Public Service

[Battery Controlled - Protecting Kids from a Hidden Danger [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1305A10)](http://www.prsa.org/SearchResults/Download/6BW-1305A10)

Publication Date: **2013**  
Product Code: **6BW-1305A10**  
Organization/Author/Firm: **Energizer, FleishmanHillard**  
Category: **Media Relations / Public Service**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Public Service —Business  
  
Growing demand for slimmer electronics drives use of the coin-sized button batteries that power them –increasing the risk to young children. When swallowed, these batteries can lodge in a child’s esophagus and burn through the tissue in just two hours – leading to serious injury or death. Energizer partnered with Safe Kids Worldwide to launch *The Battery Controlled*, raising awareness and inspiring action among parents and physicians through compelling materials, traditional and social media, mom bloggers and community outreach. In just six months, the campaign stimulated a significant shift in parental concern and attitudes.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns.

[Save Energy - Save Money - You Have the Power [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1305B05)](http://www.prsa.org/SearchResults/Download/6BW-1305B05)

Publication Date: **2013**  
Product Code: **6BW-1305B05**  
Organization/Author/Firm: **Alaska Energy Authority and Alaska Energy Efficiency Partnership, The Cadmus Group and Last Frontier Productions and Surreal Studios**  
Category: **Public Service / Media Relations / Integrated Communications**  
Industry: **Government - Public Affairs / Utilities**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Public Service — Government  
  
Alaskans are facing a crisis that threatens to cripple the state’s economy. Energy prices in many communities are four times the national average, forcing some to choose between heat and food. The Alaska Energy Authority was tasked with increasing energy efficiency and did so by informing Alaskans of the cost-benefits of efficiency, inspiring efficient behavior with social-norming, and illustrating a clear actionable path towards efficiency improvements. In one month AEA was able to reach one in three Alaskans, increase Web traffic by 69 percent from the previous year and expand enrollment in the state’s efficiency program by 46 percent.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[HeartRescue Project Rallies Public to Save Lives [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1305D18)](http://www.prsa.org/SearchResults/Download/6BW-1305D18)

Publication Date: **2013**  
Product Code: **6BW-1305D18**  
Organization/Author/Firm: **The Medtronic Foundation’s HeartRescue Project, Exponent PR**  
Category: **Media Relations / Public Service**  
Industry: **Associations Nonprofits / Health - Medical - Pharmaceutical**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Public Service — Nonprofit Organizations  
  
Sudden Cardiac Arrest (SCA) is a condition that occurs when the heart suddenly and unexpectedly stops beating. While SCA survival is bleak, when someone helps, chances of survival double. Exponent PR worked with the HeartRescue Project, funded by the Medtronic Foundation, to create an educational campaign featuring a unique online learning experience. The Save-a-Life Simulator allows users to learn how to save a life. More than 5.5 million people have visited HeartRescueNow.com and saved a virtual life since its April 2012 launch – surpassing the goal by more than 450 percent.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The nonprofit subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories.

[Hire Minnesota's Veterans [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1305E02)](http://www.prsa.org/SearchResults/Download/6BW-1305E02)

Publication Date: **2013**  
Product Code: **6BW-1305E02**  
Organization/Author/Firm: **Minnesota National Guard, Interagency Employment Working Group**  
Category: **Public Service / Integrated Communications / Media Relations / Community Relations**  
Industry: **Military / Government - Public Affairs**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Public Service — Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)  
  
After increasing levels of unemployment among post-9/11 veterans, the Minnesota National Guard organized the Hire Minnesota’s Veterans campaign to help today’s veterans translate and polish their skills and link them with employers. Through this program the Guard initiated a military-focused Interagency Employment Working Group and created a three-step process for veterans and employers that consolidated existing programs and bridged gaps with new resources. A pilot unit with the 1st Brigade Combat Team dropped from 19 percent to 1.3 percent unemployment as a result of this campaign, while more than 20 million impressions on veteran employment publicized benefits of hiring veterans.   
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The partnerships subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

[Ameren Missouri Powers Change [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1316E03)](http://www.prsa.org/SearchResults/Download/6BE-1316E03)

