



Media Festivals Catalog

2005

*Health and Science
Communications Association
39 Wedgewood Dr.
Jewett City, CT 06351*



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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 thirty-first 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 2005: Interactive Materials, Print, Video, and Websites. Entries entered in the competition were produced, released and/or copyrighted in 2003 , 2004 or 2005.

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 2005 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.

2005 HeSCA Media Festivals Entry Codes

Each entry in the 2005 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 2005 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

2005 HeSCA Interactive Media Festival

An Animated Guide to Orthopedic Conditions	IN-129
MKSAP B	IN-148
MRI Safety Quiz.....	IN-121
Orthodontic Diagnosis	IN-102
Virtual Preceptorship: Inside the Sleep Disorders Center	IN-141

2005 HeSCA Interactive Media Festival

Orthodontic Diagnosis **IN-102** **BRONZE AWARD WINNER**

Instructional Multimedia Services, McGill University
 2004
 Dentistry Students CD-ROM

Objectives: Dentistry students often have difficulty bridging the gap between theoretical knowledge and practical skills needed for successful diagnosis of developing orthodontic problems. This self-paced interactive multimedia module provides instruction for students to support these issues outside of regular classroom and laboratory sessions. Electronic tools were created to simulate real instruments used in conventional diagnostic procedures and exercises with feedback provide necessary practice for students.

*MeSH: Orthodontics
 Diagnosis, Oral*

Contact the producer for Distribution information

MRI Safety Quiz **IN-121**

IET – Mediaworks 2004
 Non Patient Care Hospital Employees CD-ROM

Objectives: This interactive CD was developed as part of a UC Davis Health System training program to test and certify hospital employees on MRI Safety. Our charge was to develop an engaging and memorable computer based interactive quiz that tested participant’s knowledge after a formal PowerPoint lecture and presentation. The interactive game features: random question selection, tracking/database and a printable certificate.

MeSH: Magnetic Resonance Imaging

Contact the producer for Distribution information

An Animated Guide to Orthopedic Conditions **IN-129**

SILVER AWARD WINNER
HOLLY HARRINGTON-LUX
AWARD NOMINEE
MILTON E. ADSIT EXCELLENCE IN VETERINARY MEDICAL MEDIA AWARD WINNER

Visible Productions, Inc. 2004
 Veterinarians CD-ROM

Objectives: The program’s objective was to provide veterinarians with a complete, informative, visually impressive, and easy-to-use tool covering canine osteoarthritis using animations, video, radiographs, and anatomical models with rotation and dissection capability. Additionally, Novartis Animal Health sought a program that positioned them as a leader in the delivery of veterinary information.

MeSH: Osteoarthritis--veterinary

Contact the producer for Distribution information

Virtual Preceptorship: Inside the Sleep Disorders Center **IN-141**

Accelera 2004
 Sepracor Pharmaceutical Representatives CD-ROM

Objectives: "Inside the Sleep Disorder Center", a Virtual Preceptorship, was developed as an interactive training tool for pharmaceutical sales representatives. The program gives the user an idea of how a sleep center operates roles of team members, how insomnia is diagnosed and treated, and case studies and assessment questions.

MeSH: Sleep Disorders

Contact the producer for Distribution information

MKSAP B **IN-148**

Enforme Interactive 2004
 Medical Internists CD-ROM

Objectives: The latest version of the ACP’s educational flagship was produced to provide content updates across the board within a completely revised user interface that is substantially easier to use. The production process allowed direct input of the print-product file sets which dramatically cut QA and content manipulation costs.

MeSH: Education, Medical, Continuing

Contact the producer for Distribution information

2005 HeSCA Print Media Festivals

The Arms of The City	PS-155
Avon-NCI Progress for Patients Awards Program	PB-160
A Breath of Life	PS-154
Building our Children's Future, RCH 2015	PB-179
CCR Frontiers in Science	PP-162
Conceptions & Misconceptions.....	PK-106
Feeling is Thinking (FisT) - Community Group Program.....	PS-181
Managing Diabete Your Way Workbook: Living with Type 2 Diabetes	PK-131
Passport to Independence: Haemophilia Treatment Centre, Melbourne	PS-177
Power Aging.....	PK-110
Practical Evidence	PP-169
Practical Oral Care for People With Developmental Disabilities	PC-120
Royal District Nursing Service Annual Report, 2004	PP-180
Turning Molecules into Medicines/Developmental Therapeutics Program.....	PB-161
A really helpful guide to The Royal Children's Hospital, Melbourne, for families.....	PB-178

2005 HeSCA Print Media Festivals

Conceptions & Misconceptions **PK-106**

Reproductive Partners Medical Group, Inc. 2004
 Men and women considering advanced reproductive procedures Book
 Objectives: Not enough information is available to consumers regarding assisted reproduction the ethical issues and the place of these procedures in the treatment plan for infertility. This book can help infertile couples become better consumers by providing them with the right questions to ask and the means to interpret the answers.

MeSH: Infertility

Reproductive Techniques

Contact the producer for Distribution information

Power Aging **PK-110**

Gary Null & Associates 2004
 Baby Boomers/Aging Population Book
 Objectives: In this groundbreaking book, Gary Null proves that growing older does not mean having to look it, feel it, or accept it. In fact, it's easier than ever to fight the symptoms of aging and feel young with the program outlined in *Power Aging*. By following a clinically-tested diet (emphasizing organic, live and raw foods) combined with exercise (aerobic and weight training), along with a de-stressing program, anyone can control wrinkling, graying hair, and muscle atrophy, and combat heart disease, arthritis, and even cancer.

MeSH: Aging

Contact the producer for Distribution information

Practical Oral Care for People With Developmental Disabilities **PC-120**

National Institute of Dental and Craniofacial Research 2004
 Dental Professionals 9 Pieces
 Objectives: Because many community dentists have not been trained to treat people with developmental disabilities, they are reluctant to do so. Dental care for this population, therefore, is difficult to find. This first-of-its-kind initiative seeks to fill that knowledge gap and give dentists the confidence needed to treat these special patients.

MeSH: Dental Care for Disabled

Contact the producer for Distribution information

Managing Diabetes Your Way Workbook: Living with Type 2 Diabetes **PK-131**

Ulysses Press 2005
 Persons with type 2 diabetes or at risk for developing type 2 diabetes 180pp

Objectives: *Managing Diabetes Your Way Workbook* presents the basics of type 2 diabetes care and guides persons in applying their knowledge to their own situations. Unlike most “do this, do that...” approaches, this workbook helps the reader identify and overcome hidden barriers to successful management of blood glucose levels, weight, and other factors critical to living well despite having diabetes. The workbook includes worksheets, questions, quotes from persons with type 2 diabetes, and other interactive devices to engage the reader in creating an effective, personalized plan.

MeSH: Diabetes Mellitus, Type 2

Sale: \$16.95 (Group discounts available)

Contact: Ulysses Press

800-377-2542

www.ulyssespress.com

A Breath of Life **PS-154**

SUNY Downstate Medical Center 2004
 Expectant mothers living in a multi-cultural neighborhood in Brooklyn, NY 1 pp

Objectives: This piece was produced to “shake-up” expectant mothers regarding the importance of getting a pre-natal examination and reduces the incidence of low weight babies. This was produced to be distributed at community-based events in local Brooklyn neighborhoods (i.e. Churches, community fairs) as part of our good health outreach program.

