

California Association of Health Facilities
Presents:
Public Advocacy Showcase Awards
Improving the Image of long-term care through Community or Media Relations

The Showcase Awards recognize CAHF member facilities, chapters and regions who create positive awareness of long-term care through media relations, community activities/events and grassroots activities.

The awards are divided into three categories:

- Community – An event or activity which “showcases” long-term care in a positive light to the local community;
- Media – Events or activities designed to create and secure positive media coverage of long-term care;
- Grassroots - Political grassroots events or activities.

Judging

All awards will be judged on the following criteria:

- Creativity of event
- Ease of duplication for others to replicate this event
- Number of CAHF members involved in the event
- How did the event generate positive attention for long-term care?

The deadline to submit nominations is August 29, 2008. Nominations can be faxed to (916) 441-6441, e-mailed to bhite@cahf.org or mailed, Attention Betsy Hite, to CAHF, 2201 K Street, Sacramento, CA 95816.

Judging will be done by the Public Advocacy Committee and referred to the Board of Directors for final approval.

Winning entries will receive:

- Recognition at the Opening Forum of CAHF’s Annual Convention & Expo in November.
- A framed Showcase Award certificate.
- Lapel pins for those involved in the development and execution of the event.

2008 Showcase Award Nomination

Category: (Please select one)

Community event Media event Grassroots event

This event was done by: (Please select one)

A CAHF member facility A CAHF Chapter A CAHF Region

A Multi-facility corp. A CAHF Associate member

Event Name: _____

*Event date: _____

Location of event: _____

Contact

Name: _____ Title: _____

Phone: _____ Contact mail: _____

*In order for an event to be eligible, it must have occurred between January 2006 and September 2007.

All entries must include:

- Description of event (no more than one typewritten page)
- A description of who was involved (staff, families, residents, community leaders, religious organizations, schools, elected officials, etc.)
- A goal statement of what you intended the event to achieve. (One paragraph)
- Your assessment of whether or not that goal was reached. (Two paragraphs)

Entrants may choose to submit these additional items for consideration:

- Pictures of event (digital preferred)
- Media clippings (print or electronic)
- Your home-made VHS tapes or DVDs of the event
- Collateral materials specific to your event such as tee shirts, hats, flags, fans, calendars, special invitations, description or pictures of special activities.

Specific criteria for each category of award:

For a Community event or activity:

- Number of people involved or in attendance
- List of organizations you partnered with, or brought to the event (community groups, allied health professionals, associate members, civic organizations, religious organizations, youth, business owners, etc.)
- Evidence of positive impact (Signed up people for Friends and Family, generated interest in volunteering at your facility, invited you to participate in other community activities.)
- Evidence of how you followed- up with those who participated or attended.

For a Media event or activity:

- List of media in attendance
- List of television and radio coverage of the event or activity
- List of the media you pitched your event or activity to (whether or not CAHF staff assisted)
- List of media interviews organizers conducted prior to the event or activity to generate community interest
- Copies of any published print stories
- Evidence of how you followed- up with media who attended/participated

For a Grassroots event or activity:

- List of participants by category (facility staff, families, community leaders, religious organizations)
- List of elected officials who attended/participated (or their representative)
- List of others who provided support for the event or activity (associate members, local businesses, etc.)

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