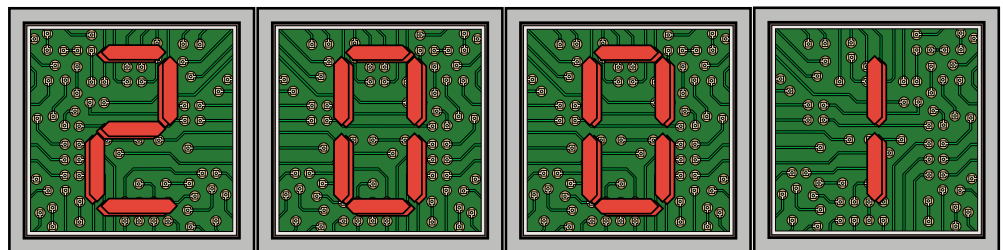




HeSCA Media Festivals Learning Resource Center Catalog



2001 HeSCA Media Festivals

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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 Sciences Communications Association is to recognize individuals and organizations whose efforts result in excellence in health science media production. Now in its twenty-second year, the Festivals have annually drawn hundreds of entries from almost as many producers, 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 five competitive Festivals for 2001: Film, Interactive Materials, Print, Video, and Websites. Entries entered in the competition were produced, released and/or copyrighted in 1999 or 2000. In addition, a number of entries not included in the judging process are accepted for the HeSCA Learning Resources Center. These entries are showcased in this catalog as well as in the Learning Resource Center (LRC) with the competitive Festival entries. The LRC only entries may be produced/released/copyrighted in any year.

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 2001 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.

2001 HeSCA Media Festivals Entry Codes

Each entry in the 2001 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 **M** = Film **P** = Print **V** = Video **W** = Website

Second Letter = Festival Category

IC- Interactive, Computer Software
IS- Interactive, Computer Controlled Video
MP- Film
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 #	<i>The Symbol: ★ before the program title</i>
Producer	Year	<i>indicates the production has won an award.</i>
<i>Primary Audience</i>	Size	
Objectives		
<i>MeSH Heading</i>		
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*" may be obtained by contacting the entry producer. Distributors are only listed for those entries available for commercial distribution.

Learning Resource Center

The Learning Resource Center is an important component of HeSCA's 40th Annual International Meeting for Biomedical Communications. The LRC provides attendees with the opportunity to review the best and latest health education media from around the world. The LRC is managed by the HeSCA Biomedical Libraries Interest Group. The LRC Coordinators for 2001 are:

Lynn Povanda
Himmelfarb Library
George Washington University
Washington DC

Lori Klein
Reference Department
National Library of Medicine
Bethesda MD

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:

Copies of the 2001 HeSCA Media Festivals and LRC Catalog
are available for downloading on the HeSCA website: <http://www.hesca.org>

or they may be purchased by contacting:

Health Sciences Communications Association
One Wedgewood Drive, Suite 28
Jewett City, CT 06351-2428

(860) 376-5915 Fax: (860) 376-6621 E-Mail: HeSCAOne@aol.com

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2001 HeSCA Media Festivals Personnel

Festival Coordinators

Chairman:

Mary Seither
Baylor University Medical Center
Dallas, TX

Carol A. Beckerman
Foundation for the Junior Blind
Long Beach, CA

Gregory DuValle
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at San Antonio
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Norman Regional Hospital
Norman OK

Christopher A. Sarley
Center for Educational Development
Lehigh Valley Hospital
Allentown PA

Tim Spenser
Biomedical Communications
Health Sciences Centre, Winnipeg, Manitoba, Canada

Festival Judges

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San Diego, CA

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2001 HeSCA Media Festivals Coordinators & Judges

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Professor of Pediatrics and Child Health, University of
Manitoba, Winnipeg, Manitoba, Canada

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Omaha, NE

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Los Angeles, CA

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Omaha Veterans Administration Medical Center
Omaha, NE

2001 HeSCA Media Festivals Coordinators & Judges

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Irving, Texas

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University of Texas Health Science Center at San
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Omaha, NE

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Biomedical Communications
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Gary Weisel
Video Producer
Lehigh Valley Hospital, Allentown, PA

Lonny Wright
Multi-media artist/programmer
Dallas Texas

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Clinical Education Specialist
Norman Regional Hospital
Norman, OK

Medical Subject Headings

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Loyola University Medical Center
Library

2001 HeSCA Media Festivals Coordinators & Judges

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2001 HeSCA Print Media Festivals

Continuing Education

The Andrews Journal of Orthodontics and Orofacial Harmony	PP-168
Baylor University Medical Center Proceedings, Vol 13, No. 4, October, 2000	PP-129
Criminal Justice Institute 2000	PS-169
Journal Plus: The Role of In Vito Testing for Antigen-Specific IgE	PS-108
Medicine of the Americas	PP-105
Osteoporosis: A Time To Choose	PB-104
People, Pathogens, and Antibiotics: Achieving Appropriate Antimicrobial Therapy	PK-106
Sleep Disorders in Infancy and Childhood	PB-103
UCSD CalWorks Educational Program	PS-181

Patient Education

Brain Aneurysm	PB-152
The Cardiac Rehabilitation Workbook	PK-154
Death And Dying	PB-153
Jamie Tackles Social Anxiety	PB-167
Rheumatoid Arthritis	PB-159
Wellness Maps	PC-151

General Health Information

The Arthritis Foundation's Guide to Good Living With Osteoarthritis	PK-158
The Arthritis Foundation's Guide to Good Living With Rheumatoid Arthritis	PK-157
Arthritis Today (July-August, 2000)	PP-160
Arthritis Today (November-December, 2000)	PP-161
Health Horizons	PP-140

Marketing

The Archaeology of Complex Societies at UCSD	PB-166
East Tennessee State University Cancer Center Logo	PS-120
Eisenhower Medical Center Annual Report, 1999	PP-107
Floran Care Program Support Materials	PC-173
Mercury Vol. XLIV, No. 2	PP-134

