

TWO FILM-BASED PROJECTS FROM A NEW ORLEANS NON-PROFIT ARE FINALISTS IN THE 2023 ANTHEM AWARDS

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The Institute of Women & Ethnic Studies is a double Finalist in the The 3rd Annual Anthem Awards under the Health in the Education or Literacy Platform Category and the Media Impact Campaign Category.

New Orleans, LA — December 12, 2023 – The Institute of Women & Ethnic Studies (IWES) announced today that it has been named a Finalist in The 3rd Annual Anthem Awards for two projects — an entertainment education intervention and a film-based HIV stigma reduction campaign. Anthem Winners are selected by the International Academy of Digital Arts and Sciences with membership representing a wide-range of distinguished mission driven organizations such as The Innocence Project, (RED), the NAACP, NRDC, and GLAAD.

“Since launching the Anthem Awards in 2021, we’ve seen incredible change and growth in the impact sector,” said Anthem Awards General Manager, Patricia McLoughlin. “The work that we have received in the 3rd Annual Anthem Awards is game-changing. From innovative projects fighting climate change to impactful calls for equal rights across the globe and best-in-class CSR and ESG efforts - the Anthem Community is a bright light in our uncertain world.”

Out of over 2000 entries from 30 countries worldwide, *Are You Ready? An Entertainment Education Pregnancy Prevention Program* and *New Nickels: A Film-Based HIV Stigma Reduction Campaign* were selected in this round of judging. *Are You Ready?* is a program for youth in or at risk of joining the juvenile justice system. It is based around a narrative short film, *Happy Birthday, Leonard*, which shows youth confronting challenges related to family, school, mental health, and sexual health. The film was created following extensive research & guidance by a youth advisory board and was piloted at three sites in Louisiana in March 2023. It is currently a recipient of The U.S. Department of Health and Human Services’ Office of Population Affairs Tier 2 Teen Pregnancy Prevention grant where it is being rigorously evaluated for effectiveness with youth in Alabama, Georgia, Louisiana, and Michigan. *Are You Ready?* aims to increase perceived risk of pregnancy & STI transmission, knowledge about pregnancy & contraceptives, & condom use/negotiation. It also aims to help youth

see the connection between mental health & decision-making, especially regarding reproductive health & healthy relationships.

New Nickels is a documentary short film about the healing journeys of Black women living with HIV (BWLWH) in the South. The film was commissioned by the New Orleans Film Festival in 2021 and supported by funding from Gilead Sciences. It premiered at the 2021 Film Festival and has enjoyed multiple screenings at other sites around the country. In 2022, supported by the Black Women First initiative from the U.S. Department of Health and Human Services' Health and Resources Administration (HRSA), the film was paired with data collected from interviews of BWLWH & HIV service providers to create a study guide & print materials for an HIV stigma reduction campaign to improve service provision for cis- and transgender BWLWH. The campaign was piloted at 10 sites nationally and has also been presented about at multiple conferences, such as this year's US Conference on HIV/AIDS. The film shares the women's honest experiences & challenges, and it is suitable to be implemented at clinics & healthcare facilities, groups for BWLWH, & groups of the general population that are not connected to the HIV/AIDS realm.

"Narrative change and representation are at the core of social movements, and we are extremely honored to see two of our film-based projects championing authentic voices and experiences recognized by the Anthem Awards," says Iman Shervington, IWES' Sr. Director of Media & Communications and the creator of both films. "We've been creating media with a purpose for over 20 years, and we're grateful to Anthem for catalyzing a movement to do good; I feel we've found a home in the Anthem community!"

The Anthem Awards was launched in response to the prevalence social good has taken within the national conversation and cultural zeitgeist in recent years. By amplifying the voices that spark global change, the Anthem Awards are defining a new benchmark for impactful work that inspires others to take action in their communities.

Winners for the 3rd Annual Anthem Awards will be announced on Tuesday, January 30th, 2024. Finalists can be celebrated online from December 5th to December 21st at Celebrate.Anthemawards.com.

About The Institute of Women & Ethnic Studies:

Founded in 1993, IWES is a national, nonprofit health organization that creates initiatives to heal communities, especially those facing adversity. Through community-driven research programs, training, advocacy, and partnerships, IWES helps to build emotional and physical well-being, resilience and capacity among women, their families and communities of color, especially those which are disadvantaged. IWES uses a

Social Ecological Model (SEM), which recognizes that individual behavior is shaped by the intersection of multiple influences occurring at the interpersonal, community and societal levels. Through this in-depth, multi-dimensional approach, IWES creates culturally proficient programs, activities, and research to address and advocate for the emotional and physical well-being, resilience, and capacity of women of color, their families and communities to heal and create sustainable change. IWES works in the following areas: Resilience, Well-Being, and Mental Health; Adolescent Health; Maternal and Child Health; and STI/HIV Prevention & Care.

About The Anthem Awards:

Launched in 2021 by The Webby Awards, The Anthem Awards honors the purpose & mission-driven work of people, companies and organizations worldwide. By amplifying the voices that spark global change, we're defining a new benchmark for impactful work that inspires others to take action in their own communities. The Anthem Awards honors work across seven core causes: Diversity; Equity & Inclusion; Education; Art & Culture; Health; Human & Civil Rights; Humanitarian Action & Services; Responsible Technology; and Sustainability, Environment & Climate. Founded in partnership with the Ad Council, Born This Way Foundation, Feeding America, GLAAD, Mozilla, NAACP, NRDC, WWF, and XQ.

About The Webby Awards:

Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites; Video; Advertising, Media & PR; Apps, Mobile, and Voice; Social; Podcasts; and Games. Established in 1996, The Webby Awards received more than 13,500 entries from all 50 states and 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include Verizon, WP Engine, YouGov, Brandlive, Canva, NAACP, KPMG, Fast Company, Wall Street Journal, MediaPost, Podcast Movement, and AIGA.