MeSH: Prenatal Care

Contact the producer for Distribution information

2005 HeSCA Print Media Festivals

<p>The Arms of The City SUNY Downstate Medical Center Medical Center, Community, Fire and Police Departments</p> <p>Objectives: Due to the proximity to the World Trade Center and the deep personal loss experienced by many in the “Downstate family”, this piece was produced to express the resolve that we, as New Yorkers, and we as a nation, have shown in the aftermath. Just as a starfish is able to regenerate new arms, this poem testifies to our ability and spirit to rebuild. Biomedical Communications was asked to design this based on a poem written by Dr. Gerald Deas, Director of Health Education Communication.</p> <p><i>MeSH: September 11 Terrorist Attacks--psychology</i> Contact the producer for Distribution information</p>	<p>PS-155 2003 1 Piece</p>	<p>CCR Frontiers in Science Palladian Partners, Inc. Cancer Researchers at the Center for Cancer Research, National Cancer Institute</p> <p>Objectives: This newsletter was produced to inform scientists at the National Cancer Institute’s Center for Cancer Research – the world’s largest basic and clinical research facility – about recent research conducted by their colleagues and to facilitate the sharing of ideas that might lead approaches for preventing and treating cancer.</p> <p><i>MeSH: Research Neoplasms</i> Contact the producer for Distribution information</p>	<p>PP-162 2004 8pp</p>
<p>Avon-NCI Progress for Patients Awards Program Palladian Partners, Inc. Breast Cancer Patients, Families & Friends</p> <p>Objectives: This brochure was produced to educate people about clinical trials funded by a partnership between the National Cancer Institute and the Avon Foundation and to encourage breast cancer patients to participate in the trials.</p> <p><i>MeSH: Breast Neoplasms Clinical Trials</i> Contact the producer for Distribution information</p>	<p>PB-160 2004 12pp</p>	<p>Practical Evidence Health Education Video Unit Clinical and Support Staff within NHS Trust</p> <p>Objectives: Practical Evidence is an Electronic journal intended to support the use of evidence-based practice in the University Hospitals of Leicester with paper, electronic and multimedia content. This entry is the paper version but is hoped to phase this out and for the journal to be web-based only.</p> <p><i>MeSH: Evidence-Based Medicine</i> Contact the producer for Distribution information</p>	<p>PP-169 2004 Periodical</p>
<p>Turning Molecules into Medicines/Developmental Therapeutics Program BRONZE AWARD WINNER Palladian Partners, Inc. Cancer researchers at small biotech companies and universities</p> <p>Objectives: This brochure was produced to promote the services and resources the National Cancer Institute’s Developmental Therapeutics Program offers free to small biotech companies and university-based researchers engaged in cancer research.</p> <p><i>MeSH: Marketing of Health Services</i> Contact the producer for Distribution information</p>	<p>PB-161 2004 8pp</p>	<p>Passport to Independence: Haemophilia Treatment Centre, Melbourne HOLLY HARRINGTON-LUX AWARD NOMINEE The Royal Children’s Hospital Children with haemophilia</p> <p>Objectives: Traveling through life with a personalized passport, young boys with haemophilia are empowered with the vital information required to treat a bleed. As an educational tool, the passport encourages meaningful interaction between the child and his consultant. The outcome is management of the condition with confidence and independence.</p> <p><i>MeSH: Hemophilia A</i> Contact the producer for Distribution information</p>	<p>PS-177 2004 28pp</p>

2005 HeSCA Print Media Festivals

A really helpful guide to The Royal Children's Hospital, Melbourne, for families **PB-178**

The Royal Children's Hospital 2004

Families who visit The Royal Children's Hospital 28pp

Objectives: The Royal Children's Hospital is a big place! This friendly and helpful A-Z guide addresses confusion faced by some families. Covering a broad range of topics from arrival to departure, legal issues, hospital life, useful telephone numbers and simple maps, the guide is essential communication.

MeSH: Hospital-Patient Relations

Contact the producer for Distribution information

Building our Children's Future, RCH 2015 **PB-179**

BRONZE AWARD WINNER

The Royal Children's Hospital 2004

Staff and Associates 20pp

Objectives: Where are we going? What are our goals? What makes us unique? With vibrant artwork created by children, this brochure describes the steps we are taking to ensure that The Royal Children's Hospital continues to thrive and grow with society's changing needs.

MeSH: Marketing of Health Services

Contact the producer for Distribution information

Royal District Nursing Service Annual Report, 2004 **PP-180**

The Royal Children's Hospital 2004

General Public, Charitable Sector & Stakeholders 64pp

Objectives: Through the theme of 'connecting', this annual report communicates how RDNS staff, the services they facilitate and healthcare providers unite to directly enhance the quality of the lives of clients through outstanding care. The design aims to elicit community support for RDNS by effectively expressing the wonderful work they do.

MeSH: Nursing Service, Hospital

Contact the producer for Distribution information

Feeling is Thinking (FisT) - Community Group Program **PS-181**

The Royal Children's Hospital 2004

Children and Facilitators 2 pieces

Objectives: FisT is a program for children who experience difficulties in expressing themselves. Their feelings of fear and loneliness manifest in aggressive behavior. Using the manual, children learn effective communication skills whilst boosting their own self-esteem. This is a valuable resource for facilitators and the vibrant storybook teaches children by example.

MeSH: Communication Disorders--Child

Contact the producer for Distribution information

2005 HeSCA Video Festivals

BENEFit Program - Upper Extremity Strength Program	VP-132
Beyond The Blues: Child and Youth Depression	VG-127
Breaking the Chain of Infection.....	VP-163
Building Your Framework For Life.....	VP-145
CancerStory: Voices.....	VG-156
CancerStory: What is Cancer?	VG-158
A Change of Character	VG-151
Changing Course: Diagnosing and Treating Type 2 Diabetes	VE-118
The Drugging of Our Children.....	VG-109
Early Breast Cancer: Chemotherapy and Hormone Therapy - Are They Right for You?	VP-133
Everything You Ever Wanted to Know About Your Surgery.....	VP-144
Faith.....	VM-175
Fatal Fallout, The Bush Legacy	VG-107
Fight Malaria	VG-130
HIV Adherence.....	VP-142
Healthy Me II - Looking Ahead: About Boys.....	VG-126
Healthy Teens - The New Me: About Boys.....	VG-124
Helping Parents Understand Their Newborn.....	VE-152
Hold Your Breath.....	VE-140
Junior Doctor Induction	VE-167
Kiss Your Fat Goodbye	VG-111
Living With Coronary Artery Disease: Doing Your Part.....	VP-134
Living With Heart Failure: A Home Video Guide to Self-Care	VP-103
Loco Parentis: Managing Diabetes at Primary School.....	VG-172
Loco Parentis: Managing Diabetes at Secondary School.....	VG-173
Looking After Yourself During Chemotherapy.....	VP-176
Managing Type 2 Diabetes in Young People.....	VP-104
Molly and Jeramy: Relationships, Sexuality and Spinal Cord Injury	VP-122
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Open Hearted.....	VG-153
Origins of Human Aggression	VU-128
Pillars of Discovery: The Bush Endowment.....	VM-165
Project Search	VM-143
The Proudly Century Bike Ride & Fitness Walk	VM-157
Real People: Teens, Family and Stress	VG-125
The Road Ahead.....	VP-166
Short Term Rehabilitation: Recovery in Progress.....	VG-170
Treatment Choices for Hip Osteoarthritis	VP-135

2005 HeSCA Video Festivals

Living With Heart Failure: A Home Video Guide to Self-Care **VP-103**

Milner-Fenwick, Inc. 2004
 General Audience 54:15

Objectives: Heart failure does not have to stop those living with it from enjoying rich and full lives. This program reviews some of the basic guidelines a patient needs to successfully manage their condition, and offers other suggestions to help them get the most out of life with heart failure.

MeSH: Heart Failure, Congestive

Contact the producer for Distribution information

Managing Type 2 Diabetes in Young People **VP-104**

Milner-Fenwick, Inc. 2004
 General Audience 20:16

Objectives: Today there is a growing number of young people diagnosed with Type 2 Diabetes. This program outlines what Type 2 Diabetes is and the five parts of a "Treatment Plan"; this takes kids through the steps that will keep them healthy and on the road to self-managing their diabetes.

