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Health Powers Life campaign for immigrants and refugees in Aurora receives international accolades

AURORA, Colo. – Health Powers Life, an outreach campaign targeting better health outcomes for Aurora’s immigrant and refugee communities, has been recognized by the Academy of Interactive and Visual Arts with three Communicator Awards.

Launched in 2017, [Health Powers Life](#) is a collaboration between the city of Aurora’s [Office of International and Immigrant Affairs](#), [Tri-County Health Department](#) and [CREA Results](#). The Communicator Awards honor the media-outreach creative materials developed for the campaign by consultant Ponce Agency:

- Full Page Print Ad - Award of Distinction
- English Commercial - Award of Distinction
- Craft Categories/Sound Design - Award of Distinction

Health Powers Life emphasizes the role personal behavior and responsibility play in healthy families, while promoting information about basic steps to a healthy lifestyle, access to healthcare and the difference between urgent and regular health care.

“One in five residents in Aurora was born outside the United States, and Health Powers Life is an important tool in the city’s strategic plan to connect immigrants and refugees with important services and ensure they are able to be their best, healthy selves,” said Ricardo Gambetta, head of Aurora’s Office of International and Immigrant Affairs. “We are excited to hear about the recognition for how well the campaign has been promoted, and we are even more excited to see that translate into healthy outcomes for all our residents.”

In addition to the award-winning creative print media and radio materials that encouraged immigrants and refugees to take action on their health, the Health Powers Life campaign attended 44 events in its first six months, administering health screenings to almost 1,300 people and distributing information about preventative health care to over 4,000 people.

Founded over two decades ago, [The Communicator Awards](#) is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio from around the world.

“As an agency, we have always felt that it is important to measure the creative power of our ideas by competing creatively and being evaluated by our peers,” said Roberto Ponce, principal and creative director for [Ponce Agency](#). “It was a pleasure working with the Office of International and Immigrant Affairs at the city of Aurora and the Tri-County Health Department.”

Health Powers Life is a multi-year initiative. In 2018, the campaign is focused on grassroots efforts to spread health-related messages and provide health screenings using a mobile health unit at community events throughout the summer. For more details, go to HealthPowersLife.com.

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