2001 HeSCA Print Festival

- | | | | |
|--|--|---|--|
| <p>Sleep Disorders in Infancy and Childhood</p> <p>Annenberg Center for Health Sciences
Healthcare professionals with an interest in SIDS, sleep disorders, apnea and other related topics</p> <p>The Sleep Disorders in Infancy and Childhood conference provides opportunities to network and learn about the latest research in the field. Professionals from a variety of disciplines are invited to attend this year's meeting, which focuses on risk factors for SIDS, smoking, the co-sleeping debate, and other sleep-related problems.</p> <p><i>Sleep Disorders – Infant</i>
<i>Sleep Disorders – Child</i></p> <p>Contact the producer for sample copies</p> | <p>PB-103</p> <p>2000</p> <p>Brochure</p> | <p>People, Pathogens, and Antibiotics: Achieving Appropriate Antimicrobial Therapy</p> <p>Annenberg Center for Health Sciences
Physicians & Primary Care Physicians</p> <p>When a clinician chooses a particular medication and dose for a patient – he must consider the results that can be achieved with antibiotics, combined with a concern about anti-microbial resistance. Physicians are presented with practical information and principles, which lead to this optimal situation when treating their patients.</p> <p><i>Antibiotics</i></p> <p>Contact the producer for sample copies</p> | <p>PK-106</p> <p>2000</p> <p>24pp</p> |
| <p>✳ Osteoporosis: A Time To Choose</p> <p>Annenberg Center for Health Sciences
Health professionals who treat osteoporosis</p> <p>The ability to increase bone mineral density to reduce fractures has provided new options to physicians who treat patients at risk for osteoporosis. Clinical practitioners are invited to participate in a continuing education program that offers practical information that can help improve the quality of life for their osteoporosis patients.</p> <p><i>Osteoporosis</i></p> <p>Contact the producer for sample copies</p> | <p>PB-104</p> <p>2000</p> <p>6-panel brochure</p> | <p>✳ Eisenhower Medical Center Annual Report, 1999</p> <p>Annenberg Center for Health Sciences
Management, Staff, Donors</p> <p>The objective of Eisenhower Medical Center's Annual Report is to effectively communicate to its Board, management and medical staff how the Center met its missions, goals, performance and key accomplishments during 1999.</p> <p><i>Annual Report</i></p> <p>Contact the producer for sample copies</p> | <p>PP-107</p> <p>2000</p> <p>24pp</p> |
| <p>Medicine of the Americas</p> <p>Annenberg Center for Health Sciences
Healthcare Professionals</p> <p>This new peer-reviewed medical journal seeks to disseminate information that will assist physicians and other healthcare professionals to improve the health and medical treatment of the diverse ethnic and cultural peoples residing in the Americas, particularly the United States.</p> <p><i>Ethnic Groups –Periodicals</i>
<i>Delivery of Health Care – Periodicals</i></p> <p>Contact the producer for sample copies</p> | <p>PP-105</p> <p>2000</p> <p>80pp</p> | <p>Journal Plus: The Role of In Vito Testing for Antigen-Specific IgE</p> <p>Annenberg Center for Health Sciences
Primary Care Physicians</p> <p>Journal Plus is a series of continuing education enduring materials which feature peer-reviewed journal articles, supplemented with and interview between the author and a host clinician. In this sample, primary care physicians learn about the latest advances in diagnostic testing for suspected allergic disease.</p> <p><i>Education, Continuing</i></p> <p>Contact the producer for sample copies</p> | <p>PS-108</p> <p>2000</p> <p>3 pieces</p> |

2001 HeSCA Print Festival

<p>East Tennessee State University Cancer Center Logo PS-120</p> <p>J. H. Quillen College of Medicine 1999 General Public Logo</p> <p>The logo was created to promote the formation and build recognition of East Tennessee State University's new cancer center, the only in the region that offers comprehensive care in medicine, surgery, gynecology, and pediatrics all within on facility.</p> <p><i>Marketing of Health Services</i></p> <p>Contact the producer for sample copies</p>	<p>* Health Horizons PP-140</p> <p>The University of Arizona Health Sciences Center 2000 Health Sciences Center Community 32pp</p> <p>This publication is produced for the research community, potential donors, and those interested in the current research activities at the Arizona Health Sciences Center. This issue depicts examples of meritorious accomplishments try the research activities and efforts at the Arizona Health Sciences Center and how these improve the health and quality of people's lives.</p> <p><i>Health Promotion</i></p> <p>Contact the producer for sample copies</p>
<p>Baylor University Medical Center Proceedings, Vol 13, No. 4, October, 2000 PP-129</p> <p>Baylor Health Care System 2000 Practicing Physicians 128pp</p> <p>This quarterly medical journal is produced to communicate information about the research and clinical activities, continuing education, philosophy, and history of the Baylor Health Care System. Continuing medical education credit is awarded to physicians who read the designated articles and complete the self-test and registration forms.</p> <p><i>Education, Continuing – Periodicals</i></p> <p>Contact the producer for sample copies</p>	<p>Wellness Maps PC-151</p> <p>Krames/Staywell 2000 People who need to make certain lifestyle changes to improve their health 7 pieces</p> <p>The Wellness maps were created to help guide people through making lifestyle changes for better health. These changes are often difficult, and the maps provide clear information and specific tips to motivate and instruct and to help the reader make the change successfully.</p> <p><i>Health Behavior Life Style</i></p> <p>Contact the producer for sample copies</p>
<p>* Mercury Vol. XLIV, No. 2 PP-134</p> <p>MedArt 2000 Donors and Community at Large 44pp</p> <p>This magazine is produced to maintain an ongoing relationship with donors and the community. Its purpose is to inform the readers about health issues as well as the programs and services available at Long Beach Memorial Medical Center. Another objective is to give donors recognition for the important part they play in the ability of the medical center to provide a high level of service.</p> <p><i>Health Promotion – Periodicals</i></p> <p>Contact the producer for sample copies</p>	<p>Brain Aneurysm PB-152</p> <p>Krames/Staywell 2000 Loved ones of a patient with a brain aneurism. 16pp</p> <p>A brain aneurysm is a sudden, serious health problem that can quickly lead to coma or death. For the loved ones of someone with a brain aneurysm, the situation can be very frightening. This booklet attempts to explain brain aneurysms, their diagnosis, possible treatments, and the process of recovery to the loved ones of a person who has experienced this event.</p> <p><i>Intracranial Aneurysm</i></p> <p>Contact the producer for sample copies</p>

2001 HeSCA Print Festival

- | | | | |
|---|---|---|---|
| <p>Death And Dying
Krames/Staywell
Persons experiencing the death of a loved one.
Death and Dying was produced to provide comfort to someone experiencing the death of a loved one. The booklet offers information to help the person better understand the process that both they and their loved one are going through. The booklet also offers the health care provider a means to express information that can be very difficult to communicate, especially during this highly emotional time.</p> <p><i>Death</i>
Contact the producer for sample copies</p> | <p>PB-153
2000
16pp</p> | <p>The Arthritis Foundation's Guide to Good Living With Osteoarthritis
Arthritis Foundation
Rheumatoid Arthritis Patients and their caregivers.
This book is designed to help the more than twenty million Americans with osteoarthritis learn more about their disease, new drug and surgical treatments for arthritis, and how to reduce pain, stay fit and protect joints from injury or further disease damage.
<i>Osteoarthritis</i>
Contact the producer for sample copies</p> | <p>PK-158
2000
165pp</p> |
| <p>The Cardiac Rehabilitation Workbook
Krames/Staywell
Patients recovering from a heart attack or stroke.
The Cardiac Rehabilitation Workbook was produced for health care providers to give to patients going through rehab after a heart attack or other cardiovascular event. The workbook discusses rehabilitation and uses interactive quizzes, checklists, tables and journals to guide the patient through recovery. The workbook also emphasizes lifestyle changes that play an important role in the prevention of future events.</p> <p><i>Cardiovascular Diseases – rehabilitation</i>
Contact the producer for sample copies</p> | <p>PK-154
2000
64pp</p> | <p>Rheumatoid Arthritis
Arthritis Foundation
Rheumatoid Arthritis Patients and their caregivers.
This patient education booklet was produced to help the more than two million Americans learn more about rheumatoid arthritis and its treatments, as well as how to reduce pain and learn self-management skills.
<i>Arthritis, Rheumatoid</i>
Contact the producer for sample copies</p> | <p>PB-159
2000
24pp</p> |
| <p>The Arthritis Foundation's Guide to Good Living With Rheumatoid Arthritis
Arthritis Foundation
Rheumatoid Arthritis Patients and Families
This book is designed to help the more than two million Americans with rheumatoid arthritis learn more about their disease and its treatments, as well as how to reduce pain and achieve overall improved fitness with their disease.
<i>Arthritis, Rheumatoid</i>
Contact the producer for sample copies</p> | <p>PK-157
2000
220pp</p> | <p>Arthritis Today (July-August, 2000)
Arthritis Foundation
Arthritis Patients and their caregivers.
Arthritis Today's editorial mission is to give reader the information, readers and the inspiration they need to live better with arthritis. Research has shown clearly that people with chronic illness can measurably improve their health through self-education and self-help. Arthritis Today gives readers the tools to do that.
<i>Arthritis</i>
Contact the producer for sample copies</p> | <p>PP-160
2000
83pp</p> |
| <p>Arthritis Today (November-December, 2000)
Arthritis Foundation
Arthritis Patients and their caregivers.
Arthritis today's editorial mission is to give readers the information, resources and the inspiration they need to live better with arthritis. Research has shown clearly that people with chronic illness can measurably improve their health through self-education and self-help. Arthritis Today gives readers the tools to do that.
<i>Arthritis</i></p> | <p>PP-161
2000
98pp</p> | | |

