

Public Education Awards

The CDA Public Education Awards are given for excellence in furthering the understanding of dermatologic issues and encouraging healthy behaviour in the medical, surgical, and cosmetic care of skin, hair and nails. The awards are offered in three categories: media, industry and not-for-profit.

Special consideration will be given to submissions that engaged with CDA members in the planning and/or execution of the submitted entry.

Eligibility

Media Category

- All entrants must be journalists or freelance writers/editors/producers working in either the print, digital or broadcast media.
- Entries must have been published or broadcast within the previous calendar year (i.e. January 1 – December 31 of the year prior to the award year).
- If an entry comprised a series of articles or programs, the final installment of the article or program must have appeared by December 31 of the year prior to the award year.

Industry Category

- All entrants must be industry or for-profit organizations with original contributions, accomplishments, programs, projects and activities that raise awareness in the field of dermatology.
- Activities related to the entry must have been live and accessible to the intended audience for some period of the past calendar year (i.e. January 1 – December 31 of the year prior to the award year), but can have been planned or started prior to that.
- Activities related to the entry must have been completed, with results tabulated, prior to the nomination submission.

Not-for-profit Category

- All entrants must be not-for-profit organizations or government agencies with original contributions, accomplishments, programs, projects and activities that raise awareness in the field of dermatology.
- Activities related to the entry must have been live and accessible to the intended audience for some period of the past calendar year (i.e. January 1 – December 31 of the year prior to the award year), but can have been planned or started prior to that.
- Activities related to the entry must have been completed, with results tabulated, prior to the nomination submission.

Nomination Process

Nominations

- Nominations can be submitted by anyone.
- Self-nomination is welcome.
- The Membership and Awards Committee shall evaluate all nominations, taking into consideration the eligibility and focus of the award.
- Any nomination submissions received beyond the deadline date will not be considered.

Nomination Package

Nominations should be accompanied by:

1. Completed nomination form that will require:
 - Nominator information
 - Project/Media Title
 - Dates project was printed, aired or completed
 - Contributors/Contributing organizations, if applicable
 - Project Summary, maximum of 300 words
 - It should summarize why the entry is being nominated. As applicable, it should include: the intended audience, size of audience, how entry promoted dermatology, goals and objectives of project, and results/feedback.
2. Organization logo. If multiple organizations are submitting together, please include the additional logos as applicable.
3. All relevant entry materials such as pamphlets, press releases, social media, videos, etc. Pictures may be included for any physical items (i.e. bracelets, water bottles, etc).
 - For digital collateral, please include screenshots/original graphics in addition to any links being included for the same material.

The Award

- The CDA shall be under no obligation to make the award annually.
- The award will be presented at an awards ceremony during the CDA Annual Conference.
- One (1) physical award will be offered to the winning entry in the Media category.
- One (1) physical award will be offered to the winning entry in the Industry category. One (1) additional award may be presented to an advertising or public relations agency if included in the nomination.
- Up to two (2) physical awards will be offered to the winning entry in the Not-for-profit category.
- The award recipient will receive two (2) tickets to attend the President's Evening following the awards ceremony at the CDA Annual Conference.