

***“If Not For Me”* Film Wins 2017 Telly Award**

The Children and Clinical Studies campaign, in collaboration with Mary Margaret Productions, is pleased to announce that their documentary film *“If Not for Me”* received the 2017 Bronze Telly Award in the category: TV Series or Segment, Documentary.

The Telly Awards was founded in 1979 and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

“If Not for Me” is an hour-long documentary which tackles the tough questions many parents ask about pediatric research by talking with families who have been there. The film shares stories of families who have a child with a chronic or acute illness and were asked to join a research study.

“This project was funded by NHLBI to address the unique issues surrounding pediatric clinical research participation,” said Victoria Pemberton, Project Officer at the National Heart, Lung, and Blood Institute (NHLBI). “Parents agree that clinical research for children is important to find new and better treatments, but misperceptions, fears and lack of information often lead parents to forgo enrollment of their children. *“If Not for Me”* works to address those misconceptions by highlighting families that have gone through pediatric clinical trials.”

“To be acknowledged by a group which recognizes the very best in film and video is an honor,” says Lisa Marceau, Principal Investigator of Children and Clinical Studies. “The film has been a collaboration of creativity, commitment, and dedication to the importance of research and the craft of film-making. We are grateful for the teamwork with MMP and the support by NHLBI.” Refinements to the documentary film are being made with plans for broad release late spring or early summer – a trailer of the film can be [viewed here](#).