MeSH: Diabetes Mellitus, Type 2--Child

Contact the producer for Distribution information

Fatal Fallout, The Bush Legacy **VG-107**

Gary Null & Associates 2004
 Anti-Nuclear Activists, Parents

Objectives: We are pleased to present for your consideration, *Fatal Fallout, The Bush Legacy*, a new documentary by award-winning investigative journalist and health and nutrition expert, Gary Null, PhD, which examines a devastating what-if scenario of terrorists who hijack an airplane and strike Indian Point, a nuclear power plant located just thirty miles outside New York City.

*MeSH: Terrorism
 Power Plants*

Contact the producer for Distribution information

The Drugging of Our Children **VG-109**

Gary Null & Associates 2004
 Parents, Physicians, Children's Advocates,
 Teachers

Objectives: We are pleased to present for your consideration *The Drugging of Our Children*, the latest documentary by award-winning investigative journalist and health and nutrition expert, Gary Null, PhD, which reveals in a comprehensive and in-depth approach how we as a nation are sending millions of our children to school medicated with psychotropic drugs, thus pathologizing what should be a time of innocence, growth, and self-discovery. Our film tells this timely story from the viewpoint of these children, their parents, and professional experts whose voices have gone largely unheard by the mainstream media.

*MeSH: Psychotropic Drugs
 Substance-Related Disorders--Child*

Contact the producer for Distribution information

Kiss Your Fat Goodbye **VG-111**

Gary Null & Associates 2004
 Individuals struggling with weight loss

Objectives: In this video, Dr. Null explores the obesity crisis in America, why fad diets are unhealthy and don't work, and the steps you should take to achieve an overall healthy lifestyle. The "lifestyle" approach includes practicing good nutrition, daily exercise, stress reduction, and the elimination of cigarettes, alcohol, caffeine, sugar, red meat, wheat, dairy, animal fats, non-organic foods, and household chemicals and pesticides. By implementing such a comprehensive lifestyle change, individuals may lose weight naturally without having to carefully count calories or rely on heart clogging, meat based diets.

MeSH: Obesity—prevention & control

Contact the producer for Distribution information

2005 HeSCA Video Festivals

Changing Course: Diagnosing and Treating Type 2 Diabetes VE-118

BRONZE AWARD WINNER

University of North Texas Health Science Center at Fort Worth 2004
 Physicians and other members of a primary care health care team 3:35:00

Objectives: The office of Professional and Continuing Education at the University of North Texas Health Science Center has created a one-stop training program for health care professionals working in the diagnosis and treatment of Type II Diabetes – the most common form of diabetes. In Type II Diabetes, the body does not produce enough insulin or the cells ignore the insulin, which is a hormone that allows cells to use sugar circulating in the blood. When the sugar – called glucose – builds up in the blood, it causes cells to be starved for energy and overtime may affect the eyes, kidneys or heart. Diabetes is the sixth leading cause of death in the United States and has no cure. “Approximately 6 percent of the United States population is infected with diabetes,” said Pam McFadden, associate vice president of professional and continuing education. “Of that 18 million, about 5 million people don’t have the disease. It is important that members of our health care community are able to diagnose diabetes and work with patients on treatment options. The training program, called “Changing Course: Diagnosing & Treating Type II Diabetes,” provides continuing education for nurse practitioners, nurses, physician assistants and physicians who provide primary care to diabetic patients. The three DVD set addresses the basics of type 2 Diabetes, the latest information on diagnosis and treatment, and includes interactive patient education video. It was designed to increase communication and collaboration between members of the health care team to improve patient outcomes in type 2 Diabetes. Each disc can be used standard DVD player or in a computer equipped with a DVD disc drive. “The DVD format was chosen because it truly allows a health care professional to create an individualized learning experience,” McFadden said. “They can choose what they want to watch, when they want to watch it, skipping what they already know and focusing more on what they want or need to know.”

MeSH: Diabetes Mellitus, Type 2

Contact the producer for Distribution information

Molly and Jeramy: Relationships, Sexuality and Spinal Cord Injury VP-122

SILVER AWARD WINNER

Aquarius Health Care Videos 2004
 Spinal Cord Injury Patients and healthcare providers 25:00

Objectives: An intimate look at one couple’s journey through uncharted territory as they navigate the catastrophic life changes after a spinal cord injury. Paralyzed from the waist down, Molly shares her most unspoken fears with her husband. Together, they struggle to redefine their relationship, and their new life together. A must see for anyone affected by a spinal cord injury or other disability, their families and health care professionals. “Seeing Molly describe the challenges of paraplegia is both moving and spiritual... Quality of life and the importance of intimacy is stressed... and excellent presentation for anyone affected by spinal cord injury or other disability, their families, and professionals in the health and human service field... This reviewer strongly recommends Molly and Jeramy.”

MeSH: Spinal Cord Injuries

Contact the producer for Distribution information

Healthy Teens - The New Me: About Boys VG-124

Sunburst Visual Media 2004
 Boys in Grades 5-9 13:00

Objectives: Designed to help students learn about the physical and emotional changes to expect during puberty, feel at ease with their own body and the time it takes for their to reach maturity, understand the role of hormones in regulating growth and reproduction, understand the male reproductive system, see growing up as positive experience.

MeSH: Puberty

Contact the producer for Distribution information

2005 HeSCA Video Festivals

Real People: Teens, Family and Stress **VG-125**

Sunburst Visual Media 2003
 Students in Grades 7-12 21:26

Objectives:

- Identify sources of family stress in their own lives
- Understand the negative effects of stress on the body
- Use appropriate coping skills in stressful situations
- Develop constructive strategies for dealing with family stress
- Identify resources that can help them deal with serious family stress

MeSH: Stress, Psychological--Adolescent

Contact the producer for Distribution information

Healthy Me II - Looking Ahead: About Boys **VG-126**

Sunburst Visual Media 2004
 Boys ages 8-11 10:00

Objectives: Designed to help students learn about the physical, emotional, and social changes to expect during puberty; understand that these changes are normal and occur at their own pace; become aware of the increased need to pay attention to personal hygiene; learn about the male reproductive system; see puberty as positive experience.

MeSH: Puberty

Contact the producer for Distribution information

Beyond The Blues: Child and Youth Depression **VG-127**

National Film Board of Canada 2004
 General Public 56:30

Objectives: Statistics reveal that depression in children and youth is on the rise. In fact, it has increased by one-third in the past 30 years. Untreated depression costs a teenager in many ways: lost educational opportunities, lost social opportunities and lost time. Through the personal stories of three young people, this compelling documentary traces the journey of depression, from early signs and symptoms, to assessment, diagnosis and treatment. The documentary also help shatter some stereotypes by shedding light on the current situation and offering practical tools to understanding the problems and knowing where to find solutions.

*MeSH: Depression—Child
 Depression—Adolescent*

Contact the producer for Distribution information

Origins of Human Aggression **VU-128**

BRONZE AWARD WINNER

National Film Board of Canada 2004
 Parents & Educators 50:12

Objectives: This film, which examines current scientific information on early childhood, is essential viewing for all parents and educators. It confirms their worst fears about young children – they are aggressive with their peers and families – but it also discusses the biological and environmental resources behind the phenomenon and provides guidelines on dealing with childhood aggression. Some sequences in it are truly startling: The temper tantrums; the kicking, punching and shoving that go on at home and in childcare centers. In fact, as viewers learn, human beings resort to violence most often when they are 2 or 3 years of age! Teenagers are not the most violent group in society, although crime statistics seem to indicate that they are. The statisticians, it turns out have been gathering data on the wrong group. Eminent international researchers in child development, including a Nobel Prize winner, are interviewed in this hour-long documentary. Their unraveling of the biological and evolutionary processes in the human brain is fascinating, as are the links they discuss between the social interactions in humans and other primates. One moving scene shows an unhappy young monkey that has been shunned for its antisocial behavior. The film provides practical information to parents and educators while examining some current myths about how “innocent” children turn into violent adults: not as a result of contact with a sick society, but because they have not been taught to control their most extreme antisocial behaviors. That is, children’s positive interactions with peers and adults help shape their brain function and thus their ability to inhibit impulsive and hyperactive behaviors. One welcome message, in light of today’s oft-extreme caution about physical contact among children, is that some activities such as play fighting are developmentally useful and should be encouraged rather than discouraged. Children, as the film candidly illustrates, are hardwired to act out aggressive behaviors during a certain period in their development. And children’s ability to learn to control the extreme forms of aggression is affected by biological and environmental factors that are, to a large extent, governed by society. For these researchers, the evidence is in: and increase in public spending on young children would have a greater payoff in terms of public security than spending money on imprisoning and rehabilitating delinquent youths.

