



News Release

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New Mexico Diabetes in the 21st Century Training CD Wins Gold Ava Award

Albuquerque, NM – *Diabetes in the 21st Century* training modules produced collaboratively by the New Mexico Association for Home and Hospice Care (NMAH&HC), the New Mexico Medical Review Association (NMMRA), New Mexico Health Care Takes On Diabetes (NMHCTOD), and the University of New Mexico Health Sciences Center (UNMHSC) has been awarded a Gold Award in the Ava Awards 2008 competition.



Ava Awards is an annual international awards competition that recognizes outstanding achievement by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. More than 2,200 entries were received from throughout the United States, Canada and several other countries in the 2008 competition. Winners were selected from over 160 categories in three divisions: Television Productions, Video/Film Productions and Web Productions.

Entries include film, analog and digital productions viewed in a wide variety of media including movies, television and computers. Entrants included video and film production companies, web developers, advertising agencies, PR firms, corporate and government communication departments, producers, directors, editors and shooters.

The Association of Marketing and Communication Professionals (AMCP) (www.amcpros.com) administers the Ava Awards program. AMCP consists of several thousand marketing, communication, advertising, public relations, media production and freelance professionals who have entered AMCP competitions. Established 14 years ago, AMCP also administers the MarCom Awards and Hermes Creative Awards.

NMAH&HC serves its membership through advocacy, networking, education and communication by promoting success and best practices for home care, hospice and related home health support services.

NMMRA is a not-for-profit, physician-sponsored organization that is New Mexico's federally contracted Medicare Quality Improvement Organization and Medicaid External Quality Review Organization. NMMRA works with health care providers, consumer and health care organizations, and state and federal agencies to improve the quality of health care in New Mexico.

NMHCTOD is a coalition of 30 health care organizations that joined forces in 1999 to reduce the negative health effects associated with diabetes among New Mexicans. NMHCTOD's activities focus on provider and consumer education, prevention, early diagnosis, and appropriate treatment of people with diabetes.

UNMHSC is the largest academic health complex in the state. On the University of New Mexico campus in Albuquerque, the HSC combines its four mission areas - education, research, patient care and community outreach - to serve its constituents.