

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

FOR IMMEDIATE RELEASE

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**DOH COMMUNICATIONS OFFICE RECOGNIZED
BY THE FLORIDA PUBLIC RELATIONS ASSOCIATION**
~Receives Three Image awards and a Grand Image award~

TALLAHASSEE- The Florida Department of Health's Office of Communications received four Image Awards from the Capital Chapter of the Florida Public Relations Association's (FPRA) this week in the categories of crisis communications, media campaigns, and online promotions.

Campaigns receiving image awards included the public relations and crisis communications plans for "Fungal Meningitis: Injecting the Truth" and "STD: In the Dark". An Image Award and Grand Image Award were received for the Online Promotion of the "Eat Healthy, Be Healthy" campaign, produced for the Council on Dietetics and Nutrition.

"Effective health communication informs and motivates people to make healthy choices," said Dr. John Armstrong, Florida's Surgeon General and Secretary of Health. "The Department is grateful for the recognition of our health communications team, working every day to connect Floridians to important messages that matter for health."

The "Fungal Meningitis: Injecting the Truth" campaign highlighted the Department's concentrated and effective effort to disseminate timely information related to a nationwide outbreak of fungal meningitis caused by contaminated injectable medications. The "STD: In the Dark" campaign educated Florida's youth about the importance of gaining accurate information about sexually transmitted diseases and the life-long complications caused by STDs. The Council on Dietetics and Nutrition's "Eat Healthy, Be Healthy" campaign promoted the work of dietitians and nutritional counselors and the impact they have on overall health.

The annual awards competition is conducted by FPRA's Capital Chapter and recognizes outstanding public relations campaigns while encouraging and promoting the development of the public relations profession.

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Florida Department of Health

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