MeSH: Aggression--Child

Contact the producer for Distribution information

2005 HeSCA Video Festivals

Fight Malaria **VG-130**

SILVER AWARD WINNER

HOLLY HARRINGTON-LUX AWARD NOMINEE

Discovery Channel Global Education Partnership 2004

Parents with children under 5 and pregnant women in Uganda 45:00

Objectives: Malaria is the greatest killer in Uganda yet many do not know the basis facts about the disease. The goal of "Fight Malaria" is to educate Ugandans about malaria. The video is part of a comprehensive education, treatment, and prevention effort by PSI, the Uganda Ministry of Health and USAID.

MeSH: Malaria

Contact the producer for Distribution information

BENEFit Program - Upper Extremity Strength Program **VP-132**

University of California Davis IET Mediaworks 2005
Teenagers with Spina Bifida 39:54

Objectives: Research has found that many teenagers with Spina Bifida do not get enough exercise. This video is an upper extremity-strengthening program designed to strengthen muscles used in wheelchair propulsion and transferring. Motivational clips of sports for disabled athletes are shown during rest periods.

MeSH: Spinal Dysraphism—therapy

Contact the producer for Distribution information

Early Breast Cancer: Chemotherapy and Hormone Therapy - Are They Right for You? **VP-133**

BRONZE AWARD WINNER

Health Dialog 2004
Women after Mastectomy or Lumpectomy with radiation 48:54

Objectives: This program was produced to help women with early breast cancer understand the possible benefits and risks of treatments that lower the chance of cancer coming back after surgery and radiation as well as to motivate them to participate with their doctors in deciding which treatment is best for them.

MeSH: Breast Neoplasms--therapy

Contact the producer for Distribution information

Living With Coronary Artery Disease: Doing Your Part **VP-134**

GOLD AWARD WINNER

Health Dialog 2004
People with coronary artery disease 39:06

Objectives: This program was produced to help people with coronary artery disease understand the possible benefits and tradeoffs involved in taking medications and making lifestyle changes to reduce their chance of future coronary events.

MeSH: Coronary Arteriosclerosis—prevention & control

Contact the producer for Distribution information

Treatment Choices for Hip Osteoarthritis **VP-135**

BRONZE AWARD WINNER

Health Dialog 2004
People with hip osteoarthritis who are considering non-surgical or surgical treatment for pain 46:10

Objectives: This program was produced to help people with osteoarthritis of the hip understand the possible benefits and risks of non-surgical and surgical treatments, as well as to motivate them to participate with their doctors in deciding which treatment is best for them.

MeSH: Osteoarthritis, Hip—therapy

Contact the producer for Distribution information

Hold Your Breath **VE-140**

Stanford Center for Biomedical Ethics 2005
Patients, Healthcare Providers, Immigrant Community Groups 58:25

Objectives: Hold Your Breath was produced to address the issue of health disparities; to improve cross-cultural understanding for patients and providers; and to illustrate the three cultures in the room during clinical visits: the culture of the patient, of the provider and of the medicine.

*MeSH: Cross-Cultural Comparison
Communication Barriers*

Contact the producer for Distribution information

2005 HeSCA Video Festivals

HIV Adherence **VP-142**
 Kaiser Permanente 2004
 HIV Patients 17:38

Objectives: Kaiser Permanente realized that some of its HIV patients were having serious health problems simply because they were not following their drug regimens. These videos were produced to help patients understand how the HIV drugs can prevent the onset of AIDS, but are effective only if taken exactly as prescribed.

MeSH: HIV Infections—drug therapy

Anti-HIV Agents

Sale: \$10.00

Contact:

Kaiser Permanente

Gus Gaona, National Video Conferencing & Media Services

825 Colorado Blvd.

Los Angeles, CA 90041

Fax: 323-259-4509

gus.x.gaona@kp.org

Project Search **VM-143**

BRONZE AWARD WINNER

ProMedica Health System 2004
 Supervisors & Middle managers 08:30

Objectives: This video was intended to show supervisors in the hospitals in this system that employing developmentally disabled persons is a valid concept. It is intended to encourage the employment of these individuals in appropriate tasks and that it benefits both the individual and the organization.

MeSH: Employment, Supported

Contact the producer for Distribution information

Everything You Ever Wanted to Know **VP-144**
About Your Surgery

GOLD AWARD WINNER
HOLLY HARRINGTON-LUX AWARD WINNER
ELMER FRIMAN "BEST OF SHOW"
AWARD WINNER

Texas Scottish Rite Hospital for Children 2004
 Patients ages 7-10 years, First time for surgery 23:50

Objectives: The prospect of facing surgery for the first time can be an unsettling experience for most people. This is especially true for young children "Everything You Ever Wanted To Know About Your Surgery". But Didn't Know You Could Ask was produced to answer all questions from youngsters' age 6-10 who are facing surgery at Texas Scottish Rite Hospital for Children. Our host, Jill who has some surgery experience herself, takes them through her own operation. She also addresses their worries and fears by providing a guided tour of the facility and demonstrating some of the pre- and post- op procedures through a series of re-enactments.

MeSH: Surgical Procedures, Operative--Child

Contact the producer for Distribution information

Building Your Framework For Life **VP-145**

Southern Illinois University 2004
 Adults at risk for low bone density 17:30

Objectives: Osteoporosis affects over 18 million Americans with low bone density which can result in pain and disability. It's never too late or too early to delay and reduce the severity of bone loss. Osteoporosis can be prevented, detected and treated. This program explores the architecture of bone and simple nutrition, exercise, supplemental, and treatment guidelines to strengthen bone, preserve bone mass, and treat low bone density.

