

Excellence in health promotion marketing

Having a strong marketing campaign is important in promoting the key messages of a program. This category acknowledges an effective and innovative health promotion campaign and/or communications activity.

Key dates

Tuesday 14 September 2021	Nominations open at 10:00am AEST
Friday 1 October 2021	Nominations close at 6:30pm AEST
October/November	Nominations assessed
December	Finalists announced
Early 2022	2021 Victorian Health Promotion Awards event

Entry requirements

- Most of the work associated with the nomination must have been completed between **1 July 2019 and 30 June 2021**.
- All entries must relate to organisations, initiatives and/or individuals doing work that benefits the health and wellbeing of the Victorian community through health promotion.
- Health promotion is the act of supporting governments, communities, and individuals to cope with and address health challenges to prevent disease and to improve health and wellbeing. We're looking for projects that improve physical and mental health by tackling issues such as access to healthy food, keeping communities active and bringing people together to prevent loneliness and social isolation. We're also interested in projects that have helped to reduce harm from things like alcohol, junk food, drugs, smoking and gambling.
- We won't be considering campaigns on the prevention or treatment of specific diseases or addictions.
- The judges' decision will be final.
- The entrant acknowledges and agrees that VicHealth may reproduce, broadcast and communicate materials submitted for the purpose of promoting the award.

Assessment criteria

Entries will be judged on the following:

Criteria for Excellence in health promotion marketing

Info we need from you

- **Summary (max. 150 words / max. 1 min)**
 - In your summary, tell us:
 - Why are you nominating this marketing campaign/initiative?
- **Nomination description (max. 250 words / max. 2 mins)**
 - Tell us about your marketing/campaign including:
 - What was the campaign objective?
 - Who did your marketing campaign aim to reach?
 - Did you partner with any other organisations? If so, who were they?
 - What was the budget?
- **Outcome (max. 250 words / max. 2 mins)**
 - In your outcome, tell us:
 - Did your marketing campaign achieve your objectives?
 - How did you measure your success?
 - What impact did your campaign have on the target audience?

How to enter

- **Submit your nomination online at <https://awards.vichealth.vic.gov.au/>**
- All nominations must be submitted through the online platform.
- Nominations can either be:
 - Written (through the online platform)
 - OR
 - Video (recorded on your device (camera, smartphone, tablet etc) then uploaded on the online platform

Need more information?

- **Website <https://www.vichealth.vic.gov.au/awards>**
- **Telephone (03) 9667 1333**
- **Email events@vichealth.vic.gov.au**