



Friday, January 20, 2006

Journalism Award for Excellence in Women's Health Reporting

Ottawa – The Society of Obstetricians and Gynaecologists of Canada (SOGC), in collaboration with the Canadian Foundation for Women's Health (CFWH), has announced the launch of the 2006 SOGC/CFWH Award for Excellence in Reproductive Health Journalism. This award, consisting of a \$1,000 cash prize per print and broadcast category, recognizes journalists who have excelled in communicating information on reproductive health issues to the public. To be eligible, publications or broadcasts must have appeared in a Canadian consumer newspaper, magazine or broadcast report in Canada from January 1, 2005 to December 31, 2005.

Accurate, responsible and insightful reporting enables women to make informed health and lifestyle choices. To this end, the SOGC and the CFWH designed this award to highlight journalism's valuable service to the public. "It's clear that journalists can play an important role in supporting public health and wellness. With access to timely, up-to-date information, Canadian women are in a better position to make good decisions about their health care," said Dr. Michael Helewa, President of the Society of Obstetricians and Gynaecologists of Canada.

Submitted articles and reports will be judged by a panel of reproductive health experts and media professionals. Evaluation is based on the overall merit of the entry, with an emphasis on the clarity of the message; the quality and accuracy of statements; the ability to reflect health issues in an original, creative and engaging manner; and the benefit to the Canadian public.

The winners will be notified by May 1st, 2006. Recipients will be honoured during the Awards Ceremony at the SOGC's Annual Clinical Meeting, which will be held in Vancouver, BC, from June 22-27, 2006.

Information on the selection criteria and selection process are available at www.sogc.org (Media Centre). The submission deadline is March 1, 2006.

The Canadian Foundation for Women's Health is a national charitable organization dedicated to raising funds for research in all aspects of women's health. The CFWH's goal is to ensure that women's interests and concerns are represented in medical research and in the search of scientific knowledge

The SOGC is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to promote optimal women's health through leadership, collaboration, education, research and advocacy in the practice of obstetrics and gynaecology. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals in the field of sexual reproductive health.

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