Judging Panel 2012

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Trinity College, Dublin

Ms Jennifer Lynch
Projects Co-ordinator
National Adult Literacy Agency (NALA)

Mr Dara Gantly
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Dr Laura Sahm
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Dr Brendan Clune
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Ms Audrey Lambourn
Communications Manager,
Specialist Project
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For further information on the sponsors please log onto:

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Plain English
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CrystalClear
MSD Health Literacy Awards

The 5th Annual Crystal Clear MSD Health Literacy Awards 2012

www.healthliteracy.ie

5 years on...

Recognising and rewarding excellence in health literacy in the healthcare sector

MSD/NALA Health Literacy Initiative

MSD Be well

NALA National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh

Media Partner
Irish Medical Times

Crystal Clear MSD Health Literacy Awards 2012

What is health literacy?

Health literacy is an important issue in Ireland today. It involves a person being able to understand basic health information whether they receive it in writing, in person or over the phone. It also involves a person having the knowledge to understand their options and make informed decisions about their own health.

People working in the healthcare sector play an important part in improving health literacy by communicating more clearly and making information and services more accessible to patients.

According to the 2011 EU Health Literacy Survey, nearly 40% of Irish people have inadequate or problematic health literacy.

Many people have problems dealing with the increasing demands on their literacy skills from materials they come across in work and everyday life. Research shows, for example, that people find it difficult to read and understand health-related information such as signage, health information leaflets, directions on medicine packs, consent forms, prescriptions and medical advice.

For further information on health literacy and the impact of literacy difficulties on people's understanding of health information, please visit our website **www.healthliteracy.ie.**

If you have already worked to improve health literacy, why not get recognition and share your expertise?

If you work in the healthcare sector, you may have already completed some projects that have improved a patient's understanding of their condition or helped them take more responsibility for managing their illness. In doing so, you have probably made a real difference in their lives.

The Crystal Clear MSD Health Literacy Awards are designed to recognise and reward excellence in health literacy in the healthcare sector. This is your opportunity to highlight the excellent work you are doing and share it with your peers. By sharing your work, we can learn from each other and, as a result, improve health communication.

Who can enter the Crystal Clear MSD Health Literacy Awards?

These awards are open to anyone working in healthcare, whether you are a receptionist in a GP surgery, a catering manager in a hospital, a pharmacist, a doctor, a nurse, a patient advocate or a Practice Manager. Everyone working in the healthcare system plays an important part in its delivery.

Entrants should be based in the Republic of Ireland.

How are the awards decided?

Awards will be made under five categories (see page 4). Three entries will be shortlisted in each category. All shortlisted entrants will be invited to attend an awards ceremony in Dublin in April 2012 where the winner in each category will be announced.

All shortlisted entrants and winners will receive a Certificate of Excellence. Category winners will also receive a trophy.

Examples of past winners

To see examples of projects which have been finalists or winners of previous Crystal Clear Awards please visit www.healthliteracy.ie

What are the judges looking for?

In your entry you should aim to demonstrate the following information.

- involvement of any service users or patients when developing the project or putting it into practice,
- understanding of the health literacy difficulties experienced by the target group,
- evidence that the project addressed the issue of health literacy,
- use of plain language in any project information,
- use of pictures or visuals to aid understanding where possible,
- evaluation of the target group's understanding before, during and after the project, and/or
- evidence of how the project has made or will make a difference to the target group.

Important

Entries should relate to activities carried out in 2010 or 2011.

Award Categories

A. Best Project in General Practice

Recognises projects that improved patient communication and understanding in a GP setting.

B. Best Project in a Hospital

Recognises projects undertaken by a hospital-based individual or team that improved patient communications in a hospital setting.

C. Best Project in the Community or in a Social Setting

Recognises projects started in a community setting that have improved health understanding and communication with patients and/or the general public.

D. Best Health Promotion Project

Recognises health promotion or public education campaigns that have improved health literacy.