2001 HeSCA Print Festival

Contact the producer for sample copies

The Archaeology of Complex Societies at UCSD **PB-166**

Office of Learning Resources, UCSD 1999
Participants and members of the Complex Societies Group Brochure

The objective of this piece was to produce and informative brochure that can be returned as a mail-in registration form. This entry was produced to entice participants that attend archeological seminars to sign up for the program's traveling opportunities.

Marketing of Health Services

Contact the producer for sample copies

Jamie Tackles Social Anxiety **PB-167**

Office of Learning Resources, UCSD 2000
Young Children suffering from social anxiety. 4-fold Brochure

The Jamie storybook was developed as a unique, developmentally appropriate medium for young children. Its original format was designed to appeal to a young audience and help them overcome their fear. It was produced to facilitate children's understanding of social anxiety and treatment approaches.

Anxiety Disorders – Child

Contact the producer for sample copies

The Andrews Journal of Orthodontics and Orofacial Harmony **PP-168**

Office of Learning Resources, UCSD 2000
Orthodontists 60pp

To create a quarterly attractive, upscale, scientific journal to convey Doctor Andrews innovative orofacialharmony orthodontic philosophy. This journal was created to fill several needs: * to introduce this unique approach to professionals currently in aware of the philosophy * to create an open forum for discussion between orthodontists/researchers worldwide * to showcase results using this treatment * and because this technique was not documented in any other journal.

Orthodontics – Periodicals

Contact the producer for sample copies

Criminal Justice Institute 2000 **PS-169**

Office of Learning Resources, UCSD 2000
Those involved in substance abuse delivery of treatment within the criminal justice system. 2 pieces

The objective of this piece was to use the open door theme to give the Institute a new look and to produce teaching materials using this theme. This entry was produced to give the Institute a new image. For each program, the Institute sponsors, a new image will appear behind the window and open door. This was the first in a series yet to be produced.

Marketing of Health Services

Contact the producer for sample copies

Floran Care Program Support Materials **PC-173**

Theracom, Inc. 2000
Pulmonary Hypertension Community 7 pieces

These materials introduced TheraCom and the Floran care Program to the pulmonary hypertension community. Floran is a life-sustaining therapy requiring a complex 24-hour treatment regimen that cannot be interrupted. These materials provide reassurance to the pulmonary hypertension community of TheraCom's commitment as a compassionate, patient-focused caregiver.

Marketing of Health Services

Contact the producer for sample copies

UCSD CalWorks Educational Program **PS-181**

Office of Learning Resources, UCSD 2000
Technicians, case workers, managers, home visitors and counselors dealing with addiction, domestic violence and mental health Kit

To unify all aspects of printed material used in the training process to obtain a unique look specific to this program. The client's objective was to bring a personal yet professional image into the program. This piece was produced to train county Technicians, Case Managers, home Visitors and Counselors how to deal with issues concerning substance abuse, domestic violence, and mental health. Training manuals and participant workbooks were produced to help train the trainers and provide them with materials to use in workshops.

Education, Continuing

Contact the producer for sample copies

2001 HeSCA Print Festival

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2001 HeSCA Film & Video Festivals

Curriculum Based Education

Bright Futures: Health Supervision of Infants, Children and Adolescents	VU-138
CPR For Bystanders 2000.....	VU-135
Doing The Right Thing: Compliance In Health Care.....	VU-149
Ergonomics in Healthcare: Working Smarter, Not Harder.....	VU-147
Healthy Steps - Unit Eight Supporting Families: Challenging Times, Challenging Situations.....	VU-186
Healthy Steps - Unit Six Teachable Moments: The Toddler Years.....	VU-185
Pain Management: The Fifth Vital Sign	VU-148

Continuing Education

The Autopsy - Axial Techniques.....	VE-122
The Autopsy - Health and Safety, Evisceration and Reconstruction	VE-124
The Autopsy - Hospital Post Mortems.....	VE-123
The Autopsy - Specialist Techniques.....	VE-121
Health Care Compliance Training.....	VE-183
High Impact: Substance Abuse and HIV Care	VE-156
Needlestick Injury Prevention: Points To Remember.....	VE-118
Race, Class and Health	VE-142

Patient Education

Acquired Brain Injury: Teens Talking To Teens	VP-102
Beyond Diagnosis: Our Journey with Breast Cancer	VP-175
The Diabetes Home Video: Skills for Self-Care	VP-101
Keep your life ONLINE - Teenagers & Young Adults Living Positively with Diabetes	VP-131
Living In Alzheimer's Disease.....	VP-162
Low Vision Center.....	VP-141
The Rhythm of Life: Living With Your ICD	VP-165
Smiles For Life/Sonrisas para toda la vida	VP-150
"Untitled": Teens Talk About Epilepsy.....	VP-111
Works of Wonder.....	VP-128

General Health Information

Behind The Mask.....	VG-137
Born in the USA.....	VG-179
Defusing Teenage Violence	VG-112
Emergency! A Critical Situation.....	VG-177
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2001 HeSCA Film & Video Festivals

Marketing

The Facts About Infertility: A Message of Hope from The Cleveland Clinic	VM-174
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2001 HeSCA Video & Film Festivals

✳ **The Diabetes Home Video: Skills for Self-Care** **VP-101**

Milner-Fenwick, Inc 2000
 Adult Diabetic Population 57:25
 Self-management is one of the cornerstones of patient care in chronic disease, especially diabetes. Produces with the American Association of reference video for diabetes self-care. Almost two hours in length, the video covers the many aspects of managing diabetes ranging from education, nutrition, exercise, monitoring, medication, pattern management, and lifestyle changes and emotions. Video comes with an accompanying pamphlet that reinforces the key concept from the video.

*Diabetes Mellitus
 Self Care*

Contact the producer for distribution information

Acquired Brain Injury: Teens Talking To Teens **VP-102**

Full Frame Productions 2000
 Teens/Young Adults recovering from brain injury. 26:00

This video explores the experiences of teenagers retuning to their community after severe brain injury and intensive rehabilitation. Three young people are profiled in a documentary-style production. Each person offers honest, candid and realistic perspectives on feelings, recovery, family, friends, sex, school and home.

Brain Injuries – rehabilitation – Adolescence

Distributor: Lash & Associates Publishing
 Sale: \$20.

