

## Let's be heard!

### **The Coloplast Merit Award 2012**

Coloplast supports World Ostomy Day (WOD) by awarding the International Ostomy Association (IOA) member associations that celebrate the day in a creative and innovative way. The Coloplast Merits Award's fundamental aim is to encourage the spread of enterprising initiatives of national ostomy associations to member associations around the globe. There are 3 regional contests:

- Europe
- The Americas
- Asia and South Pacific

There will be a price for each region and the price in each region is a cheque for 3,000 USD and a diploma.

**Deadline is for applying online is 6 December 2012.**

The winners (one per region) will be informed directly in the middle of January 2013. And the awards are presented with participation of an IOA representative and a representative from Coloplast at a local association meeting.

### **The conditions of the Coloplast Merit Award are:**

- Only IOA member associations are eligible to participate
- Entries must be directly concerned with furthering the needs of people with a stoma
- The entries, in English, should be submitted electronically to Coloplast at [WWW.TheMeritAward.com](http://WWW.TheMeritAward.com)
- The decision of the adjudicating committee will be final

The entries should be supported by photographs and if possible press cuttings.

The adjudicating committee consists of two members of IOA and a representative from Coloplast A/S.

### **Judging Criterion:**

- The entry should support the overall theme: **Let's be heard!**
- The entry should tell a story about enabling people with stomas to live their life as they wish to
- It should show activities that reflect the wide diversity of people and how they can share great mutual activities with other people in a social surrounding
- We will specifically look for images of people
- It should show originality – level of innovation and enterprise
- The entry should reflect Public Awareness – Degree of impact nationally, including press coverage
- It should tell a story- does the entry tell a good story, preferably about the WOD theme "**Let's be heard!**", supporting the aim of World Ostomy Day in improving the rehabilitation of people with a stoma worldwide by bringing to the attention of

the general community and the global community the needs and aspirations of them and their families.

Everybody participating can choose to support the communication about life with a stoma by being part of a **Coloplast model database**. Signing up for the model database is possible on the Merit Award web site at: [WWW.TheMeritAward.com](http://WWW.TheMeritAward.com)

