

Hero Award Strategy

1. Lessons Learned from 2026

Expert Panel Composition

Three Advisory Board Members

1. Dr. Stephen Samual
2. Dr. Alois Hirschmugl
3. Ms. Aditi Ghosh

Three External Experts

1. Ms. Lauren MacLeod, Prepared International (PPI)
2. Red Cross/ Red Crescent Representative (can change annually)
3. The nominator of the previous winner (2026 – Nancy Moore
nancy@africafiremission.org)

Conflict of Interest

Advisory Board Members cannot nominate anyone for the award.

Do not allow Regional Coordinators to be Expert Panel Members as they are gatekeepers to new Heros, or may be Hero's themselves.

Expert Panel Members are not allowed to submit nominations.

Nominator Engagement

- Invite the previous year's nominator to participate in the current cycle.
- Ensure the current year's nominator is invited to speak during the ceremony.

Debrief and Continuous Improvement

- Schedule a formal post-event debrief with all relevant stakeholders to capture:
 - Process gaps
 - Panel feedback
 - Template updates
 - Recommendations for next year
 - Integrate updates into the next cycle's planning timeline.

Template Improvements

- Ambiguity noted regarding whether nominees were volunteers or full-time staff.
 - Update the nomination template to include: A clear tick-box or field for employment status and additional fields to capture voluntary contributions and context.
- Add structured sections for:
 - Voluntary service details.
 - Impact metrics.
 - Supporting evidence.
 - Ensure templates are consistent across all nomination cycles.

2. Calendar of Actions for 2027

Date	Action	Responsibility
Friday 18 December	Announcement of upcoming Hero Award competition	Social Media Team
Monday 11 January	Expert Panel and documentation finalised	Hideyuki Shiroshita
Friday 15 January	Announce that submission window opens for Nominations.	Social Media Team
Monday 1 February	Submission deadline closed. Submissions collated and distributed to Expert Panel and Hideyuki Shiroshita	Shahidul Hoque
Friday 12 February	Expert Panel review deadline	Expert Panel
Friday 19 February	Winner validated	Hideyuki Shiroshita
Friday 26 February	Winner and nominator invited to attend ADN Event	Hideyuki Shiroshita
Friday 5 March	Graphics finalised	Social Media Team
Friday 12 March 2027	Announce Winners publicly	Hideyuki Shiroshita

3. Updated Submission Template for 2027

Nominate Your Community Hero for the Avoidable Deaths Network's (ADN) Hero Award

Every day, ordinary people take extraordinary actions to protect others, reduce disaster risks, and strengthen their communities. Some save lives through innovation. Others mobilise neighbours to solve neglected problems ignored during or post disasters. Many work quietly, by driving a snakebite victim on their motorbike to the nearest hospital without recognition, yet their impact saves lives and transforms entire communities.

Now is the moment to bring those stories forward.

We invite you to nominate individuals whose courage, leadership, and commitment have prevented harm, protected lives, or created safer futures. Whether they introduced a simple idea that changed everything, rallied a community to act, or stood up when no one else would, their story deserves to be told. Because they are unsung heroes.

If you know someone who has:

- Reduced preventable injuries or deaths
- Led a community-driven safety or risk-reduction initiative
- Overcome barriers to protect others
- Created measurable, lasting change

Submit a nomination today to shine a light on the next ADN Hero. Each year, one ADN Hero Award is announced; however, exceptions may be made depending on the volume of nominations. The outcome of the Hero Award will be announced in March, and the awardee will be invited to receive a certificate and the opportunity to speak with their nominator on **[insert date]** at ADN's virtual [*International Awareness Day for Avoidable Deaths*](#) **[insert event name]** at **[insert time]**.

Deadline to nominate: **[insert date]**

Submit your nomination: To nominate your community hero, email this completed submission form to contact@avoidable-deaths.net with the subject heading: "**Hero Award Nomination – HAN[insert last two digits of the year e.g. HAN27]**".

Our Hero

The ADN Hero Award 2025 went to ADN Regional Coordinator, **Ms. Tahira Khan** for her amazing work to reduce avoidable deaths from [well fall in Pakistan](#).

The ADN Hero Award 2026 went to Fire Safety Officer, Advocate and Educator, José Njuki-Imwe Ngunjiri for his lifesaving fire prevention and safety training initiatives in Kenya.



