

The Children and Clinical Studies Website Wins W3 Award

The Children and Clinical Studies (CACS) website was honored with the Silver Award in the annual W3 competition. Our website helps educate children and their families about the value of participating in medical research.

The Silver Award was given in the annual W3 competition, which recognizes creative excellence in web sites, videos, and marketing programs. The national competition is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms. AIVA members include executives from organizations such as Conde Nast, Disney, The Ellen Degeneres Show, Microsoft, Wired, and many others.

“Recognition by leaders in the interactive and visual arts community is a testament to our team’s ability to create high-quality, science-based programming for our clients,” says Lisa Marceau, Principal Investigator of Children and Clinical Studies. “Our outstanding teams combine visual and technological creativity with research-based knowledge to craft powerful messages that can change the shape of research and dissemination.”

The Children and Clinical Studies website provides information about the importance of pediatric clinical research. The program was developed and evaluated in collaboration with the National Heart, Lung, and Blood Institute (NHLBI). The program helps to educate children and families about why research is important and what it means to participate in a clinical trial. The multifaceted program includes:

- Website for parents (English and Spanish)
- DVDs and posters for pediatric clinics
- Postcards for clinical recruitment
- YouTube videos for parents and clinicians
- Facebook page
- Paper Kingdom video game for adolescents
- A nationally-broadcast film about the importance of clinical studies (under development)