Publication Date: **2013**  
Product Code: **6BE-1316E03**  
Organization/Author/Firm: **Ameren Missouri, Weber Shandwick**  
Category: **Public Service / Media Relations / Integrated Communications**  
Industry: **Consumer Services / Utilities**  
Outcome: **Raising awareness / Customer satisfaction**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Services  
  
Utility companies might be called the Rodney Dangerfield of service providers. They get no respect. Customers don’t appreciate the 525,508 minutes (99.98% reliability) of power during the year— while only remembering the short time it was off. In order to enhance our reputation for value and reliability, Ameren Missouri focused on our customers: the unsung heroes who power our community and propel it forward. Our integrated communications campaign spotlights the people and organizations that we rely on to power the state of Missouri forward, just as Ameren Missouri’s reliably powers our quality of life and energy future.  
  
Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

[AT&T with FleishmanHillard for It Can Wait No Texting While Driving 2012 Movement [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305A15)](http://www.prsa.org/SearchResults/Download/6BE-1305A15)

Publication Date: **2013**  
Product Code: **6BE-1305A15**  
Organization/Author/Firm: **AT&T, FleishmanHillard**  
Category: **Public Service / Media Relations / Integrated Communications**  
Industry: **Consumer Services / Telecommunications / Technology**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Business  
  
Texting while driving is a hazard of epidemic proportions. AT&T stepped up in 2012 with a national campaign built around a simple message –It Can Wait. It’s not often that a company calls on people not to use one of its services. But that’s exactly what AT&T did to bring awareness to texting and driving and the consequences of the behavior.  
  
Program elements including an online pledge, a national pledge day, simulator tours and third party and celebrity endorsements helped drive more than one million pledges to not text and drive while measuring awareness and behavior change.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns.

[AT&T with FleishmanHillard for It Can Wait No Texting While Driving 2012 Movement [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1316E27)](http://www.prsa.org/SearchResults/Download/6BE-1316E27)

Publication Date: **2013**  
Product Code: **6BE-1316E27**  
Organization/Author/Firm: **AT&T, FleishmanHillard**  
Category: **Public Service / Media Relations / Integrated Communications**  
Industry: **Consumer Services / Telecommunications / Technology**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Services  
  
Texting while driving is a hazard of epidemic proportions. AT&T stepped up in 2012 with a national campaign built around a simple message –It Can Wait. It’s not often that a company calls on people not to use one of its services. But that’s exactly what AT&T did to bring awareness to texting and driving and the consequences of the behavior.  
  
Program elements including an online pledge, a national pledge day, simulator tours and third party and celebrity endorsements helped drive more than one million pledges to not text and drive while measuring awareness and behavior change.  
  
Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

[FDOT NoExcusesFL Twitter Campaign [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305B02)](http://www.prsa.org/SearchResults/Download/6BE-1305B02)

Publication Date: **2013**  
Product Code: **6BE-1305B02**  
Organization/Author/Firm: **Florida Department of Transportation, The Tombras Group**  
Category: **Media Relations / Public Service**  
Industry: **Government - Public Affairs / Transportation**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Government  
  
After analyzing data on impaired driving enforcement, the Florida Department of Transportation (FDOT) realized its messaging wasn’t getting through to young adult males. To increase awareness, FDOT utilized Twitter to promote its “Drive Sober or Get Pulled Over” campaign. Using the handle @NoExcusesFL, FDOT crafted messages that spoke directly to the audience.  
  
To further promote messaging, FDOT partnered with Florida sport teams, like the Miami Heat, and well-known media personalities on Twitter. This effort increased knowledge of its impaired driving enforcement campaigns by 16.9 percent and increased awareness of its “Drive Sober or Get Pulled Over” campaign by 141.7 percent.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Florida 511 Traveler Information System [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1308E05)](http://www.prsa.org/SearchResults/Download/6BW-1308E05)

Publication Date: **2013**  
Product Code: **6BW-1308E05**  
Organization/Author/Firm: **Florida Department of Transportation, Global-5 Communications, Inc.**  
Category: **Public Service / Media Relations / Marketing**  
Industry: **Consumer Services / Transportation / Government - Public Affairs**  
Outcome: **Raising awareness / Customer satisfaction**

