**ASTDD Excellence in Communication Award**

**Entry Form**

The purpose of the ASTDD Excellence in Communication Award is to recognize achievement in oral health communications. The award will be presented at the annual National Oral Health Conference (NOHC) and is intended to honor an individual, organization, or State/Territorial Oral Health Program whose planning, execution and implementation of an oral health communication item, program, initiative, or campaign is worthy of being recognized for “excellence” in public health communication.

To be considered for the ASTDD Excellence in Communication Award, one must be a member or associate member of ASTDD in good standing and must submit the actual communication product, material, or campaign, etc. along with this completed entry form to the ASTDD Communication Committee. The communication project must have taken place within the past two calendar years. The award will be chosen by the ASTDD Communication Awards Committee after evaluating the communication product, material or campaign and the description provided in this entry form. Please be sure to address all criteria in your entry.

**Please complete the Following Entrant Identification Information**

**Name:**

**Date:**

**Address:**

**Email:**

**Phone:**

**Organization name:**

**Organization address:**

**Name of Entry:**

**Date of entry completion:**

**Total budget\***

A reasonable estimate is acceptable.

**Project Description**

Please explain your communication planning, development, implementation, and evaluation process. Include the following in your explanation. Limit 1000 words.

**Goals and Objectives**

* Please state the project goals and objectives.

**Audience.**

* Who was the intended audience and why was this audience chosen?
* Did you conduct any formal or informal audience research?

**Messages**

* What were your key messages?
* How did you determine the messaging?
* Did you do a focus group or another form of audience message-testing? If so, please describe.

**Strategy**

* How was the messaging communicated? What tactics were used and why?
* Was media used to communicate your messaging?
* If so, what media was used?
* Please explain why the specific media was chosen.

**Timeline**

* What was the total project timeline?
* Please specify the specific timeline for:
* Planning
* Development
* Implementation

**PARTNER INVOLVEMENT.**

* How did you involve partners in the planning and implementation of the project?

**IMPLEMENTATION**

* Describe how the communication effort was implemented. (describe any media buy or other tactics used to implement the communication effort such as materials distribution, social media, events, etc. Describe any challenges and how you overcame them.
* Did you retain an external contractor or vendor to write or design the material(s) and, if so, please indicate the nature of their role.

**IMPACT and OUTCOMES**

* Did the project reach its goals and objectives? Please explain.
* What evaluation methods were used to determine project impact and outcomes?

**Please submit to John Welby at** [john.welby@maryland.gov](mailto:john.welby@maryland.gov) **by no later than March 1, 2024**