

8<sup>th</sup> July 2011

## News Release

### 90TEN excels at Communiqué 2011

90TEN Healthcare was crowned winner of two awards and highly commended for another at The Communiqué Awards 2011 on 7<sup>th</sup> July. The Communiqué Awards recognise and commend excellence and best practice in healthcare communications.

The East Sussex County Council '*Which One is Easier to Carry*' public health campaign resulted in an 11 per cent drop in teenage pregnancy and picked-up the Best Public Health Initiative, while the 56 Dean Street '*HIV – Closer Than You Think*' campaign was highly commended in the same category. The campaigns were hailed as 'superb' and 'outstanding' by the judges, who even commented that choosing a winner between the two programs was incredibly difficult.

As a final highlight of the evening, the '*Which One is easier to Carry*' campaign also earned 90TEN the Judges' Special Award for Innovation. The judges' feedback was exceptional: "It's hard to find any fault at all with this superb campaign! Not only was it innovative but it was brave – devolving the decision making to the target audience. An excellent campaign and a very worthy winner of the 2011 Judges Innovation Award."

Both directors have been on the judging panel for Communiqué and know how rigorous the process is. Paul Tanner commented, "It's a real achievement just to get into the finals, let alone win. The fact that an independent Premier Panel of Judges then selected two of 90TEN's campaigns to go into the Special Award for Innovation was real recognition of the dynamism and creativity that 90TEN brings to every campaign we deliver."

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## 90TEN Healthcare's Communiqué Awards 2011

### **Best Public Health Initiative**

**Winner** – *'Which One is Easier to Carry'*, East Sussex County Council

**Highly Commended** – *'HIV – Closer Than You Think'*, 56 Dean Street

### **Judges Special Award for Innovation**

**Winner** – *'Which One is Easier to Carry'*, East Sussex County Council

**Finalist** - *'HIV – Closer Than You Think'*, 56 Dean Street

### **Best Patient Initiative**

**Finalist** - *'HIV – Closer Than You Think'*, 56 Dean Street