**Summary**

2013 Silver Anvil Award Winner — Marketing Consumer Services —Other (Categories Not Elsewhere Defined)  
  
The Florida Department of Transportation’s (FDOT) 511 Travel Information System is a free safety tool that provides real-time traffic updates on Florida’s interstates and major roadways. FDOT studies in years past continually found 76 percent of drivers knew “nothing at all” about the free service. FDOT contracted Global-5 Communications to execute a grassroots awareness campaign based on strategic public relations and donated public service space in highly visible areas. By October 2012, the campaign had reached millions in targeted demographics and helped call volumes pass the eight million mark, while increasing awareness by 21 percent.  
  
Marketing consumer services includes programs designed to introduce new services or promote existing services to a consumer audience.

[Hire Minnesota's Veterans [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1316G02)](http://www.prsa.org/SearchResults/Download/6BE-1316G02)

Publication Date: **2013**  
Product Code: **6BE-1316G02**  
Organization/Author/Firm: **Minnesota National Guard, Interagency Employment Working Group**  
Category: **Public Service / Integrated Communications / Media Relations / Community Relations**  
Industry: **Government - Public Affairs / Military**  
Outcome: **Raising awareness / Employee recruitiment**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Government  
  
After increasing levels of unemployment among post-9/11 veterans, the Minnesota National Guard organized the Hire Minnesota’s Veterans campaign to help today’s veterans translate and polish their skills and link them with employers. Through this program the Guard initiated a military-focused Interagency Employment Working Group and created a three-step process for veterans and employers that consolidated existing programs and bridged gaps with new resources. A pilot unit with the 1st Brigade Combat Team dropped from 19 percent to 1.3 percent unemployment as a result of this campaign, while more than 20 million impressions on veteran employment publicized benefits of hiring veterans.  
  
Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Men and Melanoma - The Unexposed Target [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1316E15)](http://www.prsa.org/SearchResults/Download/6BE-1316E15)

Publication Date: **2013**  
Product Code: **6BE-1316E15**  
Organization/Author/Firm: **Bristol-Myers Squibb, Ogilvy Public Relations Worldwide**  
Category: **Integrated Communications / Media Relations / Public Service**  
Industry: **Consumer Services / Health - Medical - Pharmaceutical / Sports**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Consumer Services  
< BR>Melanoma is the deadliest form of skin cancer, claiming the life of one American every hour, with men being almost twice as likely to die as women. To educate men and the American public about melanoma and the importance of getting screened, leading melanoma groups teamed up with former Pittsburgh Steelers’ football coach Bill Cowher and NFL teams in areas with high melanoma incidence and mortality rates to launch *Melanoma Exposed™: Screen. Protect. Know. Tell.* with support from Bristol-Myers Squibb. Through national media and localized events, *Melanoma Exposed* offered free skin cancer screenings, educated about melanoma and, ultimately, accelerated early detection – year-round.  
  
Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

[Men and Melanoma - The Unexposed Target [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305A05)](http://www.prsa.org/SearchResults/Download/6BE-1305A05)

Publication Date: **2013**  
Product Code: **6BE-1305A05**  
Organization/Author/Firm: **Bristol-Myers Squibb, Ogilvy Public Relations Worldwide**  
Category: **Integrated Communications / Media Relations / Public Service**  
Industry: **Consumer Services / Health - Medical - Pharmaceutical / Sports**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Business  
  
Melanoma is the deadliest form of skin cancer, claiming the life of one American every hour, with men being almost twice as likely to die as women. To educate men and the American public about melanoma and the importance of getting screened, leading melanoma groups teamed up with former Pittsburgh Steelers’ football coach Bill Cowher and NFL teams in areas with high melanoma incidence and mortality rates to launch *Melanoma Exposed™: Screen. Protect. Know. Tell.* with support from Bristol-Myers Squibb. Through national media and localized events, *Melanoma Exposed* offered free skin cancer screenings, educated about melanoma and, ultimately, accelerated early detection – year-round.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns.