✳ **Too Smart To Start** **VS-110**

Prospect Associates 2000
 State of Maryland rural teenagers and their parents 00:30

This television campaign was developed in an effort to convince teens as well as their parents that smoking is a destructive habit. This campaign relies solely on the true stories of two teenagers who, by observing their own parents deteriorating health (smoking related), decided that they're "too smart to start".

Smoking

Contact the producer for distribution information

"Untitled": Teens Talk About Epilepsy **VP-111**

Prospect Associates 2000
 Teens with Epilepsy 18:48

This video, made by and for teens with epilepsy, is meant to facilitate dialogue to: ● Reassure newly diagnosed teens that they are apart of a larger group ● Reinforce decision making options ● Sensitive others to the realities of living with epilepsy.

Epilepsy – Adolescence

Contact the producer for distribution information

✳ **Defusing Teenage Violence** **VG-112**

Dartmouth-Hitchcock Medical Center 2000
 Children Ages 12-19 21:00

Violence among young people takes among forms, from homicide to suicide to self-mutilation. This show talks about the causes of violence among children and teenagers and what can be done to reduce it. The program profiles innovative, proven programs that improve school climate and reduce the incidence of violence. Psychologist and writer Daniel Goleman, who wrote *Emotional Intelligence*, presents his view on improving school climate and teaching civility and empathy. James Garbarino, author of *Lost Boys* talks about the forces that can lead to school violence. Much of his work is based on his interviews with children who commit extreme acts of violence like homicide.

Violence – Adolescence

Distributor: Cambridge Educational

Skiing and Snowboard Safety **VG-113**

Dartmouth-Hitchcock Medical Center 1999
 General 10:00

Ski and Snowboard Safety is a high action video produced to help reduce accidents on the slopes, especially among children and teenagers. The program includes strong messages on safety as well as courtesy, which is an important component of safe practices. The production was sponsored, in part, by the New Hampshire Injury Prevention Center. The tape is hosted and narrated by two energetic snowboard instructors.

Skiing

Accident Prevention

Contact the producer for distribution information

2001 HeSCA Video & Film Festivals

<p>What is Testicular Torsion? VG-117 Kaiser Permanente 2000 Boys - health class 07:15 Coaches - High School & College Testicular Torsion is a strangulation of the spermatic cord. This video informs young men about this rarely discussed condition and what to do about it. One in 160 men will have experienced testicular torsion by age 25. Early detection can save the testis. <i>Spermatic Cord Torsion</i> Contact the producer for distribution information</p>	<p>The Autopsy - Specialist Techniques VE-121 The University of Sheffield 2000 Postgraduate trainees in Pathology, Undergraduate students of medicine, nursing and dentistry. This is the last of four programmes on Autopsies covers specialist techniques, which are not part of a routine Autopsy. But which every trainee pathologist needs to be competent in. It also demonstrates how to take samples for Toxicological analysis. <i>Autopsy – methods</i> Contact the producer for distribution information</p>
<p>Needlestick Injury Prevention: Points To Remember VE-118 Department of Veteran's Affairs 2000 Medical & Dental Staff 15:20 This program is designed to assist VA clinicians in the prevention of needle stick injuries. The objectives are to identify tasks associated with increased risk for the occurrence of needle stick injuries: state unsafe work behaviors that increase the risk of needle stick injuries: and describe work practices that prevent needle stick injuries. The target audience is dental staffs, mid-level practitioners, nurses, pathology and laboratory staffs, physicians, phlebotomy staffs, and respiratory therapists. <i>Needlestick Injuries – prevention & control</i> Contact the producer for distribution information</p>	<p>The Autopsy - Axial Techniques VE-122 The University of Sheffield 2000 Postgraduate trainees in Pathology, Undergraduate students of medicine, nursing and dentistry. Third in a series of four, this programme demonstrates the dissection of the strap muscles of the neck and methods of removing the brain, eyes, temporal bones and the spinal cord. The method of examining the middle ears is also shown. The indications for all of these procedures are described. <i>Autopsy – methods</i> Contact the producer for distribution information</p>
<p>✳ Healthcare Crisis: Who's at Risk VG-119 Issues TV 2000 General 56:00 Many Americans feel confused by the complexity of America's healthcare policy debate. Healthcare Crisis is a response to this national frustration. In a one hour time frame, this program presents an overview of how American health policy has developed, the issues we currently face, and what we as a nation can do to solve these dilemmas. <i>Health Policy – United States</i> Contact the producer for distribution information</p>	<p>The Autopsy - Hospital Post Mortems VE-123 The University of Sheffield 2000 Postgraduate trainees in Pathology, Undergraduate students of medicine, nursing and dentistry. Second in a series of four this programme demonstrates the procedures undertaken in a routine hospital autopsy. Beginning with a detailed external examination of the body it shows the dissection of the pelvic abdominal and thoracic organs and the brain. Finally, the demonstration of the findings is shown. <i>Autopsy – methods</i> Contact the producer for distribution information</p>

2001 HeSCA Video & Film Festivals

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| <p>✳ The Autopsy - Health and Safety, Evisceration and Reconstruction VE-124
 The University of Sheffield 2000
 Postgraduate trainees in Pathology, Undergraduate students of medicine, nursing and dentistry.
 Every Autopsy carries potential health and safety hazards. Emphasizing safe sharps practice of the use of protective clothing and equipment. It demonstrates the techniques required to eviscerate the body and to achieve a safe and cosmetically acceptable reconstruction.
 <i>Autopsy – methods</i>
 Contact the producer for distribution information</p> | <p>Works of Wonder VP-128
 Vida Health Communications 2000
 Expectant Parents 80:00
 Childbirth is often a mystery even to those who may be in their last trimester of pregnancy. Works of Wonder gives viewers a clear understanding of the anatomy and physiology of labor and birth through the use of 3D computer animation: three documentary vignettes depicting distinctly different birth events; a section on medical options and procedures, and a module depicting a cesarean birth. Gives expectant parents a clear picture of the progress of labor, and an understanding of available medical options and interventions in childbirth.
 <i>Labor</i>
 Distributor: Vida Health Communications
 Sale: \$395, Review: Free 21-day</p> |
| <p>Team Heart VM-126
 Allina Health System 1999
 Cardiac care professionals & potential sponsors 09:45
 Team Heart was produced to illustrate how a partnership between four ambitious bicycling physicians and a health care foundation led to increased public awareness of a major health care issue, as well as providing a catalyst for a statewide initiative on physical exercise and a tool for fundraising.
 <i>Marketing of Health Services</i>
 Contact the producer for distribution information</p> | <p>✳ the right choices, right now. VG-130
 Cardinal Health System, Inc. 2000
 Youth ages 10-15 13:30
 This program was produced as part of a community campaign related to the prevention and early detection of cancer. Local volunteers are making hundreds of presentations to schools, churches, businesses and community groups. The video was produced to encourage healthy lifestyles among every 5th and 8th grade student in Delaware County.
 <i>Neoplasms – prevention & control</i>
 Contact the producer for distribution information</p> |
| <p>✳ MAO - Minnesota Age and Opportunity VM-127
 Allina Health System 1999
 Volunteers, Organizations & Donors 10:50
 MAAO – Minnesota Age and Opportunity was produced to draw attention to the ever increasing needs of senior citizens, and to show how a Minneapolis organization has been successful with “one-stop shopping” for their medical, social, and legal needs. The video was also produced to serve as a tool for further fundraising.
 <i>Marketing of Health Services</i>
 Contact the producer for distribution information</p> | <p>✳ Keep your life ONLINE - Teenagers & Young Adults Living Positively with Diabetes VP-131
 Educational Resource Centre 2000
 Royal Children's Hospital 40:00
 Teenagers & Young Adults age 15-21 years
 To create an accessible resource for young diabetics, with a focus on risk-taking behavior and various other health related lifestyle issues, in response to an information gap identified by The Injectors – Teenage Peer Support Network & The Royal Children's Hospital. A highly credible, hard-hitting education program was needed to stem the growing number of adolescents demonstrating poor diabetes control.
 <i>Diabetes Mellitus – Adolescence</i>
 Distributor: Dept. of Diabetes & Endocrinology
 Sale: \$100.</p> |