E. Best Health Communication through Journalism*

Recognises pieces of journalism (print, broadcast or online) that communicated health related issues to a consumer audience.

* Please see specific entry requirements for this category, as they differ from those for the other categories.

Research

We aim to encourage further research into health literacy and patient communications in Ireland. If you have conducted a relevant research project, please enter your project into whichever of the categories is most relevant. For example, if the research took place in a hospital setting, submit your entry under the Best Project in a Hospital category.

Entry format for categories A, B, C and D

You will need to fill in the attached entry form and make a typed submission of no more than two A4 pages (800 words) to have your project considered by the judging panel.

The submission **must** include information under the following headings. Failure to do so will affect the judges' ability to assess your entry against those of others.

Name of entrant and project
Give the name of the person or team entering the Awards and the name of the project.

Project overview
Briefly outline the project, including how it was developed and undertaken.

Objectives
Clearly define the objectives of the project.

Implementation
Clearly describe how you carried out the project and show how you engaged patients and/or other people working in the healthcare sector.

Evaluation
Outline how the project was evaluated. Clearly describe the project's impact and/or any anticipated future impact.

Benefits or outcomes
Provide information on the results the project achieved and any direct impact on the target group, patients and/or the public.

Entry format for category E

Best Health Communication through Journalism*

As well as filling in the entry form, entrants must:

- submit 4 copies of the article or audiovisual support material (such as a DVD or CD), and
- make a typed submission of no more than one A4 page relating to their work.

The submission must include information under the following headings.

- Why the article or report should be considered
- Any specific outcomes resulting from the article or report

Entrants may only submit one piece of journalism per entry, but multiple entries from journalists will be accepted.

How to enter

Step 1
Visit the **www.healthliteracy.ie** website for information on guidelines, tips on how to formulate your entry and rules.

Step 2
Complete the attached entry form or download it from the website **www.healthliteracy.ie.**

Write your entry submission according to the requirements for your category.
Remember to refer to the information the judging panel is seeking, outlined on page 3.
Only typed submissions will be accepted.

Step 3
Once you have everything together, we suggest you run through the checklist below.
This gives you a list of everything you need to include in your entry pack.

- ❍ Four copies of your completed entry form (one should be the original signed form)
- ❍ Four copies of your typed submission
- ❍ For entries under categories A, B, C or D, two copies of any supporting material that you think will help the judges understand more about your entry
- ❍ For entries under category E only, four copies of your piece of journalism, for example four photocopies of an article or four DVDs or CDs of a broadcast piece.

Step 4
Send your entry pack by post to:
Crystal Clear MSD Health Literacy Awards
25 Merrion Square
Dublin 2

Entries can also be made online by using the entry form on www.healthliteracy.ie. If you have any supporting materials that are not suitable to upload, you should post them to the address above immediately after you submit your entry, clearly indicating which entry they refer to.

Please submit your entries before **12 noon on Friday, 27th January 2012**. If you have any queries, please contact the Awards team on (01) 661 8915.

Entry Form for Crystal Clear MSD Health Literacy Awards 2012

Please ensure you complete this form and attach it as the first page of your entry.

Entry details *(Please print in block capitals)*
Organisation
Contact name
Position or title
Contact telephone
Contact email

Category for nomination

(please tick one circle per submission)

- ❍ Best Project in General Practice
- ❍ Best Project in a Hospital
- ❍ Best Project in the Community or in a Social Setting
- ❍ Best Health Promotion Project
- ❍ Best Health Communication through Journalism

Declaration
The individual or representative of the organisation submitting the project for the Awards should sign the declaration below.

I/We confirm that all the information set out in the attached entry form, submission and supporting material (if any) is correct.

Signature: _____ Date: _____

Please send your entry to:
Crystal Clear MSD Health Literacy Awards, 25 Merrion Square, Dublin 2
by 12 noon on Friday, 27th January 2012.