

## 2006 HeSCA Media Festival Winners & Nominees

### Bronze Winners

#### Print Media

The Royal Children's Hospital  
*Boys will be boys – A guide to sports participation for people with haemophilia and other bleeding disorders*  
Greer Sansom, Producer

#### Video – Curriculum Based

Comprehensive Health Education Foundation  
*FUEL: Skin Deep*  
Carol Heumann Snider, Producer

#### Video – General Health Information

M. C. Films  
*The Weight of Obesity: A Balanced Reality*  
Mickey Freeman, Producer

Paradigm Pictures Proprietary Limited Company  
*Selling Sickness – An Ill for Every Pill*  
Pat Fiske, Producer

Injoy Birth & Parenting Videos  
*You Can Quit! – How to Stop Smoking During Pregnancy*  
Charlie Stein, Producer

#### Video – Patient Education

Kaiser Permanente  
*Quitting For Good: Kaiser Permanente's Stop Smoking Program*  
Jo Ann Lesser, Producer

#### Video – Marketing

M. D. Anderson Cancer Center  
*The Children's Cancer Hospital at M. D. Anderson Cancer Center*  
Mark Adamcik & Elaine Mays, Producers

### Silver Winners

#### Print Media

Cardinal Health System  
*2006 Cancer Center Annual Report*  
Will Henderson, Producer

Medical College of Georgia  
*MCG Tomorrow 2004*  
Pamela J. Hayes, Producer

#### Video – Marketing

Medical College of Georgia  
*A Closer Look*  
Michael H. Miller, Ph.D., Tim Johnson, and Ben Fergusin, Producers

#### Interactive Media

HealthMark Multimedia  
*Recurrent Prostate Cancer: Your Decision Notebook®*  
Susan Brink & Ann E. McFarren, Producers

### Gold Winners

#### Video – Curriculum Based

University of Leicester Audio Visual Services  
*Recognizing Risk and Improving Patient Safety*  
Paul Allsop, Steve Overton, Jon Shears, Nicole Stewart and Paul Stewart, Producers

### Milton E. Adsit Excellence in Veterinary Medical Media Award

University of Tennessee College of Veterinary Medicine

*Smoky's Story: Four Pounds of Courage*

Aaron Killian & Babbet Harbison, Producers

### The 2006 Elmer Friman Best of Show Award Winner is:

University of Leicester Audio Visual Services

*Recognizing Risk and Improving Patient Safety*

Paul Allsop, Steve Overton, Jon Shears, Nicole Stewart and Paul Stewart, Producers