elmer Friman Best of Show Award Winner is:

Nicole's Choice

Select Media, Inc.

Beth Wachter, Producer

2004 HeSCA Media Festival Judges

Festival Coordinators

Chairman:

Roger Hickinbotham
Leicester General Hospital
Leicester, U.K.

Carol A. Beckerman
MedArt
Long Beach, CA

Jody Beeler
W. L. Gore & Associates, Inc.
Flagstaff, AZ

Robin Fisher
Eastern Tennessee State University
James H. Quillen College of Medicine
Johnson City, TN

Thomas B. Kidder
Dartmouth-Hitchcock Medical Center
Lebanon, NH

Kathy McFall
Gartnavel General Hospital
Glasgow, Scotland

Bill Peters
St Boniface General Hospital Research Centre
Winnipeg, Manitoba, Canada

Lynn Povanda
George Washington University
Washington, DC

Neal Risenhoover
Norman Regional Hospital
Norman, OK

Christopher A. Sarley
Lehigh Valley Hospital
Allentown, PA

Festival Judges

Susan Anderson
Anderson MedCom, Inc.
Long Beach, CA

Ina Ashford
Lehigh Valley Hospital
Allentown, PA

Dr. Shelly Bader
Himmelfarb Library
The George Washington University Medical Center
Washington, DC

Jody Beeler
W. L. Gore & Associates, Inc.
Flagstaff, AZ

Keith Bellamy
University of Wales College of Medicine
Cardiff, Wales

Julie Burleson
Mountain State Health Allinace
Johnson City, TN

Victor Carr
Lister Hill National Center for Biomedical
Communication
National Library of Medicine
Bethesda, MD

Kate Coburn, MS, MPH
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Dartmouth-Hitchcock Medical Center
Hanover, NH

Laurel Coote
The Laureli Group, Inc
Long Beach, CA

John Corney
Glasgow Western Infirmary
Glasgow, Scotland

Daniel Crowe
Freelancer Video
Hanover, NH

Mark J. Detzer, Ph.D.
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2004 HeSCA Media Festival Judges

Troy Doman
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Johnson City, TN

John Dowd
Biomedical Communications
Health Sciences Centre
Winnipeg, CA

Dave Echols
Fullerton College
Long Beach, CA

Jill Fair
Quillen College of Medicine
Johnson City, TN

John Frankenfeld
Lehigh Valley Hospital
Allentown, PA

Alexandra Gomes
Himmelfarb Library
The George Washington University Medical Center
Washington, DC

Jamie Guth
Director, Public Affairs/Marketing
Dartmouth-Hitchcock Medical Center
Hanover, NH

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Northrup Gruman
Long Beach, CA

Bill Johnson
Direct Films
Hanover, NH

Dilys Jones
Peirce College Foundation
Long Beach, CA

Craif Koller
Lehigh Valley Hospital
Allentown, PA

Tom Lategola
Norman Regional Hospital
Norman, OK

Anne Linton
Himmelfarb Library
The George Washington University Medical Center
Washington, DC

Bob Lunday
W. L. Gore & Associates, Inc.
Flagstaff, AZ

Matt Markiewicz
W. L. Gore & Associates, Inc.
Flagstaff, AZ

Bill May
Stellar Studios
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Gloria Moran R.N.
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University of Wales College of Medicine
Cardiff, Wales

Rodney O'Dell
O'Dell Screenart
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George Parise
The Parise Group
Long Beach, CA

Denise Parker
Lehigh Valley Hospital
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2004 HeSCA Media Festival Judges

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Paul Reichart
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Susan Rice
Lehigh Valley Hospital
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Beth Sarradet
Norman Regional Hospital
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Lillian Scanlon
Lister Hill National Center for Biomedical
Communication
National Library of Medicine
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Deborah Solomon
Independent Writer/Producer
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