[annually update to include new winners]

Hero Selection Criteria

The Hero Awards are selected by a Panel of Experts comprising six members (three ADN Advisory Board Members and three external experts), chaired by the ADN President Dr. Hideyuki Shiroshita. The Panel of Experts applies eight selection criteria, using the criterion most relevant to each case.

1. Demonstrated Life-Saving Impact

Nominees must have taken actions that directly prevented loss of life or significantly reduced the risk of serious injury. Evidence may include:

- Documented reduction in fatalities or injuries
- Clear before-and-after change attributable to the nominee's intervention
- Protection of both human life and community assets (e.g., livestock, livelihoods)

2. Innovation in Risk Reduction

The nominee should have introduced or championed a practical, scalable, and context-appropriate solution to a persistent safety or disaster-related problem. This may include (although not limited to):

- Frugal or low-cost or resource-efficient innovations

- Adaptation of local knowledge or community resources
- Creative problem-solving in the absence of formal funding or institutional support

3. Community Mobilization and Leadership

Nominees must demonstrate exceptional leadership in engaging, motivating, or organizing their community to address a shared risk. Indicators include:

- Successful mobilization of volunteers, local groups, or beneficiaries
- Behaviour change achieved through awareness-raising or advocacy or outreach workshops for and with high-risk and vulnerable individuals or communities.
- Evidence of trust, respect, and influence within the community

4. Overcoming Systemic or Structural Barriers

The nominee should have acted despite institutional, financial, cultural, or logistical obstacles, showing persistence and courage. Examples include:

- Implementing solutions without government funding
- Challenging harmful norms or long-standing practices
- Working in high-risk, underserved, or remote environments

5. Measurable and Sustainable Results

The initiative must show clear, verifiable outcomes and demonstrate potential for long-term sustainability. This may include:

- Significant reduction in incidents, injuries, or economic losses
- Continued community ownership or maintenance of the solution
- Replicability in other communities or regions

6. Ethical Conduct and Community Well-Being

Nominees must uphold ethical, inclusive, and community-centred values, such as:

- Respect for local culture and dignity
- Prioritization of vulnerable groups (children, youth, marginalized populations)
- Transparent and accountable decision-making

7. Personal Commitment and Sacrifice

The award recognises individuals who have shown extraordinary dedication, which may include:

- Voluntary service beyond their formal role
- Personal risk, hardship, or sacrifice
- Long-term commitment to protecting others

8. Evidence of Transformational Change

The nominee's actions should have shifted community norms, perceptions, or behaviours, such as:

- Changing attitudes toward preventable risks
- Establishing new safety practices or standards
- Inspiring others to take action or replicate the initiative

Scoring Framework

Each criterion is scored on a 0–5 scale, where:

0 = Not demonstrated

1–2 = Partially demonstrated

3–4 = Strongly demonstrated

5 = Exceptional, transformative impact

This allows for transparent, defensible decision-making across diverse nominees.

Submission Form

1. Nominee Details (if successful, name, country of the nominee will be used for our website and social media posts)

1.1. Title	
1.2. Name	
1.3. Role	
1.4. Institution	
1.5. Country	
1.6. Email	
1.7. Phone Number	

2. Your Details (If your nomination is successful, with your permission we will mention your name in our website and social media posts)

2.1. Title	
2.2. Name	
2.3. Role	
2.4. Institution	
2.5. Country	
2.6. Email	
2.7. Phone Number	
2.8. Permission	Yes or No?

3. Why Are You Nominating This Person?

If successful, excerpt of this information will be used for our website and social media posts.

3.1. What did they do? (within 150 words)	
3.1. Why does it matter? (within 150 words)	

4. What Impact Did Their Actions Have?

Share any results you know. If successful, excerpt of this information will be used for our website and social media posts.

