

Launch of Young Lions Health Award encourages creativity around health challenges

CANNES, FRANCE: Lion's Health has announced a partnership with UNICEF and Unilever to create an innovative global health campaign. The Young Lions Health Award is a new competition for young creatives and marketers that aims to improve challenges facing global health systems in developing countries. Communication and marketing professionals, under the age of 30, are invited to submit their campaign concepts online commencing on 25 February.

For UNICEF, one of the key challenges for children to survive and thrive is creating the awareness that health is not just about supplies or specific initiatives but about creating a more sustainable system that reaches every child with basic, lifesaving health services. Effective health systems are not just about providing medicines, doctors and facilities, they are also about communicating with those communities and educating families about the importance of seeking care and support.



To date, communications around child health have been fragmented and divided into silos, such as sanitation, HIV and vaccination, preventing an integrated approach in generating awareness and support.

The Young Lions Award calls on the young creative industry to develop a compelling campaign that would help address this challenge. UNICEF will utilise the winning campaign as the basis for engaging the public to advocate and mobilise support for better, child-focused health systems.

Speaking at the launch on 17 February 2015, Philip Thomas, CEO of Lions Festivals, said, "As organisers of a global annual awards and Festival for creative excellence in pharma and healthcare & wellness, it was a natural move to introduce an award that will help propel and showcase young industry talent. I am delighted to have the support of both UNICEF and Unilever whose involvement meant that beyond recognising talent, the competition served a higher purpose in generating awareness of the need to strengthen health systems in the developing world."

Speaking about its involvement, Gérard Bocquenot, Director Fundraising and Partnerships of UNICEF, said, "The Cannes Lions-UNICEF-Unilever partnership is precisely the type of bold and innovative initiative required to leverage public engagement to create lasting and life-saving change for excluded and vulnerable children. The Young Lions initiative is a great opportunity for UNICEF to tap into an unparalleled source of creative communication ideas to raise support to help it strengthen health systems in the developing world."

Keith Weed, Unilever's Chief Marketing and Communications Officer, stated, "At Unilever, we believe business has a role to play in addressing today's global development challenges and are actively involved in several areas that align with our business. This partnership provides an innovative platform to generate awareness about the millions of people in developing countries who are dying from preventable diseases because of conditions such as poor hygiene, lack of access to proper sanitation, and the absence of safe and affordable drinking water -- and the necessary solutions needed to help create a sustainable future for generations to come."

Jury

A dedicated jury made up of respected industry members will judge entries:

- Andrew Spurgeon, Executive Creative Director, Langland
 - Ashley Schofield, Executive Creative Director, CDM Princeton
 - Claudia Gonzalez Romo, Chief of Public Advocacy, UNICEF
 - Dr Mickey Chopra, Chief of Health and Associate Director of Programmes, UNICEF
 - June Laffey, Executive Creative Director, McCann Health Sydney
 - Keith Weed, Chief Marketing & Communications Officer, Unilever
 - Rob Rogers, Chief Creative Officer and co-CEO, the Americas, Sudler
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- Shaheed Peera, Executive Creative Director EU, Publicis Life Brands Resolute

Taking place from 19-20 June, Lions Health is a festival and awards ceremony for creative excellence in the global healthcare industry. The winners of the Young Lions Health Award will be presented at Lions Health, giving them the opportunity to join the global healthcare community and see their entry in the spotlight when they are presented to at the official awards ceremony.

For more information, [click here](#).

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