



# The Sentinel for Health Award for Daytime Drama

Recognizing  
Exemplary  
Portrayals of  
Health  
Issues in  
Daytime Dramas

# Application Rules and Procedures

**C**DC will accept up to three entries per daytime drama. Producers, writers or directors may submit a completed entry form with an edited reel, up to 15 minutes long, that includes relevant scenes from the beginning, middle, and end of the story arc. A one-paragraph description of the entire story arc should be included. The topic, network, show and contact name should be clearly labeled on the outside of the videotape. The topic, network, show, broadcast air dates, contact name and names of the creative team members as they appear in the credits should be slated at the top of the reel. CDC will send a letter of receipt to the contact person named on the entry form confirming eligibility.

Spring 2000	Entry Forms Mailed
June 15, 2000	Deadline for Entries
Fall 2000	Winner(s) Announced

Call CDC at (404) 639-7180 to request a resource book for TV writers. CDC health information is also available at <http://www.cdc.gov>.

Printed materials for the Sentinel for Health Award for Daytime Drama are provided by the CDC Foundation. The CDC Foundation is the fundraising and grant-making enterprise that responds to health threats by connecting people to the scientists of the CDC and by building partnerships to champion CDC initiatives.

“The Sentinel for Health Award for Daytime Drama” name and design are trademarks owned by the Centers for Disease Control and Prevention.

After 5 Days Return To:  
**DEPARTMENT OF HEALTH  
AND HUMAN SERVICES**  
Public Health Service  
Centers for Disease Control  
and Prevention  
Mail Stop D42  
Atlanta, GA 30341-3724  
Official Business  
Penalty for Private Use \$300

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## The Award

**T**he Sentinel for Health Award for Daytime Drama recognizes exemplary achievements of daytime dramas that inform, educate and motivate viewers to make choices for healthier and safer lives. Television writers and producers are encouraged to address selected topics, include prevention information in storylines, and examine the impact of health issues on relationships.

For many loyal viewers, daytime dramas provide both entertainment and incidental information about disease, injury and disability. Through their portrayals of characters' lives, writers and producers have a unique opportunity to touch viewers' lives. The way a popular character deals with a personal health decision and its impact can influence audience members to think about their own choices. A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, can benefit millions of viewers and their loved ones.

## Eligibility

**A**ny TV daytime drama that originates and airs in the United States and that addresses public health issues is eligible to enter the competition. Entries must be storylines that continue for at least three episodes airing between June 1, 1999 and May 31, 2000. Storyline topics may include, but are not limited to, CDC priority topics such as teen pregnancy, sexually transmitted diseases (including AIDS), birth defects, childhood asthma, hepatitis and other infectious diseases, cancer, vaccines, injury and violence, suicide, diabetes, tobacco use, exposure to toxic substances such as lead, environmental hazards and natural disasters, and job-related hazards.

The organizing committee and judges have complete discretionary control over eligibility, determining whether an award will be given, and whether second- or third-place winners will be recognized.

## Judging and Criteria

**E**ntries will be evaluated by a panel of judges from public health, academic, advocacy and entertainment organizations. Each submission will be reviewed for accuracy of depictions and potential benefit to viewing audiences. The winning storylines will be those that achieve one or more of the following:

- Convey a unique and compelling storyline about a CDC priority health topic.
  - Communicate how to prevent disease, injury or disability through action or dialogue.
  - Show the consequences of risky behavior or the benefits of healthy behavior.
  - Examine the causes and impact of disease, injury or disability.
  - Dispel common misconceptions and myths about disease, injury or disability.
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