2001 HeSCA Video & Film Festivals

<p>CPR For Bystanders 2000 Pyramid Media Non-professional laypersons in CPR Courses CPR For Bystanders 2000 builds on a tradition begun in 1960, when Pyramid produced the very first CPR training film. We remain committed to the dissemination of life-saving resuscitation techniques to laypersons and professionals alike through excellence in community-based training media. Produced in accordance with the International Guidelines 2000 Conference on CPR. <i>Cardiopulmonary Resuscitation</i> Distributed By: Pyramid Media Sale: \$99. Preview: Free</p>	<p>VU-135 2000 27:00</p>	<p>Bright Futures: Health Supervision of Infants, Children and Adolescents Biomedical Video & Multimedia Pediatric Residents taking the Bright Futures Health Promotion Course Bright Futures is a practical developmental approach to promoting the health and well-being of infants, children and adolescents. This video introduces the Bright Futures Health Promotion Core Curriculum. It defines good health and the attitudes, knowledge, and skills necessary to facilitate quality, comprehensive health supervision by extending medical care beyond the physical examination and treatment of disease. <i>Child Welfare</i> <i>Pediatrics</i> Contact the producer for distribution information</p>	<p>VU-138 2000 15:00</p>
<p>From Day One Southern Illinois University Television General community; heart care & cardiac patients & families The Prairie Heart Institute at St. John's Hospital in Springfield, Illinois enters a new millennium as one of the premier heart programs in the Midwest. This program contrasts the beginning of one of the few successful heart programs of the 1960's with the state-of-the-art technologies, research, and advanced heart care of today's Prairie Heart Institute. <i>Marketing of Health Services</i> Contact the producer for distribution information</p>	<p>VM-136 2000 30:43</p>	<p>Low Vision Center Mission St. Joseph's Medical Center Persons with low vision The Low Vision Center piece was produced to serve two purposes, to market the service and to explain to potential patients what to expect. The primary focus is patient education. This piece was distributed to doctor's offices and other agencies serving those with low vision. <i>Vision, Low</i> Contact the producer for distribution information</p>	<p>VP-141 2000 11:00</p>
<p>Behind The Mask Southern Illinois University Television High school students, cardiac patients and families This program explores the duties, training, and personalities of each member of a cardiac surgery team as they play a unique role in heart care. The program is intended to educate cardiac patients as well as encourage high school viewers to consider medical careers. <i>Cardiac Surgical Procedures</i> Contact the producer for distribution information</p>	<p>VG-137 2000 40:18</p>	<p>Race, Class and Health George Washington University Television Public Health Leaders and Health Advocates Race, class and health explores the racial legacies and social determinants shaping the health of the nations' people. This national town meeting examines pertinent research case studies, community action strategies, and innovative learning approaches to eliminating health disparities. Community activists and leaders of higher education and public health address key questions such as: Is health a right for all, or a privilege for some? What myths and concepts prevent us from addressing the root causes of ill health? <i>Race Relations</i> <i>Public Health</i> Contact the producer for distribution information</p>	<p>VE-142 2000 120:00</p>

2001 HeSCA Video & Film Festivals

<p>Saving Our Kids VS-143</p> <p>The University of Texas M.D. Anderson Cancer Center 2000</p> <p>Parents with teenagers or any adult with influence over teenagers 00:20</p> <p>Saving Our Kids is a program developed by the Harris County medical Examiner's Office and Sheriff's Office to educate teenagers about the dangers of driving in an effort to reduce auto fatalities. The PSA was produced to inform and motivate adults to register their teenagers in Saving Our Kids.</p> <p><i>Automobile Driving – Adolescence</i></p> <p>Contact the producer for distribution information</p>	<p>* Volunteers, Making A Difference, Making Cancer History VM-146</p> <p>The University of Texas M.D. Anderson Cancer Center 2000</p> <p>Potential Volunteers 10:15</p> <p>Named top cancer center in the nation by U.S. News and World Report in 2000, M.D. Anderson Cancer Center has earned the trust and respect of countless individuals. M.D. Anderson relies on its devoted team of volunteers in making cancer.</p> <p><i>Marketing of Health Services</i></p> <p>Contact the producer for distribution information</p>
<p>Saving Our Kids VS-144</p> <p>The University of Texas M.D. Anderson Cancer Center 2000</p> <p>Parents with teenagers or any adult with influence over teenagers 00:30</p> <p>Saving Our Kids is a program developed by the Harris County medical Examiner's Office and Sheriff's Office to educate teenagers about the dangers of driving in an effort to reduce auto fatalities. The PSA was produced to inform and motivate adults to register their teenagers in Saving Our Kids.</p> <p><i>Automobile Driving – Adolescence</i></p> <p>Contact the producer for distribution information</p>	<p>Ergonomics in Healthcare: Working Smarter, Not Harder VU-147</p> <p>Envision, Inc. 2000</p> <p>Multi-disciplinary healthcare staff 18:56</p> <p>Ergonomics in Healthcare: Working Smarter, Not Harder – This new program outlines the new OSHA Ergonomics standard and what your staff needs to know in order to comply. The program identifies common musculoskeletal disorders (MSD's) and their signs and symptoms, explains the importance of early reporting of MSD's, identifies job-specific risk factors associated with MSD's, describes engineering controls and effective work practice techniques for preventing and avoiding potential MSD's.</p> <p><i>Human Engineering</i></p> <p>Distributed by: Envision, Inc. Sale: \$395. Preview: Free</p>
<p>Oppurtunities: Healthcare Careers at M. D. Anderson VM-145</p> <p>The University of Texas M.D. Anderson Cancer Center 2000</p> <p>High School students interested in science and medicine 18:05</p> <p>This video was produced to educate high school students about medical careers at M.D. Anderson in the Allied Health professions; Medical Technology, Cytogenetic Technology, Cytotechnology, Histotechnology, Medical Docimetry and Radiation Therapy, and to recruit them to enter training in these fields at M.D. Anderson.</p> <p><i>Marketing of Health Services</i></p> <p>Contact the producer for distribution information</p>	<p>Pain Management: The Fifth Vital Sign VU-148</p> <p>Envision, Inc. 2000</p> <p>Multi-disciplinary healthcare staff 16:10</p> <p>Pain Management: The Fifth Vital Sign – Everything you need to know to help you meet the new JCAHO standards on pain management. The patients' right to effective pain management must be recognized, respected, supported and addressed by your organization.</p> <p><i>Pain</i></p> <p>Distributed by: Envision, Inc. Sale: \$395. Preview: Free</p>

2001 HeSCA Video & Film Festivals

*** Doing The Right Thing:
Compliance In Health Care** **VU-149**

Envision, Inc. 1999
 Multi-disciplinary healthcare staff 21:13
 Doing The Right Thing: Compliance Issues In healthcare- Presented in a concise and straightforward approach with real-life scenarios, this program presents the elements necessary for a functional compliance program to maintain proper standards of conduct. This video package clearly defines healthcare compliance issues and their importance to your organization.

