

Outstanding Media Reporting

The media provide a vital service in promoting the great work going on in our communities. This category recognises a Victorian journalist that has delivered accurate, impactful and/or entertaining health promotion reporting, helping people to increase control over their health and wellbeing.

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 reporting on health promotion initiatives doing work that benefits the health and wellbeing of the community.
- 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 consider entries that solely focus on COVID-19, including but not limited to case number reporting, restriction announcements and vaccines/treatments. We are interested in stories that report on how the COVID-19 pandemic has impacted broader community health and wellbeing, ie. the pandemic's impact on people's ability to eat healthy food, remain active, maintain social connections, reduce harm from alcohol etc.
- By entering, all entrants certify that their entry, apart from normal subeditorial/production treatment, is their original work.
- Entrants must declare if their work involved payment for information or an interview.
- The judges' decision will be final.
- The entrant acknowledges and agrees that VicHealth may reproduce, broadcast and communicate materials submitted (with the exception of copyrighted media materials) for the purpose of promoting the award.

- Up to three examples of health promotion reporting by the nominated journalist can be attached.

Assessment criteria

Entries will be judged on the following:

Criteria for Outstanding media promotion
Info we need from you
<ul style="list-style-type: none">• Summary (max. 150 words / max. 1 mins)<ul style="list-style-type: none">○ Try to address the following:<ul style="list-style-type: none">▪ Explain how the journalist has effectively promoted better health and wellbeing in their reporting?• Nomination description (max. 250 words / max. 2 mins)<ul style="list-style-type: none">○ In your nomination description, tell us:<ul style="list-style-type: none">▪ What did your nominated journalist report on?▪ How did the journalist ensure accurate and evidence-based reporting?• Outcome (max. 250 words / max. 2 mins)<ul style="list-style-type: none">○ In your outcome, tell us:<ul style="list-style-type: none">▪ What impact did the reporting have for the community?▪ How has the reporting helped enable people to increase control over their health and wellbeing?

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