4.1. Demonstrated Life-Saving Impact Nominees must have taken actions that directly prevented loss of life or significantly reduced the risk of serious injury. Evidence may include:

a. Documented reduction in fatalities or injuries (within 100 words)	
b. Clear before-and-after change attributable to the nominee's intervention (within 100 words)	
c. Protection of both human life and community assets (e.g., livestock, livelihoods) (within 100 words)	
d. Other (within 100 words)	
4.2. Innovation in Risk Reduction The nominee should have introduced or championed a practical, scalable, and context-appropriate solution to a persistent safety or disaster-related problem. This may include (although not limited to):	
a. Frugal or low cost or resource efficient innovations (within 100 words)	
b. Adaptation of local knowledge or community resources (within 100 words)	
c. Creative problem solving in the absence of formal funding or institutional support (within 100 words)	
d. Other (within 100 words)	
4.3. Community Mobilization and Leadership Nominees must demonstrate exceptional leadership in engaging, motivating, or organizing their community to address a shared risk. Indicators include:	
a. Successful mobilization of volunteers, local groups, or beneficiaries (within 100 words)	
b. Behaviour change achieved through awareness raising or advocacy or outreach workshops for and with high-risk and vulnerable individuals or communities. (within 100 words)	
c. Evidence of trust, respect, and influence within the community (within 100 words)	
d. Other (within 100 words)	
4.4. Overcoming Systemic or Structural Barriers The nominee should have acted despite institutional, financial, cultural, or logistical obstacles, showing persistence and courage. Examples include:	

a. Implementing solutions without government funding (within 100 words)	
b. Challenging harmful norms or long standing practices (within 100 words)	
c. Working in high risk, underserved, or remote environments (within 100 words)	
d. Other (within 100 words)	
4.5. Measurable and Sustainable Results	
The initiative must show clear, verifiable outcomes and demonstrate potential for long-term sustainability. This may include:	
a. Significant reduction in incidents, injuries, or economic losses (within 100 words)	
b. Continued community ownership or maintenance of the solution (within 100 words)	
c. Replicability in other communities or regions (within 100 words)	
d. Other (within 100 words)	
4.6. Ethical Conduct and Community Well-Being	
Nominees must uphold ethical, inclusive, and community-centred values, such as:	
a. Respect for local culture and dignity (within 100 words)	
b. Prioritization of vulnerable groups (children, youth, marginalized populations) (within 100 words)	
c. Transparent and accountable decision making (within 100 words)	
d. Other (within 100 words)	
4.7. Personal Commitment and Sacrifice The award recognises individuals who have shown extraordinary dedication, which may include:	
a. Voluntary service beyond their formal role (within 100 words)	
b. Personal risk, hardship, or sacrifice (within 100 words)	
c. Long term commitment to protecting others (within 100 words)	
d. Other (within 100 words)	
4.8. Evidence of Transformational Change	

The nominee's actions should have shifted community norms, perceptions, or behaviours, such as:	
a. Changing attitudes toward preventable risks (within 100 words)	
b. Establishing new safety practices or standards (within 100 words)	
c. Inspiring others to take action or replicate the initiative (within 100 words)	
d. Other (within 100 words)	

5. *Anything You'd Like to Add?*

If successful, excerpt of this information will be used for our website and social media posts.

5.1. Additional (within 100 words)	
5.2. LinkedIn	
5.3. Facebook	
5.4. Photo (ensure that all photos provided have informed consent from everyone photographed – avoid photos with faces of children)	
5.5. Drive	
5.6. Media	
5.7. Other (within 100 words)	

6. *Declaration*

I confirm the information provided is accurate to the best of my knowledge.

Name	
Date	

4. Updated Nominations Template for 2027

- Paste the submissions for each nomination into a spreadsheet or word doc and share with the Expert Panel via email.
- Omit contact details and marketing-related details

Questions	Nomination							
	1	2	3	4	5	6	7	8

1. Nominee Details								
1.1. Title								
1.2. Name								
1.3. Role								
1.4. Institution								
1.5. Country								
2. Nominator Details								
2.1. Title								
2.2. Name								
2.3. Role								
2.4. Institution								
2.5. Country								
3. Reason for Nomination								
3.1. What did they do?								
3.1. Why does it matter?								
4. Impact of Nominees Actions								
4.1. Demonstrated Life-Saving Impact								
Nominees must have taken actions that directly prevented loss of life or significantly reduced the risk of serious injury.								
a. Documented reduction in fatalities or injuries								
b. Clear before-and-after change attributable to the nominee's intervention								
c. Protection of both human life and community assets (e.g., livestock, livelihoods)								
d. Other								
4.2. Innovation in Risk Reduction								
The nominee should have introduced or championed a practical, scalable, and context-appropriate solution to a persistent safety or disaster-related problem.								
a. Frugal or low cost or resource efficient innovations								
b. Adaptation of local knowledge or community resources								
c. Creative problem solving in the absence of formal funding or institutional support								
d. Other								
4.3. Community Mobilization and Leadership								
Nominees must demonstrate exceptional leadership in engaging, motivating, or organizing their community to address a shared risk.								
a. Successful mobilization of volunteers, local groups, or beneficiaries								
b. Behaviour change achieved through awareness raising or advocacy or outreach workshops for and with high-risk and vulnerable individuals or communities.								
c. Evidence of trust, respect, and influence within the community								