Guideline Adherence

Distributed by: Envision, Inc.
 Sale: \$295. Preview: Free

Smiles For Life/Sonrisas para toda la vida **VP-150**

University of Texas Health Science Center at San Antonio & Laredo Dental Society 2000
 Bilingual residents of Laredo, TX and surrounding border region. 30:16

To raise awareness about how to prevent dental disease in children and adults. Dental disease has reached near-epidemic proportions in South Texas due to lack of preventive care. The video is meant to encourage the target audience with local patients and dentists demonstrating healthy habits in a positive way.

Dental Care

Contact the producer for distribution information

High Impact: Substance Abuse and HIV Care **VE-156**

Northwest AIDS Education & Training Center 2000
 Clinicians caring for HIV patients. 28:04
 High Impact is part of a quarterly series from the Northwest AIDS Education and Training Center, which keeps HIV clinicians up-to-date on issues affecting HIV care. This program, mailed on VHS to regional healthcare providers, is to impact their treatment of substance-abusing HIV patients.

Substance-Related Disorders

HIV Infections

Contact the producer for distribution information

Living In Alzheimer's Disease **VP-162**

University of California, San Diego & The George G. Glenner Alzheimer's Family Centers, Inc. 1999
 Professionals, at home caregivers and CNAs caring for Alzheimer's patients 60:00
 There are over four million people with Alzheimer's Disease in America today and the numbers are growing. It is an enormous concern for families touched by this trauma. Data shows that family members care for 80% of AD patients at home. This series serves them. It patients are cared for at home by family members. This series serves them. It utilizes the information and tips from actual family caregivers as well as the curriculum from the Glenner School of Dementia care. A companion version is supplied in English and Spanish. The series is designed in small modules so the caregiver can fast forward to the particular challenge they are currently dealing with. Professional caregivers utilize this series as well as people who are concerned that they, or a family member might have AD.

Alzheimer Disease

Distributed By: The George G. Glenner Alzheimer's Family Centers, Inc.
 Sale: Non-Profits \$10., Others: \$65.

What Now... Living With Heart Disease **VM-164**

Baylor Media Services 2000
 Heart patients and their families 05:00
 Baylor has some wonderful support and educational services for heart patients and their families. Studies showed that these services were under-used. This video was produced to increase awareness and promote these support and education services to our patients and visitors. The services promoted in this video are Caring Hearts and Wired for Life, Cardiovascular Rehabilitation, and Leap for Life. It is used as a stand-alone video as well as being added on to six cardiovascular patient education videos that play on Baylor's in-house television system. NOTE: Only existing file video was used because of a limited budget for this project.

Marketing of Health Services

Contact the producer for distribution information

2001 HeSCA Video & Film Festivals

The Rhythm of Life: Living With Your ICD **VP-165**

Baylor Media Services 2000
 Patients undergoing an ICD implant. 23:00
 This video takes a thorough look at ICD's...who needs them, how they are implanted, and how quickly most patients recover. One of the main reasons a video is used to help educate the patient, and their loved ones, is to reassure them that the quality of their life will still be good after they receive an ICD. This is emphasized in the video by showing present and former patients living normal healthy, quality lives. Doctors require patients undergoing an ICD implant to view this video before the procedure. The patient also receives supplemental printed materials and face-to-face education.

Defibrillators, Implantable

Contact the producer for distribution information

The Facts About Infertility: A Message of Hope from The Cleveland Clinic **VM-174**

The Cleveland Clinic 2000
 Couples of child-bearing age struggling with infertility. 14:24

There is millions of couples who experience infertility. Some do not seek treatment because they are not aware that infertility is a medical condition that can be treated. Others will not seek treatment because of embarrassment. Others do seek treatment from their family doctor, but with our success. This video will present the facts about infertility, and give couples information about the many treatment options available to them at The Cleveland Clinic. In addition to the "facts," there is a motivating "message of hope", conveyed by patient testimonies and staff interviews. After viewing this video, couples will be aware that help is available, and will be motivated to call and make an appointment with one of our specialists. The tape will be used as part of a marketing campaign.

Infertility

Contact the producer for distribution information

Beyond Diagnosis: Our Journey with Breast Cancer **VP-175**

Aquarius Health Care Videos 1999
 Breast Cancer patients and their families 54:00
 This film helps others to understand the different issues people cope within all stages of breast cancer. This sensitive and powerful documentary chronicle a year in the life of Barb and her husband, David, as they face Barb's diagnosis with breast cancer. We follow her through this emotional chapter in her life: diagnosis, treatment, family, and life after treatment. Barb's story is revealed to you as it is revealed to her, as it happens. This story is accent with the voices of seven other women as they reveal their individual journeys.

Breast Neoplasms

Contact the producer for distribution information

✳ Sickle Cell Disease: The Faces of Our Children **VG-176**

Minority Coalition of the UFCW 1999
 General Audience 14:00
 Nearly 50-80 thousand African-Americans have sickle cell anemia, a genetic disease in which red blood cells become stiff, sticky and misshapen. The objective of this video to examine the devastating impact of sickle cell disease on this community and their families and care givers.

Sickle Cell Trait

Contact the producer for distribution information

Emergency! A Critical Situation **VG-177**

National Film Board of Canada 1999
 General Audience 52:00
 After years of cutbacks and restructuring, how is the healthcare system holding up? Though filmed in suburban Montreal, Canada, every line and image is humorous and engaging – but ultimately disturbing. The objective of this vide is to explore the quality of healthcare at risk.

Health Care Quality, Access, and Evaluation

Contact the producer for distribution information

2001 HeSCA Video & Film Festivals

How I Coped When Mommy Died VG-178

Fanlight Productions 2000
Adolescents 26:00

This inspiring documentary created by 13-year-old Brett Hardy Blake, who lost his mother to breast cancer when he was 10, talks candidly about his feelings, from his fears during his mother's illness to his feeling of numbness after her death. The objective of this film is to reveal how individuals can survive and grow through the most tragic of circumstances.

Attitude to Death – Child

Contact the producer for distribution information

Born in the USA VG-179

Patchworks Productions 2000
General Audience 56:00

The objective of Born in the USA is to explore the landscape of maternity care in the US through the eyes of obstetricians, mothers and midwives. The documentary looks at childbirth practices in the US and raises questions about what constitutes the best care.

Maternal Health Services – United States

Contact the producer for distribution information

*** The Other Side of Blue: The Truth About Teenage Depression VG-180**

Fanlight Productions 2000
Adolescents 31:00

The objective of this video is to explore through profoundly touching and provocative honest testimonials from four engaging young people and commentary by two psychiatrists and a social worker the nature, causes, symptoms and consequences of clinical depression among teenagers. This documentary also examines the impact of teenage depression on families and discusses available treatments.

Depression – Adolescence

Contact the producer for distribution information

*** Treasure Street presents "Lighting The Way" VM-182**

Texas Scottish Rite Hospital 2000
Treasure Street Supporters and Patient's Families 11:00

Lighting the Way was created to highlight the efforts of the dedicated Tuberous Sclerosis (TS) Clinic, to provide support for the children with TS, and to promote a better understanding of the disease among the healthcare community and Treasure Street event supporters. The video contains interviews revealing the difference that the clinic has made in patient lives and the bonds formed between their families, the clinic, and medical staff.

