



Champions of Health

Call for Nominations



OBJECTIVE OF AWARDS

To recognize individuals, health care professionals, government officials and for-profit and non-profit organizations working to make a difference in the health of Oklahoma communities, and to facilitate community partnerships to work toward improving Oklahoma's health status.

AWARD CATEGORIES

1. **Champion of the Uninsured** - Recognize the efforts of an individual or organization dedicated to improving the health of disadvantaged or disenfranchised populations and to recognize programs that have worked to reduce the number of uninsured in Oklahoma.
2. **Education and Awareness Champion** - Recognize a health-related program or organization that promotes healthy lifestyle choices through education and awareness initiatives targeted to a certain population on a particular topic.
3. **Champion of Children's Health** - Initiated by the Oklahoma Caring Foundation, this award recognizes an individual or organization for exemplary work to improve the health of Oklahoma children and teenagers – particularly at-risk and underserved populations – through education, advocacy and/or direct health care services.
4. **Champion of Public Health** - ★NEW★ Recognize an individual, program or organization demonstrating creative strategies or innovative approaches with positive measurable results in the field of public health.
5. **Minority Health Champion** - Recognize an individual or organization focusing on health education, information and risk reduction activities within the minority community.
6. **Professional Health Care Champion** - Recognize a health care professional who makes tremendous personal and professional contributions to the delivery of health care services.
7. **Public Service Health Champion** - ★NEW★
Recognize an elected or other government official who has served as a supporter and voice for specific issues of importance to Oklahoma health care.
8. **Champion of Senior Health** - ★NEW★ (formerly "Ageless Heroes" category) Recognize an individual, organization or program for outstanding achievement in meeting the health care needs of Oklahoma's senior citizens; or, recognize an older Oklahoman who demonstrates a healthy lifestyle and community focus, serving as a role model for other seniors.
9. **Health and Medical Media Champion** - Recognize a member of the news media who has effectively captured the essence of a major issue in state health and conveyed it to a broad audience.
10. **Corporate Health Champion** - Recognize an organization with outstanding practices in employee health and occupational and environmental medical programs, with measurable results.

Champion of Oklahoma Health -

All entries will be considered for top honor, the Champion of Oklahoma Health award. This award recognizes an individual or organization that has made a major and lasting contribution to the improvement of statewide health. Presented to the entry judged to be the most unique and effective approach to improving Oklahoma health.

Award Categories (choose one):

- | | | |
|---|--|--|
| <input type="checkbox"/> Champion of the Uninsured | <input type="checkbox"/> Champion of Public Health | <input type="checkbox"/> Public Service Health Champion |
| <input type="checkbox"/> Education and Awareness Champion | <input type="checkbox"/> Minority Health Champion | <input type="checkbox"/> Champion of Senior Health |
| <input type="checkbox"/> Champion of Children's Health | <input type="checkbox"/> Professional Health Care Champion | <input type="checkbox"/> Health and Medical Media Champion |
| | | <input type="checkbox"/> Corporate Health Champion |

Nominee: (Please Print)

Individual/Program Name: _____

Company/Organization: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Nominator:

Contact Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

NOMINATION REQUIREMENTS

All nominations must include the following: **nomination form, narrative summary, narrative and program samples.**

1. Nomination Form

Select the most appropriate category. Include the name of the individual or program nominated for an award. List the company or organization name and a contact person, in addition to the physical address, e-mail address and phone number.

2. Narrative Summary

Prepare a 150-word narrative summary that succinctly summarizes the key points of the 1,000-word summary. Should your entry be judged a winner, the narrative summary will be used for promotional materials and the awards banquet program.

3. Narrative

Prepare a written narrative describing how the nominee has made a difference in the health of Oklahomans.

Structure your narrative using the section headings below. (Limit: 1,000 words, double-spaced)

- A. Description of individual or program
- B. Objectives
- C. Target audience
- D. Results/outcomes/achievements

4. Program Samples

Include samples to showcase the scope and quality of the program. Please provide print samples only. (Limit: Four samples)

Samples may include:

- Program materials and publications
- News clippings
- Photographs (no larger than 8" x 10")
- Web sites/Intranets/Printouts (Maximum of 3 hard copy samples)
- Other supporting documents

No compact discs, videotapes or large/heavy items will be accepted.

NOMINATION FORMAT

Each nomination must be limited to one three-prong folder (8.5 x 11). Place all nomination materials and samples in plastic, three-hole punched sleeves.

Nomination materials must fit within the folder and should be arranged in the following order:

1. Nomination Form
2. Printed copy of the Narrative Summary
(Limit: 150 words)
3. Printed copy of the Narrative
(Limit: 1,000 words)
4. Program Samples
(Limit: Four samples)

**PLEASE FOLLOW THESE INSTRUCTIONS WHEN
SUBMITTING YOUR NOMINATION FOLDER.
ENTRIES CANNOT BE RETURNED.**

Entry Deadline

All nominations must be postmarked by Friday, August 18.

There will be no deadline extension.
There is no cost to enter.

Mail entries to:

BLUE CROSS AND BLUE SHIELD OF OKLAHOMA
Attn: Tammy McMurrian
P.O. Box 3283
Tulsa, OK 74102-3283

JUDGING

Blue Cross and Blue Shield of Oklahoma (BCBSOK) will conduct preliminary screenings of all Champions of Health nominations. Entries will not be forwarded to the judges if any of the nomination requirements are not met.

BCBSOK will acknowledge receipt of all nominations via e-mail as they are received. Nominators also will be notified if the entry does not pass the pre-screening process.

A panel of health care industry professionals will judge the Champions of Health nominations. Award determinations will be made collectively by the judges.

- One award winner will be identified in each category.
- Award winners will receive an award and \$1,000 contribution to the winning organization or program.
- Award of Merit winners will be identified at the judges' discretion.
- One Champion of Oklahoma Health award will be designated from among all entries.

Award winners will be notified by Friday, September 15. All nominees and nominators will receive a letter acknowledging their nomination and status.

Award winners will be recognized at the Champions of Health awards banquet, Monday, Oct. 30, 6:30 p.m., National Cowboy and Western Heritage Museum, Oklahoma City.

Questions?

For more information, visit www.bcbsok.com
or call 1-866-876-4376.