MeSH: Osteoporosis—prevention & control

Contact the producer for Distribution information

2005 HeSCA Video Festivals

<p>A Change of Character VG-151 Neal Goodman 2004 General Audiences 30:00 Objectives: Truett Allen's personality changed drastically after a series of strokes resulted in damage to the frontal lobes of his brain. This captivating video features neuroscientist Dr. Elkhonon Goldberg, author of <i>The Executive Brain</i>, as well as neurologist and best-selling author Dr. Oliver Sacks (<i>Awakenings</i>). <i>MeSH: Cerebrovascular Accident—complications Brain Diseases</i> Contact the producer for Distribution information</p>	<p>The Proudly Century Bike Ride & Fitness Walk VM-157 Dartmouth-Hitchcock Medical Center 2004 General Audience 09:00 Objectives: This video was produced to promote interest in an annual fundraising event for cancer research. It is designed to help recruit participants and volunteers, to encourage corporate sponsorship, and to build moral amongst all who are involved. <i>MeSH: Marketing of Health Services</i> Contact the producer for Distribution information</p>
<p>Helping Parents Understand Their Newborn VE-152 Northern Light Productions 2003 Health Professionals 35:00 Objectives: Demonstrates an approach to assessing the health of newborn infants which nurses, physicians and educators can use to promote a positive bond between parent and child while also strengthening the relationship between the practitioner and the family. <i>MeSH: Infant, Newborn</i> Contact the producer for Distribution information</p>	<p>CancerStory: What is Cancer? VG-158 BRONZE AWARD WINNER Dartmouth-Hitchcock Medical Center 2004 General Audience 56:06 Objectives: <i>What is Cancer</i> is part one of <i>CancerStory</i>, a series produced for public television in fulfilling DHMC's mission to provide public medical education. Because there is such a confusing overflow of cancer information, <i>CancerStory</i> sets out to redefine present knowledge and research into one comprehensive, easily to understand series. <i>MeSH: Neoplasms</i> Contact the producer for Distribution information</p>
<p>Open Hearted VG-153 Marc Ostrick 2002 General Audience 53:00 Objectives: This is a wry, first person expedition into the uncertain territories of high-risk medicine and high intensity family relations. <i>MeSH: Heart Defects, Congenital—surgery</i> Contact the producer for Distribution information</p>	<p>Breaking the Chain of Infection VP-163 University of Texas Television, M. D. Anderson Cancer Center 2004 Cancer Patients and Families 08:29 Objectives: Cancer treatments increase patients' risk of developing infections. This program helps patients and their families learn about the risk of infection and ways to minimize this risk. It eases concerns about infection, which cause stress as patients visit the clinic or hospital for treatments and go about their daily lives. <i>MeSH: Infection Control Neoplasms--complications</i> Contact the producer for Distribution information</p>
<p>CancerStory: Voices VG-156 Dartmouth-Hitchcock Medical Center 2004 General Audience 56:47 Objectives: <i>Voices</i> is part of <i>CancerStory</i>, a series produced for public television is fulfilling DHM'S mission to provide public health education. <i>Voices</i> sets out to help the audience understand what it's like for patients and families to live with cancer, and to give an overview of treatments and other cancer experiences. <i>MeSH: Neoplasms</i> Contact the producer for Distribution information</p>	

2005 HeSCA Video Festivals

Ombudsman: Caring for Those Who Cared for Us **VM-164**

BRONZE AWARD WINNER

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

New & Potential Volunteers; General Audience 09:35

Objectives: This video is used to recruit volunteers from the community to the Long-Term Care Ombudsman Program. After viewing this program, the audience should have a general understanding of some of the duties an ombudsman performs, feel a sense of excitement about the project, and be motivated to seek more information.

MeSH: Marketing of Health Services

Contact the producer for Distribution information

Pillars of Discovery: The Bush Endowment **VM-165**

University of Texas Television, M. D. Anderson Cancer Center 2004

Lay People; Potential Donors 07:26

Objectives: This video introduces The George and Barbara Bush Endowment for Innovative Cancer Research and 10 M.D. Anderson scientists who are receiving research support from the Endowment. The program debuted at the 80th birthday celebration for George Bush, 41st President, and is currently used to raise funds for the Endowment.

MeSH: Marketing of Health Services

Contact the producer for Distribution information

The Road Ahead **VP-166**

CancerVive 2004

Patients about to start Chemotherapy and their families 17:08

Objectives: Our purpose is to inform prospective patients on what the cancer/chemotherapy experience is like today. We tell this story in two parts. One video is from the patient's point-of-view, the other is from the family's point-of-view. This program also validates the feelings of the patient and family and fosters communication.

MeSH: Neoplasms—drug therapy

Antineoplastic Agents—therapeutic use

Contact the producer for Distribution information

Junior Doctor Induction **VE-167**

Health Education Video Unit 2004

Junior Doctors 30:00

Objectives: Seven short segments giving essential information to all new doctors starting work at the University Hospitals of Leicester. Also certain work documents and web links with further information. Videos can be viewed on domestic DVD player but disk best viewed on a PC.

MeSH: Education, Medical, Continuing

Contact the producer for Distribution information

Short Term Rehabilitation: Recovery in Progress **VG-170**

Forest Productions & Photography, Inc. 2005

General Audience 26:00

Objectives: Recent medical advances and health care reform have resulted in shorter hospital stays. Once a health problem is diagnosed and stabilized, if the individual needs a period of physical rehabilitation, those services are now provided as rehabilitative subacute care. In subacute care, the quality of life is equally as important as the quality of care. And, that care is often provided in facilities formerly known for long-term or nursing care. At the same time that hospital stays are becoming shorter, the public is being told that they need to play a more active role in maintaining their health, and they must become knowledgeable health care consumers. Informing the public and the health care work force about how subacute care delivery has changed and how patients can participate more in care decisions is a first step in achieving this goal. The Video, Short-term Rehabilitation: Recovery in Progress, explains the process of subacute inpatient physical rehabilitation, by sharing the positive experiences of three patients, their families, and the health care professionals who assisted them to recovery. It also provides information how to select a subacute care facility.

MeSH: Rehabilitation

Contact the producer for Distribution information

2005 HeSCA Video Festivals

Loco Parentis: Managing Diabetes at Primary School VG-172

ERC Media 2004
 Parents & Teachers of Diabetic Children 33:00
 Objectives: 'Loco Parentis', meaning in place of parents, describes the temporary guardianship a teacher undertakes whilst a child is at school. Nowadays the phrase 'Duty of Care' has taken place, however the basic premise is the same and the definition of what constitutes 'enough care' still remains somewhat gray especially when it involves children with a medical condition. Inevitably, an imbalance develops between the expectations of parents and teachers. "Loco Parentis" was produced to give Teachers and Parents an insight into the emotional and professional issues that come into play on both sides when a diabetic student is introduced into the school community. The videos are designed to promote facilitated discussion and encourage regular communication between parents and teachers while always keeping the welfare of the student with diabetes at the forefront.

MeSH: Diabetes Mellitus, Type 1

Contact the producer for Distribution information

Loco Parentis: Managing Diabetes at Secondary School VG-173

ERC Media 2004
 Parents & Teachers of Diabetic Children 33:00
 Objectives: 'Loco Parentis', meaning in place of parents, describes the temporary guardianship a teacher undertakes whilst a child is at school. Nowadays the phrase 'Duty of Care' has taken place, however the basic premise is the same and the definition of what constitutes 'enough care' still remains somewhat gray especially when it involves children with a medical condition. Inevitably, an imbalance develops between the expectations of parents and teachers. "Loco Parentis" was produced to give Teachers and Parents an insight into the emotional and professional issues that come into play on both sides when a diabetic student is introduced into the school community. The videos are designed to promote facilitated discussion and encourage regular communication between parents and teachers while always keeping the welfare of the student with diabetes at the forefront.

MeSH: Diabetes Mellitus, Type 1

Contact the producer for Distribution information

Faith VM-175

SILVER AWARD WINNER
HOLLY HARRINGTON-LUX AWARD NOMINEE

ERC Media/Royal Children's Hospital 2004
 Sponsors & Donors 03:18
 Objectives: Cystic Fibrosis in one of the most insidious of incurable, inherited diseases. Its victims usually require a regimen of physical therapy and drugs every day of their 20 to 30 year average life. This short tour through the battlefields of CF highlights some of the hurdles these kids face in their struggle to lead a normal life. It aims to generate an emotional response to encourage donations, which will advance research towards a cure.

MeSH: Cystic Fibrosis

Contact the producer for Distribution information

Looking After Yourself During Chemotherapy VP-176

Peter MacCallum Cancer Centre 2004
 Newly Diagnosed patients and families 25:00
 Objectives: Cancer patients are often forced to start chemotherapy within days of their diagnosis and are required to digest an enormous amount of clinical information at a time when their emotions are in turmoil and their concentration is impaired. This program has been developed to gently introduce patients and their loved ones to the world of chemotherapy through the experiences of former chemotherapy patients. Through a mixture of straightforward clinical guidelines and positive anecdotal advice from survivors, newly diagnosed chemotherapy patients are empowered with knowledge about how they can improve their own comfort during treatment. Recent focus testing has indicated that, after watching the program, newly diagnosed cancer patients displayed significantly better recall of the clinical details of their treatment and become more involved in the prevention and management of their side effects.