Tuberous Sclerosis

Contact the producer for distribution information

Health Care Compliance Training VE-183

Maricopa Integrated Health System 1999
Hospital Employees 07:45

Healthcare compliance is serious. There are laws in effect now governing healthcare, fraud, and abuse. Implementation of a compliance program is a defensive mechanism to insure we do not get that level of scrutiny and insure compliance into the future, and to operate our business with the highest morals possible. This is the first of a continuing program.

Guideline Adherence

Contact the producer for distribution information

Family Violence: Coming Out of the Shadows VG-184

Maricopa Integrated Health System 2000
Healthcare Givers 33:47

Increase awareness of intimate partner abuse, vulnerable adult abuse, and child abuse, teach methods for screening, increase awareness of community resources and safety planning, teach appropriate documentation, teach to whom and when to report family violence, recognize signs and symptoms of family violence.

Domestic Violence

Contact the producer for distribution information

2001 HeSCA Video & Film Festivals

* **Healthy Steps - Unit Six Teachable Moments: The Toddler Years** **VU-185**

Independent Production Fund, Toby
Levine Productions 2000
Pediatric Professionals 51:18

The videos in the Kit introduce the main Healthy Steps strategies, using documentary techniques to show users how those strategies are implemented in real medical practices. The videos provide models of developmentally oriented care that clinicians can use to adapt their own decisions and behaviors when working with families and young children.

Child Behavior

Child Development

Distributed By: The Independent Production Fund
Sale: \$350 (Full Kit)

* **Healthy Steps - Unit Eight Supporting Families: Challenging Times, Challenging Situations** **VU-186**

Independent Production Fund, Toby
Levine Productions 2000
Pediatric Professionals 51:18

The videos in the Kit introduce the main Healthy Steps strategies, using documentary techniques to show users how those strategies are implemented in real medical practices. The videos provide models of developmentally oriented care that clinicians can use to adapt their own decisions and behaviors when working with families and young children.

Child Behavior

Child Development

Distributed By: The Independent Production Fund
Sale: \$350 (Full Kit)

2001 HeSCA Video & Film Festivals

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2001 HeSCA Interactive Media & Web Site Festivals

Curriculum Based Education

Anatomical Kinesiology	IC-115
http://home.earthlink.net/~shalpine/anim/anim.htm	WS-172
http://medicine.ucsd.edu/clinicalmed	WS-170
http://www.lrc.arizona.edu/courses/neuroscience/stwa/	WS-139

Continuing Education

Fetal Alcohol Syndrome - Prevention, Diagnosis, Treatment:

A Clinical Guide for Obstetric and Pediatric Providers	IC-125
Healthy Steps	IC-114
Radiation Protection - A Computer Animated Course in Radiation Safety	IC-132
Radiation Protection for Medical Personnel	IC-133
Tuberculosis - What Healthcare Workers Need To Know	IC-109

Patient Education

My Body, My Choice, My Future	IC-116
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General Health Information

http://www.kidshealth.org	WS-171
Krames On-Demand	IC-155

Marketing

Interventional Products Tradeshow Kiosk DVD	IC-163
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2001 HeSCA Interactive and Website Festivals

Tuberculosis - What Healthcare Workers Need To Know **IC-109**

University of Alabama at Birmingham 2000
Healthcare Practitioners CD-ROM

This CD-Rom is designed to provide the information healthcare workers need to know to prevent the transmission of tuberculosis. Includes clinical scenarios where learners can apply their knowledge and a twenty-five question competency examination. Composes a different examination for each user and tracks competency examination results.

Tuberculosis

Distributed By: University of Alabama at Birmingham
Sale: \$250.

Healthy Steps **IC-114**

Toby Levine Communications & 2000
Independent Production Fund CD-ROM
Pediatric Residents and Physicians

The CD-ROM was produced to support physicians serving families with children from birth to three with information and clinical analysis about behavior and development. It presents the Healthy Steps approach to pediatric and family medicine, introduces teachable moments, and contains interactive cases, professional readings, and family handouts in English and Spanish.

Child Behavior

Child Development

Contact Producer for Distribution Information

Anatomical Kinesiology **IC-115**

California State University, Sacramento 2000
3rd Year majors in Kinesiology CD-ROM

Twenty-eight specific learning objectives are presented for students within the program. It replaces and expands upon a series of 25 year old videotapes. The program is designed as preliminary source material for live laboratory group activities. Skeletal review, muscle attributes and joint movement are presented in great detail. Quizzes and question banks provide self-assessment preparation for exams.

Kinesiology, Applied

Contact Producer for Distribution Information

*** My Body, My Choice, My Future** **IC-116**

Kaiser Permanente 2000
Women with gynecological problems. CD-ROM

In the doctor's office, when diagnosed with a gynecological condition, one rarely listens to the Health Care Provider's explanation. This CD allows a woman time to reflect, at her own pace, on the information she needs to understand her condition, the choices she will make and what the future holds.

Genital Diseases, Female

Contact Producer for Distribution Information

*** Fetal Alcohol Syndrome - Prevention, Diagnosis, Treatment: A Clinical Guide for Obstetric and Pediatric Providers** **IC-125**

Vida Health Communications 2000
Physicians and nurses in pediatrics and CD-ROM
obstetrics

Improving the health outcome of children affected by prenatal exposure to alcohol requires a multi-disciplinary approach. This interactive CD-Rom features a cross-collaborative model and presents the most recent research from the Institute of Medicine. It gives physicians and nurses in obstetrics and pediatrics information. They need to help prevent, disguise and treat fetal alcohol syndrome. To provide a comprehensive overview of fetal alcohol syndrome and other alcohol-related birth defects to physicians, nurses and other health caregivers working with families across the perinatal/pediatric continuum.

Fetal Alcohol Syndrome

Distributed By: Vida Health Communications
Sale: \$395.

Radiation Protection - A Computer Animated Course in Radiation Safety **IC-132**

University of Alabama at Birmingham 1999
Medical Personnel who work with CD-ROM
radiation sources.

The content of this program was designed to assist medical facility Radiation Safety Officers and in service education personnel in radiation protection instruction for facility personnel as required by state and federal law. My goal was to present the material in a unique manner so as to hold audience attention. An annotated manual accompanies the CD.

Radiation Protection

2001 HeSCA Interactive and Website Festivals

Contact Producer for Distribution Information

Radiation Protection for Medical Personnel **IC-133**
 University of Alabama at Birmingham 1999
 Medical Personnel who work with radiation sources. CD-ROM

The content of this program was designed to assist medical facility Radiation Safety Officers and in service education personnel in providing radiation protection instruction for both the radiation worker and those non-technical personnel (e.g., housekeeping, security, etc.) who work in radiation areas. This is a required law.

Radiation Protection

Contact Producer for Distribution Information

<http://www.lrc.arizona.edu/courses/neuroscience/stwa/> **WS-139**
 Biomedical Communications, The University of Alabama 2000
 1st Year Medical Students Website

This web-based neuroanatomy syllabus was produced to allow first-year medical students to study either at school or from home. The application's rich graphic content can be displayed using thumbnail versions for slower, modem connections while faster Internet connections can draw upon larger images and Macromedia Shockwave animations and sample tests.

