

## Awards and Recognition

The Phoenix VA Health Care System (Carl T. Hayden VA Medical Center) Public Affairs Program operates under the auspices as a best practice both inside and outside government. Under the leadership of its founding Public Affairs Officer, Paula L. Pedene APR, the program denotes particular distinction from numerous entities, including three prestigious *Silver Anvils* from the national Public Relations Society of America (PRSA) and a *Silver Quill* from the International Association of Business Communicators (IABC) along with numerous accolades as follows:

### 1995 to 1999:

- VHA Under Secretary for Health's National Award for Excellence Public Affairs (1995)
- Impact Award for Enterprising Women Paula L. Pedene (1996)
- VHA Under Secretary for Health National Award , VA Public Affairs Officer (1997)
- Federal Executives of Arizona Outstanding Disabled Employee (1998)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (1999)
- PRSA Phoenix Chapter Copper Anvil, Special Events VA Parade (1999)
- Coffey Communications National Communicator Award, Paula L. Pedene APR (1999)
- Society for Healthcare Strategy and Market Development National Banner Award, Public Affairs (1999)

### 2000-2005

- PRSA Phoenix Chapter Copper Anvil, Health Trends Newsletter (2000)
- PRSA Phoenix Chapter Copper Anvil, Phoenix VA Veterans Day Parade (2000)
- PRSA Phoenix Chapter Copper Anvil, Strategic Public Affairs Plan (2000)
- PRSA Health Academy National Innovation Award, Paula L. Pedene APR (2001)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2001)
- PRSA Phoenix Chapter Copper Anvil, Health Trends Newsletter (2001)
- Veterans Health Administration, National Communications Advisory Board Charter Member, Paula Pedene APR (2001)
- VHA Best Practice National Award, Overall Public Affairs Program (2001)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs (2001)
- Telly Award To Your Health TV Show (2002)
- VHA Under Secretary National Award for Health Communications (2002)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2002)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2002)
- PRSA Health Academy National Innovation Award of Excellence (2002)
- PRSA Phoenix Chapter Copper Anvil, Not-for Profit Communications (2003)
- PRSA Phoenix Chapter Copper Anvil, Special Events VA Parade (2003)
- PRSA Phoenix Chapter Copper Anvil, Innovative Use of Technology, Website (2003)
- National Association of Government Communicators Award, To Your Health (2003)
- PRSA Health Academy National Innovation Award, VA Public Affairs Plan (2003)
- VHA Under Secretary National Award for Health Communications (2003)
- ***Public Relations Society of America National Silver Anvil, Institutional Programs, Government (2004)***
- PRSA Health Academy National Innovation Award for Excellence (2004)

- Media Communications Association International, To Your Health TV Show (2004)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2004)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2004)
- PRSA Phoenix Chapter Copper Anvil, Brochures, Bridging the VA Community (2005)
- PRSA Phoenix Chapter Copper Anvil, Innovative Use of Technology – CTHVAMC Website, Bridging the VA Community (2005)
- National PR News Award, Organizational Brand Marketing and Communications (2005)
- PR People Honorable Mention, PR Professional of the Year, Paula L. Pedene APR (2005)
- PRSA Phoenix Chapter Copper Anvil, Reputation Management (2005)
- Phoenix Business Journal Best Places to Work, Large Companies, #23, CTHVAMC (2005)

## 2006-2011

- Pride Award, VA Veterans Day Parade (2006)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2006)
- PRSA Phoenix Chapter Copper Anvil, Improving the Reputation VA Medical Center (2006)
- ***Public Relations Society of America National Silver Anvil, Reputation Management (2007)***
- PRSA Phoenix Chapter Copper Anvil, CTHVAMC Making the Media a Priority (2007)
- PRSA Phoenix Chapter Copper Anvil, Reputation Management, CTHVAMC (2007)
- VA Excellence in Communications Award in Writing: Press Releases (2007)
- VA Excellence in Communications Award in Public Relations Campaigns – External (2007)
- VA Excellence in Communications Award in Broadcast Media, To Your Health (2007)
- VHA National Best of Show Winner, Paula L. Pedene APR (2007)
- VHA Communications Award for Public Relations Campaigns (2008)
- PRSA Phoenix Chapter Copper Anvil, VA Public Affairs Plan (2008)
- PRSA Phoenix Chapter Copper Anvil, CTHVAMC To Your Health TV Show
- ***IABC National Communications Awards, Silver Quill, CTHVAMC PR Plan (2009)***
- VHA National Award of Excellence, PVAHCS Strategic PR Plan (2009)
- VHA National Award of Excellence, PVAHCS Inpatient Handbook (2009)
- VHA National Honor Award, VA Veterans Day Parade (2009)
- VHA National Ace Achievement Award, VA Veterans Day Parade (2010)
- VHA National Honor Award for Innovation PVAHCS Electronic Media Kit (2010)
- ***Public Relations Society of America Silver Anvil Award, Community Outreach, VA Veterans Day Parade (2010)***
- PRSA Phoenix Chapter Copper Anvil, Reputation Management (2010)
- PRSA Phoenix Chapter Award of Merit, Publicity/Promotions-Media Kit (2010)
- PRSA Phoenix Chapter Award of Merit, Special Events: VA Veterans Day Parade (2010)
- VHA National Award of Excellence Special Events, VA Veterans Day Parade (2011)
- VHA National Award of Excellence Media Relations (2011)
- PRSA Phoenix Chapter Copper Anvil, Special Events, VA Veterans Day Parade (2011)
- PRSA Phoenix Chapter Copper Anvil, Media Relations (2011)