[Pathway to Financial Success - Bringing Financial Education to the Classroom [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305A03)](http://www.prsa.org/SearchResults/Download/6BE-1305A03)

Publication Date: **2013**  
Product Code: **6BE-1305A03**  
Organization/Author/Firm: **Discover Financial Services, Burson-Marsteller**  
Category: **Media Relations / Public Service**  
Industry: **Financial Services / Education**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Business  
  
Discover Financial Services’ Pathway to Financial Success program is a five-year, $10 million investment to bring financial education into the classroom. Designed to raise awareness of the need and provide resources to implement measureable financial education curriculum, Discover’s program is providing grants to schools and offering teachers the training to deliver it. The program reached its target audience through partnerships, media relations and a public service announcement (PSA). Discover awarded the 2012 allocated funds within the first seven months of the program, exceeding initial expectations. The campaign received approximately 182 million media impressions and nearly 570 million PSA impressions.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns.

[The Better Than Cash Alliance - Shifting the World from Cash to Electronic Payments [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305E03)](http://www.prsa.org/SearchResults/Download/6BE-1305E03)

Publication Date: **2013**  
Product Code: **6BE-1305E03**  
Organization/Author/Firm: **Better Than Cash Alliance (Alliance Members: Bill & Melinda Gates Foundation, Citi, Ford Foundation, Omidyar Network, UNCDF, USAID, Visa Inc.), FleishmanHillard**  
Category: **Media Relations / Public Service**  
Industry: **Associations Nonprofits / Financial Services**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)  
< BR>In September 2012, a group of world-renowned foundations, international organizations and companies formed the Better Than Cash Alliance to help accelerate the shift from cash to electronic payments. Fleishman-Hillard was selected to create an identity for the Alliance, and support it with a website, launch event and PR activities.   
  
The Alliance—through its launch event timed with the Clinton Global Initiative and U.N. General Assembly—and its website, outreach and social media, has generated more than 54 million total media impressions in addition to reaching 2 million Twitter followers. The Alliance has also gained 12 committing countries and organizations dedicated to transitioning to electronic payments.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The partnerships subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

[The Medicine Abuse Project - Preventing Half a Million Teens from Abusing Medicine [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305E11)](http://www.prsa.org/SearchResults/Download/6BE-1305E11)

Publication Date: **2013**  
Product Code: **6BE-1305E11**  
Organization/Author/Firm: **Partnership at Drugfree.org, CRT/tanaka**  
Category: **Media Relations / Public Service**  
Industry: **Health - Medical - Pharmaceutical / Associations Nonprofits**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)  
  
Together with The Partnership at Drugfree.org, CRT/tanaka helped create The Medicine Abuse Project, a campaign with a goal of preventing half a million teens from abusing medicine within five years. Launched during the week of September 23 – 29, 2012, The Medicine Abuse Project is a multi-year effort to help educate parents, teens and the public about the dangers of medicine abuse and unite parents, educators, health care providers, coaches, government officials, law enforcement officers and other partners to help save lives. During the launch week, the campaign engaged stakeholders through a series of events and a petition called the Pledge.  
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The partnerships subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

[Invasive Species Hungry Pests Campaign [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1305B03)](http://www.prsa.org/SearchResults/Download/6BE-1305B03)

Publication Date: **2013**  
Product Code: **6BE-1305B03**  
Organization/Author/Firm: **United States Department of Agriculture, Crosby Marketing Communications and Carrot New York**  
Category: **Media Relations / Public Service**  
Industry: **Government - Public Affairs / Agriculture / Environmental**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Public Service — Government

The USDA wanted to raise awareness of the issue of invasive pests and set the stage for educating the public about their role in preventing their spread. We dramatized the nature of the issue by introducing a compelling new character, *Vin Vasive*, who shows us how pests can hitchhike on the things people move and pack. The campaign garnered $6.9 million in earned media in just 12 target states and research showed that those exposed to the Hungry Pests campaign had higher levels of knowledge and a greater belief in their personal responsibility in preventing the spread of these pests.

Public service includes programs that advance public understanding of societal issues, problems or concerns. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.