

Press release

## **Health campaigns on the winner's podium**

HealthShare Award goes to Germany, Austria and France

**Cologne, 15 June 2016 – The winners of the HealthShare Award have been decided. The jury chose their favourites, and the members of the one million-strong DocCheck Community voted for the winner of the “Crowd Cup” audience award. One campaign even won twice.**

The anti-stigma campaign “#HIVHEROES” from Austria is one of the four winners of the HealthShare Award 2016 – and by winning the “Crowd Cup” it also convinced more than 1,000,000 members of the DocCheck Community. The campaign wants to help reduce the fear of physical contact with people with HIV, which is why the “Vanguardist” magazine has printed an edition using ink infused with the blood of HIV-positive people. By taking this hands-on approach they want to end the social stigma surrounding HIV. With the hashtag #HIVHEROES the topic also entered the social media, stimulating new discussions with affected people.

The campaign “#makeachildcry” of Doctors of the World from France is also amongst the winners. Their campaign communicates a clear message to the world: every year, more than four million children under the age of five die from preventable diseases. TV spots and posters show children crying. But look closer: it's the vaccination shots that make them cry – and save their lives. #makeachildcry shows that every donation counts.

Sniffle, wheeze, cough: “The Man Flu” of DMSC GmbH also won a HealthShare Award 2016. On Facebook, Twitter, Instagram, YouTube and its own website, the social media and content marketing campaign from Germany satirically associated its cold products with the common phenomenon of man flu.

Last, but not least: the HealthShare Blogger Award, which was launched for the first time this year, goes to vlogger “MedFreak”. In her video clips, Ella Rohde talks about her experiences as a medical student and talks to her viewers about healthcare topics in a funny and entertaining way.

### **HealthShare Award**

The HealthShare Award was established in 2012 and is the first award to honour innovative social media communication in the health sector. Its aim is to stir things up in the health industry and to breathe some fresh air into the healthcare sector, where the use of new media is sometimes still outdated.

All social media campaigns, activities and strategies from the healthcare sector to be shared with other users online can be submitted. The competition is open to all players in the healthcare industry who are active in social media.

The HealthShare Award is awarded in two categories: the classic Jury Award and the Audience Award. In addition to the award, the winners will also be given a website badge for best healthcare communication on the social web.

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