MeSH: Neoplasms—drug therapy

Antineoplastic Agents—therapeutic use

Contact the producer for Distribution information

2005 HeSCA Web Site Festival

Share The Health Website.....	WS-159
http://courses.chexweb.com/linl?5R37M8FK412	WS-123
http://www.iccourse.org/main.asp	WS-150
http://www.nohic.nider.nih.gov	WS-119
http://www.nyas.org	WS-149
www.2reproduce.com	WS-105
www.ahsc.arizona.edu/azmec	WS-146
www.bookofjoe.com	WS-101
www.cancercaregiving.com	WS-147
www.clinicaleducation.org.uk	WS-168
www.cold-eeze.com	WS-138
www.garynull.com (Death by Medicine).....	WS-112
www.garynull.com/documents/Areyoutiredlowthyroidpt1.htm	WS-108
www.garynull.com/documents/adhd/druggingourchildren2.htm	WS-113
www.garynull.com/documents/fatalfallout/fatalfallout.htm	WS-116
www.garynull.com/documents/hiddensideofpsychiatry.htm	WS-117
www.garynull.com/documents/prozac1/htm	WS-114
www.garynull.com/documents/womensrisksotohodoxmedpt1/htm	WS-115
www.penonline.org	WS-171
www.rch.org.au/clinicalguide/	WS-174
www.spaguaculture.com	WS-139
www.tevapharmusa.com	WS-137
www.zubrinus.com	WS-136

2005 HeSCA Web Site Festival

- | | | | |
|--|---|---|---|
| <p>www.bookofjoe.com
Joseph A. Stirt, M.D.
General Public
Objectives: Everyone wants to know about health and medicine, yet what appears in the media only scratches the surface, missing the importance and limitations of the latest findings. www.bookofjoe.com does exactly what it says in its "BehindTheMedspeak" feature. I invite you to put the phrase into my- of Googles- search box.
<i>MeSH: Health Education</i></p> | <p>WS-101
2004
Website</p> | <p>www.garynull.com/documents/adhd/druggingourchildren2.htm
Gary Null & Associates
Parents, Physicians, Children's Advocates, Teachers
Objectives: We are pleased to present for your consideration, "The Drugging of Our Children", an online article by award-winning investigative journalist and health and nutrition expert, Gary Null, which can be accessed how we as a nation are sending millions of our children to school medicated with psychotropic drugs, thus creating a pathology of what should be a time of innocence, growth, and self-discovery.
<i>MeSH: Psychotropic Drugs
Substance-Related Disorders--Child</i></p> | <p>WS-113
2004
Website</p> |
| <p>www.2reproduce.com
Reproductive Partners Medical Group, Inc.
Men and women attempting to conceive a child and having difficulty
Objectives: Not enough information is available to consumers regarding infertility treatments including assisted reproduction, the ethical issues and the place of these procedures in the treatment plan for infertility. This interactive website can help infertile couples become better consumers by educating them on all aspects of fertility and answering their questions.
<i>MeSH: Infertility
Reproductive Techniques</i></p> | <p>WS-105
2004
Website</p> | <p>www.garynull.com/documents/prozac1/htm
Gary Null & Associates
Individuals or families of individuals taking psychotropic drugs
Objectives: This two-part article focuses on the serious side effects associated with Prozac, such as suicidal thoughts and behavior in some users among others.
<i>MeSH: Fluoxetine --complications</i></p> | <p>WS-114
2004
Website</p> |
| <p>www.garynull.com/documents/Areyou tiredlow thyroidpt1.htm
Gary Null & Associates
General Audience
Objectives: This article explores hypothyroidism, one of the most misdiagnosed health problem in the United States.
<i>MeSH: Hypothyroidism</i></p> | <p>WS-108
2004
Website</p> | <p>www.garynull.com/documents/women srisksothodoxmedpt1/htm
Gary Null & Associates
Women
Objectives: This article questions the status quo in one area of orthodox medicine: practices related to women's health. Dr. Null worked closely with Dr. Debora Rasio and Dr. Martin Feldman in reviewing the medical literature to uncover that the safety and efficacy of many orthodox treatments cannot be assumed. Dozens of research summaries are presented, revealing the conventional treatments might not deliver the expected benefits or may be associated with an increased risk of various health disorders.
<i>MeSH: Women's Health</i></p> | <p>WS-115
2004
Website</p> |
| <p>www.garynull.com (Death by Medicine)
Gary Null & Associates
General Audience
Objectives: This article describes in great detail how our medical system causes more harm and death than any of the deadly diseases, even heart disease, the most commonly understood as the number one killer in the United States.
<i>MeSH: Medical Errors</i></p> | <p>WS-112
2004
Website</p> | | |

2005 HeSCA Web Site Festival

www.garynull.com/documents/fatalfallout/fatalfallout.htm **WS-116**

Gary Null & Associates 2004
Anti-Nuclear Energy Activists; Parents Website

Objectives: This article enumerates the cover-up of the dangers of radiation, what physicians should know about the biological effects of ingested fission products and how we are being made into human guinea pigs.

*MeSH: Radioactive Fallout
Radiation Effects*

www.garynull.com/documents/hiddensideofpsychiatry.htm **WS-117**

Gary Null & Associates 2004
General Audience Website

Objectives: Mental illness is at an all-time high, with 40 million Americans affected, according to reports emanating from organized psychiatry. But just how accurate is this account? In this article you will read about people seeking help from the mental health industry are often misdiagnosed, wrongfully treated, and abused. Others are deceptively lured to psychiatric facilities, or even kidnapped. No matter how they arrive, though, once they are there, inmates lose all freedoms and are forced to undergo dangerous but sanctioned procedures, such as electro convulsive therapy and treatment with powerful drugs, that can leave them emotionally, mentally, and physically marked for life. Some psychiatric patients are physically and sexually abused. Millions more are told that they need harmful medications, such as Prozac and Ritalin, but are not told of the seriously damaging side effects of these. Add to all this mammoth insurance fraud, for which we all pay, and what we have, in sum, is the dark side of psychiatry. The mental health profession grievously harms millions, and it is time that we as a society faced this.

MeSH: Psychiatry

http://www.nohic.nider.nih.gov **WS-119**

National Institute of Dental and Craniofacial Research 2004
Dental Professionals and Patients Website

Objectives: The objective is to provide dental professionals and the public with a single, centralized source of information on special care in oral health. In an increasingly complex health care environment, a health information clearinghouse dedicated to making such information accessible can have a lasting impact on people's lives.

MeSH: Dental Care for Disabled

http://courses.chexweb.com/linl?5R37M8FK412 **WS-123**

CHEX Knowledge Exchange 2004
Pediatric Physicians and Healthcare Providers Website

Objectives: Child abuse is a serious threat to the health, safety and well being of children in this country. It is a sensitive issue that requires careful assessment by health care providers. This course discusses the types of child abuse and neglect, the related indicators and the reporting responsibilities of care providers.

MeSH: Child Abuse

www.zubrinus.com **WS-136**

BRONZE AWARD WINNER
MILTON E ADSIT EXCELLENCE IN VETERINARY MEDICAL MEDIA AWARD WINNER

Imirage, Inc. 2004
Veterinary Professionals; Dog Owners Website

Objectives: www.zubrinus.com was produced to support the global launch of a new canine osteoarthritis drug for Schering-Plough Animal Health Corporation by delivering FDA-compliant, secure information for the professional and consumer through separate login processes.

