

Announcing the shortlist for the Crystal Clear MSD Health Literacy Awards 2011

Congratulations to our fifteen shortlisted candidates!

Dublin, 30th March 2011 - The Crystal Clear MSD Health Literacy Awards 2011 have announced the sixteen shortlisted candidates that have been recognised for their outstanding efforts to communicate with people in a crystal clear way.

Now in the fourth year the Crystal Clear MSD Health Literacy awards recognise and reward anyone working in the healthcare arena that is making real efforts to ensure their communications with the public are “crystal clear” and easy to understand. Health literacy is about being able to understand basic health information so people have the knowledge to understand their options and work with their healthcare professional to take better control of their health.

As a result of being shortlisted, each candidate will be invited to attend the awards ceremony in Dublin on 9th May 2011.

Ms Ciara O'Rourke, External Affairs, Director, MSD and a judge of the awards commented, “The Crystal Clear Awards are an important event in the health literacy calendar. The shortlisted entries highlight the great work being done all across the healthcare sector to better inform people about their health. Good health literacy helps people to make informed decisions about their health and the shortlisted candidates clearly demonstrated their commitment to improving the health literacy of the people who use their services.”

Also speaking at the announcement of the shortlist, Ms Inez Bailey, Director of the National Adult Literacy Agency (NALA), said, “With over 100 entries into the Crystal Clear Awards again this year, it is clear that health literacy remains an important topic. By communicating more clearly and making information more accessible to patients, the healthcare sector can make a huge difference in moving forward health literacy in Ireland. We commend all those shortlisted this year for the work they are doing.”

The Awards are a partnership between MSD and the National Adult Literacy Agency (NALA) with representation on the judging panel from the Health Service Executive (HSE), the Health Information and Quality Authority (HIQA), the Irish Practice Nurses Association (IPNA), UCD, a General Practitioner and the Adelaide Hospital Society. This year, there were over 100 entries across five categories with entries from receptionists in GP's surgeries, consultants, doctors, nurses, advocacy and patient groups, and journalists.

For further information on the Crystal Clear MSD Health Literacy Awards, log on to www.healthliteracy.ie.

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Shortlist 2011

Category A: Best Project in General Practice

Pauline Cooley, Practice Nurse, Health Centre, Athenry, Galway. 'Thou Shalt Hear',
Inform Display Systems, GP Waiting Room Brochure Display Service
Edenpark Surgery, 'Edenhealth Newsletter'

Category B: Best Project in a Hospital

Speech and Language Therapy Department, St Mary's Hospital, Phoenix Park. 'Golden Girls Gossip'
The Cardiac Rehabilitation Working Group. HSE South, 'Take Heart- A Guide to Heart Surgery'
Edette O'Dea, Laser Nurse Specialist, Our Lady's Children's Hospital , Crumlin. 'Journey with me'
Susan Brosnan, Mercy University Hospital, Cork. 'Assessment of patient knowledge regarding an antipsychotic medication'

Category C: Best Project in the Community or in a Social Setting

Irish Osteoporosis Society. 'Bones'
Irish Heart Foundation. 'F.A.S.T. Stroke Action Campaign'

Category D: Best Health Promotion Project

The Be Active Team, HSE Dublin North East, Health Promotion Department, 'Be Active After School' Activity Programme
National Cancer Screening Service (NCSS), CervicalCheck information leaflet
Irish Society for Quality and Safety in Health (ISQH), 'Let's Talk Medication Safety'

Category E: Best Health Communication Through Journalism

John O'Mahony, Irish Examiner, 'Suicide in Ireland'

John McCarthy and Liam O'Brien, Documentary on One, RTE Radio 1, 'Lives Less Lived'

Siobhan Holliman, The Tuam Herald, 'Tubby toddlers can mean trouble'

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Notes to Editor

About MSD

Today's MSD is a global healthcare leader working to help the world be well. MSD is known as Merck in the United States and Canada and MSD elsewhere. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships. For more information, visit www.msd.ie.

MSD in Ireland

MSD employs 2,300 people directly in Ireland and provides an additional 9,000 indirect jobs through its operations at sites throughout Ireland.

In the last four decades the company has invested over €2.2bn in Ireland. MSD is one of Ireland's leading exporters and contributes significantly towards making the pharmaceutical industry the country's leading export sector. MSD is a member of Guaranteed Irish and manufacturers or packages many of its leading products for the world market in Ireland.

About the National Adult Literacy Agency (NALA)

The National Adult Literacy Agency (NALA) is an independent member-based organisation committed to making sure people with literacy and numeracy difficulties can fully take part in society and have access to learning opportunities that meet their needs. NALA was established in 1980 and has campaigned since then for the recognition of, and response to, the adult literacy issue in Ireland. It is concerned with developing policy, advocacy, research and offering advisory services in adult literacy work in Ireland. For further information visit www.nala.ie