

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Rick Scott
Governor

John H. Armstrong, MD, FACS
State Surgeon General & Secretary

Vision: To be the **Healthiest State** in the Nation

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**FACES OF HIV CAMPAIGN
WINS ADVERTISING TOP HONORS**

~Department of Health campaign takes home four Gold ADDY Awards~

TALLAHASSEE- The Florida Department of Health Faces of HIV campaign was honored with numerous awards at the 2013 Orlando ADDY awards gala. The campaign includes a traveling visual display of photos and commentary from those living with HIV/AIDS created to spread awareness of the disease and to eliminate the stigmas surrounding those living with HIV.

Created by Anson-Stoner Advertising of Winter Park, FL, the Faces of HIV campaign was awarded four Gold ADDY awards for the Integrated Campaign category, including: the mobile art exhibit, the Faces of HIV video trailer, and the accompanying Faces of HIV exhibit pamphlet. The campaign also received five Silver ADDY awards for music, print posters, photography, and television production associated with the campaign. In addition, the campaign took top honors by winning the Best in Public Service Angel Award for the integrated campaign.

The Faces of HIV project tells the stories of Florida residents living with HIV and AIDS through captivating portraits, insightful interviews and poignant journal writing. A mobile art exhibit displays the journals and portraits of the program's participants. The video stories can be viewed at WeMakeTheChange.com.

Since its inception, the mobile art exhibit tour has completed stops in ten cities including Tallahassee, Orlando, Miami, Ft Lauderdale, Jacksonville, Tampa, St. Petersburg, Panama City, Daytona Beach, and Gainesville. The exhibit continues its tour in 2013 with planned stops in both North and South Florida.

The Orlando Advertising Federation's annual ADDY Awards recognize creative excellence in the art of advertising. Founded in Florida in 1960 by the American Advertising Federation, the ADDY Awards represent the world's largest advertising competition. The local ADDYs are part of a three-tier competition. Winning work will now advance to the district level, comprising entries from across Florida and the Caribbean. District winners will then be forwarded to the third and final tier – the National ADDY Awards.

For more information, visit WeMakeTheChange.com. We Make the Change is also on [Facebook](#) and [Twitter](#).

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Florida Department of Health

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