



MEDIA RELEASE

**Credit Valley Media Services Producer
HONOURED
FOR EXCELLENCE IN
HEALTH CARE COMMUNICATIONS**

Monday, April 21, 2008 — The Health Care Public Relations Association (HCPRA) is pleased to announce that The Credit Valley Hospital has been awarded a first place Hygeia Award in the Multimedia category for its animated/live action paediatric pre-surgery video, “Kids in the Hospital: Vivi and Her Operation”. Media Services Producer, Arthur Uyeyama oversaw the development and implementation of the production and received the first place award.

Vivi is a “kid-friendly” entertaining and instructional video that combines live action and animation designed to reduce the anxiety associated with a child’s upcoming surgery. Children are unable to tour the area prior to surgery so Vivi, and her real-life friend, introduces the child to the surgical wing of the hospital and takes them through a child’s experience, introducing him to the health care professionals he’ll encounter on the way, and the operating and recovery rooms.

A recent evaluation of the video shows that more than half of the respondents felt Vivi had an impact on their anxiety level. A whopping 81.5% felt better prepared for their surgery after viewing the video.

The Hygeia Awards are presented annually to recognize excellence in health care communications and to honour outstanding pieces and accomplishments across Canada. The awards program encourages Canadian health care public relations professionals to strive to meet the highest standards in their communications work, regardless of size, resources or location of their place of employment. There are nine award categories. The Hygeia Awards were recently presented at HCPRA’s annual conference in Halifax, Nova Scotia.

HCPRA is the only organization addressing the particular concerns of public relations professionals in Canadian health care, with over 375 members across the country.

For more information:
Jane Petricic
National Coordinator
HCPRA
613.729.2102
info@hcptra.org
www.hcptra.org