MeSH: Osteoarthritis--Veterinary

2005 HeSCA Web Site Festival

<p>www.tevapharmusa.com</p> <p>Imirage, Inc.</p> <p>Healthcare Professionals and Patients</p> <p>Objectives: One of Teva's primary marketing themes is to improve both healthcare professional and patient acceptance of generic pharmaceuticals. Imirage's challenge was to develop an internet strategy for Teva that would meld with its forward marketing strategy by enhancing Teva's web presence while providing detailed product, employment and contact information for the professional and consumer communities.</p> <p><i>MeSH: Marketing of Health Services</i></p>	<p>WS-137</p> <p>2004</p> <p>Website</p>	<p>www.cancercaregiving.com</p> <p>HealthMark Multimedia</p> <p>Cancer Caregivers</p> <p>Objectives: <i>CancerCaregiving.com</i> provides interactive tools to help lay caregivers cope with the burden of managing the care of adult cancer patients. Input of caregivers and professionals guided design to meet the real needs of caregivers; the site features six interactive tools to acquire mastery over practical and psychosocial tasks of caregiving.</p> <p><i>MeSH: Caregivers</i></p> <p><i>Neoplasms</i></p>	<p>WS-147</p> <p>2004</p> <p>Website</p>
<p>www.cold-eeze.com</p> <p style="text-align: center;">BRONZE AWARD WINNER</p> <p>Imirage, Inc.</p> <p>Consumers</p> <p>Objectives: Develop a strategy that would both build the cold-eeze digital brand identification and disseminate technical information about the cold-eeze product.</p> <p><i>MeSH: Marketing of Health Services</i></p>	<p>WS-138</p> <p>2004</p> <p>Website</p>	<p>http://www.nyas.org</p> <p style="text-align: center;">BRONZE AWARD WINNER</p> <p>Enforme Interactive</p> <p>Healthcare Professionals & Students</p> <p>Objectives: The NYA's website was designed and developed by Enforme Interactive. The New York Academy of Sciences is an independent, non-profit, membership-based organization, and is recognized as one of the world's foremost organizers of scientific conferences and symposia. The site is made up of a Science Event Calendar, a Webzine, online registration for educational programs and subscriptions to notable scientific publications.</p> <p><i>MeSH: Science</i></p>	<p>WS-149</p> <p>2004</p> <p>Website</p>
<p>www.spaguaculture.com</p> <p>Imirage, Inc.</p> <p>Fish Farmers & Fish Breeders</p> <p>Objectives: www.spaguaculture.com was produced to provide global information to fish farmers and fish breeders. Also, to become the main source of information about products disease and health concerning the fish community.</p> <p><i>MeSH: Fisheries</i></p>	<p>WS-139</p> <p>2004</p> <p>Website</p>	<p>http://www.iccourse.org/main.asp</p> <p>Enforme Interactive</p> <p>Medical Professionals & Students</p> <p>Objectives: This online course was produced to simultaneously broaden the reach of this critical IDSA course while demonstrating the capabilities and effectiveness of a highly streamlined production process intended to rapidly deploy live courses online cost-effectively.</p> <p><i>MeSH: Education, Medical, Continuing</i></p>	<p>WS-150</p> <p>2004</p> <p>Website</p>
<p>www.ahsc.arizona.edu/azmec</p> <p>University of Arizona</p> <p>Graduate Medical Education Students</p> <p>Objectives: The Arizona Medical Education Consortium (AZMEC) website was created to provide information about the consortium and to serve as a centralized resource for the affiliates. This website contains resources for all aspects of resident training and opportunities for continuing medical education.</p> <p><i>MeSH: Education, Medical, Graduate</i></p>	<p>WS-146</p> <p>2004</p> <p>Website</p>		

2005 HeSCA Web Site Festival

<p>Share The Health Website http://sharethehealth.od.nih.gov Palladian Partners, Inc. Local Community Objectives: The website was produced to promote a health fair sponsored by the National Institutes of Health and to encourage members of the local community (including Spanish speakers) to attend and participate in the fair's health- and science- related activities. The site also was produced to enhance the image of NIH. <i>MeSH: Marketing of Health Services</i></p>	<p>WS-159 2004 Website</p>	<p>www.penonline.org Perioperative Education Network, LLC Perioperative Professionals Objectives: Medical/surgical errors account for over 98,000 deaths each year. Nursing is a knowledge-based profession, and continuing education is directly linked to patient safety. PEN was originally produced as an international web solution to a critical need for affordable, accessible 24/7, relevant, accredited education for the professional perioperative nurse. <i>MeSH: Perioperative Nursing--education</i></p>	<p>WS-171 2004 Website</p>
<p>www.clinicaleducation.org.uk Health Education Video Unit Anyone interested in the clinical education opportunity at the University Hospital of Leicester Objectives: Website designed to promote the services and courses of the Directorate of Clinical Education both within the NHS Trust and to external professionals. <i>MeSH: Education, Medical, Continuing</i></p>	<p>WS-168 2004 Website</p>	<p>www.rch.org.au/clinicalguide/ ERC/Royal Children's Hospital General Practitioners Objectives: The RCH clinical practice guidelines present statements of "Best Practice" based on thorough evaluation of evidence. They define how a procedure is performed or a condition managed. The guidelines are primarily for use by RCH clinicians, but are made available to the wider community. <i>MeSH: Practice Guidelines</i></p>	<p>WS-174 2004 Website</p>

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Boston MA 02131
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WS-171

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IN-129

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BRONZE AWARD WINNERS

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Palladian Partners, Inc.
*Turning Molecules into Medicines / Developmental
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The Royal Children's Hospital
Building Our Children's Future, RCH 2015

Video – Continuing Education

University of North Texas Health Science Center at Fort
Worth
Changing Course: Diagnosing and Treating Type 2 Diabetes

Video – Curriculum Based Education

National Film Board of Canada
Origins of Human Aggression

Video – General Health Information

Dartmouth Hitchcock Medical Center
CancerStory: What is Cancer?

Video – Patient Education

Health Dialog
*Early Breast Cancer: Chemotherapy and Hormone Therapy –
Are They Right for You?*

Health Dialog
Treatment Choices for Hip Osteoarthritis

Video – Marketing

ProMedica Health System
Project Search

The University of Texas M. D. Anderson Cancer Center
Ombudsman: Caring for Those Who Cared for Us

Interactive Media

Instructional Multimedia Services, McGill University
Orthodontic Diagnosis

Website

Enforme, Interactive
<http://www.nyas.org>

Imirage, Inc.
www.cold-eeze.com

Imirage, Inc.
www.zubrinus.com

SILVER AWARD WINNERS

Video – General Health Information

Discovery Channel Global Education Partnership
Fight Malaria

Video – Patient Education

Aquarius Health Care Videos
*Molly and Jeramy: Relationships, Sexuality and Spinal Cord
Injury*

Video – Marketing

ERC Media, Royal Children's Hospital
Faith

Interactive Media

Visible Productions, Inc.
An Animated Guide to Orthopedic Conditions

GOLD AWARD WINNERS

Video – Patient Education

Health Dialog
Living With Coronary Artery Disease: Doing Your Part

Video – Patient Education

Texas Scottish Rite Hospital for Children
Everything You Ever Wanted to Know About Your Surgery

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Imirage, Inc.
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Visible Productions
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HOLLY HARRINGTON-LUX CREATIVE DESIGN AWARD NOMINEES

Paul Jolly, Creative Designer
Everything You Ever Wanted to Know About Your Surgery
Texas Scottish Rite Hospital for Children

Rob Grant, Producer
Faith
ERC Media, Royal Children's Hospital.

Mark Foerster, Producer
An Animated Guide to Orthopedic Conditions
Visible Productions, Inc.