Neuroanatomy

User Name: HESCA Last Name: HESCA
 Password: 1111

Krames On-Demand **IC-155**
 Krames/Staywell 2000
 Hospital Staff & Patients CD-ROM

Krames on Demand was created to provide hospitals and other facilities with comprehensive, customizable, easily accessed patient information. The information is provided as 1-page sheets on various health topics, organized into "notebooks." The provider can choose the desired healthsheet, add the patient's name, date, and special instructions, change any of the customizable fields (such as how many days to wait before driving, or how many times to repeat an exercise), and print the sheet to give to the patient. A copy of the sheet can be kept in the patient's records to document what instruction was given and when. This helps ensure that the patient receives the best care possible.

Patient Education

Contact Producer for Distribution Information

Interventional Products Tradeshow Kiosk DVD **IC-163**
 W. L. Gore & Associates, Inc. Medical Products Division 2000
 Vascular Surgeons CD-ROM

The creation of GORE Medical's first DVD Video program served three purposes: as a prototype for our entry into DVD authoring and production; as an alternative to our PC-based interactive video tradeshow displays; to produce an impressive full-screen, high-quality, menu-driven video for use in a guided face-to-face sales environment.

Marketing of Health Services

Contact Producer for Distribution Information

<http://medicine.ucsd.edu/clinicalmed> **WS-170**
 University of California, San Diego 2000
 Medical & Other Health Care Students Website

This site is a teaching tool designed to help medical students learn physical examination and other practical clinical skills. It is written in a clear, user-friendly style and contains pictures which highlight key points. The web-based format provides easy access to the material and allows links to related information.

Physical Examination

✳ **<http://www.kidshealth.org>** **WS-171**
 The Nemours Foundation 2000
 General Website

KidsHealth provides reliable, accurate, and easy to understand information about children's health for three distinct audiences: parents, kids, and teens. It is the premiere online destination for topics ranging from diseases and conditions to emotions and behaviors.

Pediatrics

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<http://home.earthlink.net/~shalpine/anim/anim.htm> **WS-172**

W. H. Freeman and Co. & Sumanas, Inc. 2000
College-level immunology students Website

Animations were developed for companion website to Kuby Immunology textbook. Using interactivity, motion graphics and hyperlinks, the modules take full advantage of web technology. Subjects such as Pregnancy Test and Bubonic Plague were selected to draw the student's attention, while the format of the interactive charts succinctly delivers an entire chapter's worth of material.

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Entry(s) VG-112

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Entry(s) VG-113

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Entry(s) IC-109

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Parkville Victor AUSTRALIA
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Fax: 613-934-7776
Entry(s) VP-131

Envision, Inc.
111 16th Avenue South
Nashville TN 37212-
Phone: 615-321-5066
Fax: 615-321-5119
Entry(s) VU-147, VU-148, VU-149

Lash & Associates Publishing
www. lapublishing.com
Entry(s) VP-102

National Maternal and Child Health
Clearinghouse
Phone: 888-434-4624
Entry(s) VU-138

Pyramid Media
P.O. Box 1048
Santa Monica CA 90406-
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Fax: 310-453-9083
Entry(s) VU-135

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Entry(s) VP-162

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Entries: VP-141

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2001 HeSCA Media Festivals ~ Producers

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Entries: WS-139, PP-140

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2001 HeSCA Media Festivals Award Winners

Bronze Award Winners

Interactive Media

My Body, My Choice, My Future
Kaiser Permanente
Jo Ann Lesser, Producer

Print Media

Eisenhower Medical Center Annual Report - 1999
Annenberg Center for Health Sciences
Patty Lewis Producer

Health Horizons

Biomedical Communications, The University of Arizona
Health Sciences Center
Darla Keneston, Producer

Osteoporosis: A Time To Choose

Annenberg Center for Health Sciences
Patty Lewis Producer

Video – Continuing Education

The Autopsy - Health and Safety Evisceration and Reconstruction
The University of Sheffield
Claire Allam, Producer

Video – Curriculum Based Education

Doing The Right Thing: Compliance Issues in Healthcare
Envision, Inc.
Mollye Brown, Producer

Healthy Steps: Interactive Multimedia Training and Resource Kit
Unit Six: Teachable Moments, The Toddler Years
Independent Production Fund, Toby Levine Communications
Lisa Zbar, Producer

Healthy Steps: Interactive Multimedia Training and Resource Kit
Unit Eight: Supporting Families: Challenging Times,
Challenging Situations
Independent Production Fund, Toby Levine Communications
Lisa Zbar, Producer

Video – General Health Information

Defusing Teenage Violence
Dartmouth-Hitchcock Medical Center
Tom Kidder, Producer

Healthcare Crisis: Who's at Risk?

Issues TV
Fred Silverman, Producer

Video - Marketing

MAO - Minnesota Age and Opportunity
Allina Health System
Paul Molina, Producer

Treasure Street Presents: "Lighting The Way"

Texas Scottish Rite Hospital
Alex Carduff, Producer

Silver Award Winners

Print Media

Mercury, Volume XLIV, Number 2
Med Art
Carol A. Beckerman, Producer

Video – General Health Information

The Right Choices. Right Now
Cardinal Health System, Inc.
John Disher, Producer

Sickle Cell Disease: The Faces of Our Children

Minority Coalition of the UFCW

Video – Patient Education

The Diabetes Home Video: Skills for Self-Care
Milner-Fenwick, Inc.
Richard Milner, Producer

Video - Marketing

Volunteers, Making A Difference, Making Cancer History
University of Texas, M.D. Anderson Cancer Center
Mark Adamcik & Elaine Mays, Producers

Web Sites

<http://home.earthlink.net>
W. H. Freeman and Co. & Sumanas, Inc.
Susana Maria Halpine, Producer

2001 HeSCA Media Festivals Award Winners

Gold Award Winners

Interactive Media

Fetal Alcohol Syndrome - Prevention, Diagnosis, Treatment: A
Clinical Guide for Obstetric and Pediatric Providers
Vida Health Communications
Lisa McElaney, Producer

Video – General Health Information

The Other Side of Blue: The Truth About Teenage Depression
Fanlight Productions
Elyse Dubo, M.D.

Video – Patient Education

Keep Your Life ONLINE - Teenagers and Young Adults Living
Positively with Diabetes
Educational Resource Center, Royal Children's Hospital
Joanna Griggs, Producer

Video - Public Service Announcements

Too Smart To Start
Prospect Associates
Lynda Bardfield, Producer

Web Sites

www.kidshealth.org
The Nemours Foundation
Neil Izenberg, M.D., Producer

Special Awards

Holly Harrington-Lux Creative Design Award Nominees

The Diabetes Home Video: Skills for Self-Care
Richard Milner, Producer/Designer

Keep Your Life ONLINE - Teenagers and Young Adults
Living Positively with Diabetes
Ben Suter & Matthew Packwood, Designers

<http://home.earthlink.net>
Susana Maria Halpine, Producer/Designer

The Other Side of Blue: The Truth About Teenage
Depression
Boja Vasic., Designerr

The 2001 Winner is:

Keep Your Life ONLINE - Teenagers and Young Adults
Living Positively with Diabetes
Ben Suter & Matthew Packwood, Designers

Elmer Friman " Best of Show" Award

Gold Winners are Elmer Friman Nominees

The 2001 Winner is:
"Too Smart To Start"
Prospect Associates
Lynda Bardfield, Producer