Greer Sansom, Designer
Passport to Independence: Haemophilia Treatment Centre, Melbourne
The Royal Children's Hospital

HOLLY HARRINGTON-LUX CREATIVE DESIGN AWARD WINNER

Paul Jolly, Creative Designer
Everything You Ever Wanted to Know About Your Surgery
Texas Scottish Rite Hospital for Children

ELMER FRIMAN "BEST-OF-SHOW" AWARD NOMINEES

Video – Patient Education
Health Dialog
Living With Coronary Artery Disease: Doing Your Part

Video – Patient Education
Texas Scottish Rite Hospital for Children
Everything You Ever Wanted to Know About Your Surgery

ELMER FRIMAN "BEST-OF-SHOW" AWARD WINNER

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Everything You Ever Wanted to Know About Your Surgery

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Dartmouth Medical School

HeSCA Interactive Media Festivals Judging Form

Judge #	Entry Title:	Entry #
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Circle the number block which best describes the degree to which the program meets the criteria. Be sure to judge and mark **Each** element!

Poor	Fair	Average	Good	Excellent	Score
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Objectives: To what degree does the program accomplish its stated objectives? If necessary, re-read the program objectives contained on the entry form.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
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Design Strategy: Are good principles of communication or instruction applied to the development of the material? Is the content organized? Is there a logical, understandable flow?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
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Treatment: To what degree is the treatment of the subject matter effective? Are appropriate production techniques used to focus on the critical components of message design?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
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Writing: Is the script clear and understandable? Is the language appropriate for the program treatment, subject matter and audience level?

1	2	3	4	5	6	7	8	9	10	11	12	
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Artistic Use of the Medium: To what degree do the following elements contribute to the quality of the material? Music selection, special effects, talent selection, graphic design, lighting, animation, set design. Would the program still achieve the objectives without these elements? Do they improve or enhance the program and not cover up poor program design?

1	2	3	4	5	6	7	8	9	10	11	12	
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Documentation: Is the documentation clear, concise and easily understandable?

1	2	3	4	5	6	7	8	9	10	11	12	
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User Friendliness: Ease of access to help screens, ability to review previous sections and accommodate inappropriate responses, ease of entry/exit.

1	2	3	4	5	6	7	8	9	10	11	12	
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Branching: To what degree does the program accommodate different responses? Does the computer respond appropriately to user input?

1	2	3	4	5	6	7	8	9	10	11	12	
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Graphics: Are graphic elements consistent, readable and legible? To what degree does the effective use of type and color contribute to the program design?

1	2	3	4	5	6	7	8	9	10	11	12	
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Subjective Rating: What is your overall evaluation of this program?

1	2	3	4	5	6	
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Total Score for this entry:	
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HeSCA Print Festivals Judging Form

Judge #	Entry Title:	Entry #
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Circle the number block which best describes the degree to which the program meets the criteria. Be sure to judge and mark **Each** element!

Poor	Fair	Average	Good	Excellent	Score
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Objectives: To what degree does the program accomplish its stated objectives? If necessary, re-read the program objectives contained on the entry form.

1	2	3	4	5	6	7	8	9	10	11	12	
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Audience: Is the target audience clearly indicated?

1	2	3	4	5	6	7	8	9	10	11	12	
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Presentation: Is the presentation of the content consistent with and supportive of the objectives?

1	2	3	4	5	6	7	8	9	10	11	12	
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Sequence: Is the content presented in a clear and logical sequence?

1	2	3	4	5	6	7	8	9	10	11	12	
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Level: Is the level of presentation appropriate for the target audience?

1	2	3	4	5	6	7	8	9	10	11	12	
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Focus: Is extraneous, non-essential material kept to a minimum?

1	2	3	4	5	6	7	8	9	10	11	12	
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Information: Is the amount of material appropriate for the intended audience and objectives?

1	2	3	4	5	6	7	8	9	10	11	12	
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Format: Is the format appropriate for the intended audience and stated objectives?

1	2	3	4	5	6	7	8	9	10	11	12	
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Originality: Is the overall production unique and original?

1	2	3	4	5	6	7	8	9	10	11	12	
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Visual Composition: Is the photography and printing sharp and clear?

1	2	3	4	5	6	7	8	9	10	11	12	
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Graphics/Artwork: Are the graphics and/or artwork readable, consistent and creative?

1	2	3	4	5	6	7	8	9	10	11	12	
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Layout & Design: What is the quality of the overall design?

1	2	3	4	5	6	7	8	9	10	11	12	
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Subjective Rating: What is your overall evaluation of this production?

1	2	3	4	5	6	
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Total Score for this entry:	
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HeSCA Video Festivals Judging Form

Judge #	Entry Title:	Entry #
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Circle the number block which best describes the degree to which the program meets the criteria. Be sure to judge and mark **Each** element!

Poor	Fair	Average	Good	Excellent	Score
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Objectives: To what degree does the program accomplish its stated objectives? If necessary, re-read the program objectives contained on the entry form.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
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Design Strategy: Are good principles of communication or instruction applied to the development of the material? Is the content organized? Is there a logical, understandable flow?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
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Treatment: To what degree is the treatment of the subject matter effective? Are appropriate production techniques used to focus on the critical components of message design?

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
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Writing: Is the script clear and understandable? Is the language appropriate for the program treatment, subject matter and audience level?

1	2	3	4	5	6	7	8	9	10	11	12	
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Direction: To what degree has the director been successful in integrating program elements to achieve the stated objectives?

1	2	3	4	5	6	7	8	9	10	11	12	
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Editing: To what degree does the editing technique contribute to the program's effectiveness (pacing, continuity, flow, etc.)?

1	2	3	4	5	6	7	8	9	10	11	12	
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Artistic Use of the Medium: To what degree do the following elements contribute to the quality of the material? Music selection, special effects, talent selection, graphic design, lighting, animation, set design. Would the program still achieve the objectives without these elements? Do they improve or enhance the program and not cover up poor program design?

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Camera: To what degree was the photography/videography effective? Was the camera steady? Are the angles effective? Are the exposures correct? Were the moves smooth?

1	2	3	4	5	6	7	8	
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Lighting: Did the lighting contribute to the overall effectiveness of the program? Is there a proper ratio and balance? Is lighting consistent from scene to scene?

1	2	3	4	5	6	7	8	
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Audio: Was there an appropriate balance between levels of music, narration and effects? Was there distortion? If used, were sounds effects/music effective and appropriate? Did presence match shot perspective?

1	2	3	4	5	6	7	8	
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Talent: Did the talent's performance (whether professional or amateur, on-camera or voice-over) contribute to the program's effectiveness?

1	2	3	4	5	6	7	8	
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Subjective Rating: What is your overall evaluation of this program?

1	2	3	4	5	6	7	8	9	10	
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Total Score for this entry:	
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HeSCA Website Festivals Judging Form

Judge #	Entry URL:	Entry #
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Circle the number block which best describes the degree to which the program meets the criteria. Be sure to judge and mark **Each** element!

Poor	Fair	Average	Good	Excellent	Score
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Objectives: To what degree does the program accomplish its stated objectives? If necessary, re-read the program objectives contained on the entry form.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
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Design Strategy: Are good principles of communication or instruction applied to the development of the material? Is the content organized? Is there a logical, understandable flow?

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Navigation: Are there easy ways to get out of loops? Is the navigation intuitive?

1	2	3	4	5	6	7	8	9	10	11	12	
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Performance: How long do you wait for elements to download?

1	2	3	4	5	6	7	8	9	10	11	12	
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Overall Ease of Use: How user-friendly is the website?

1	2	3	4	5	6	7	8	9	10	11	12	
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Timeliness: Is the information up-to-date? Does the user want to keep coming back for more information?

1	2	3	4	5	6	7	8	9	10	11	12	
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Level of Interactivity: Ranging from static (passive) to highly interactive

1	2	3	4	5	6	7	8	9	10	11	12	
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Originality/Creativity: Is the website merely an electronic brochure, or does it use the medium effectively?

1	2	3	4	5	6	7	8	9	10	11	12	
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Subjective Rating: What is your overall evaluation of this program?

1	2	3	4	5	6	
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Total Score for this entry:	
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