d. Other								
4.4. Overcoming Systemic or Structural Barriers								
The nominee should have acted despite institutional, financial, cultural, or logistical obstacles, showing persistence and courage.								
a. Implementing solutions without government funding								
b. Challenging harmful norms or long standing practices								
c. Working in high risk, underserved, or remote environments								
d. Other								
4.5. Measurable and Sustainable Results								
The initiative must show clear, verifiable outcomes and demonstrate potential for long-term sustainability.								
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a. Respect for local culture and dignity								
b. Prioritization of vulnerable groups (children, youth, marginalized populations)								
c. Transparent and accountable decision making								
d. Other								
4.7. Personal Commitment and Sacrifice								
The award recognises individuals who have shown extraordinary dedication.								
a. Voluntary service beyond their formal role								
b. Personal risk, hardship, or sacrifice								
c. Long term commitment to protecting others								
d. Other								
4.8. Evidence of Transformational Change								
The nominee's actions should have shifted community norms, perceptions, or behaviours.								
a. Changing attitudes toward preventable risks								
b. Establishing new safety practices or standards								
c. Inspiring others to take action or replicate the initiative								
d. Other								
5. Additional Details								
5.1. Additional								
5.7. Other								

5. Updated Scoring Template for 2027

- Use excel so that the calculation functions work
- For each question, mark a – d from 0 – 5 where

0 = Not demonstrated 1–2 = Partially demonstrated 3–4 = Strongly demonstrated 5 = Exceptional, transformative impact

- For each question, calculate the averages of a-d so that there is a mark out of 5
- Total all of the averages (n=) so that each nominee has a maximum mark of 40.
- For each nominee, average the marks provided by the six-member panel of experts.
- The Nominee with the highest mark is the winner.
- If there is a draw, then consult Dr. Hideyuki Shiroshta.

		Nomination #
		Name
	Total	=sum (total all of the 8 averages) 40 is the highest mark
1	Demonstrated Life-Saving Impact	= average of a-d
a.	Documented reduction in fatalities or injuries	Mark 0 - 5
b.	Clear before-and-after change attributable to the nominee's intervention	Mark 0 – 5
c.	Protection of both human life and community assets (e.g., livestock, livelihoods)	Mark 0 – 5
d.	Other	Mark 0 – 5
2	Innovation in Risk Reduction	= average of a-d
a.	Frugal or low-cost or resource-efficient innovations	Mark 0 – 5
b.	Adaptation of local knowledge or community resources	Mark 0 – 5
c.	Creative problem-solving in the absence of formal funding or institutional support	Mark 0 – 5
d.	Other	Mark 0 - 5
3	Community Mobilization and Leadership	= average of a-d
a.	Successful mobilization of volunteers, local groups, or beneficiaries	Mark 0 – 5
b.	Behaviour change achieved through awareness-raising or advocacy or outreach workshops for and with high-risk and vulnerable individuals or communities.	Mark 0 – 5
c.	Evidence of trust, respect, and influence within the community	Mark 0 – 5
d.	Other	Mark 0 - 5
4	Overcoming Systemic or Structural Barriers	= average of a-d
a.	Implementing solutions without government funding	Mark 0 – 5
b.	Challenging harmful norms or long-standing practices	Mark 0 – 5
c.	Working in high-risk, underserved, or remote environments	Mark 0 – 5
d.	Other	Mark 0 - 5

5	Measurable and Sustainable Results	= average of a-d
a.	Significant reduction in incidents, injuries, or economic losses	Mark 0 – 5
b.	Continued community ownership or maintenance of the solution	Mark 0 – 5
c.	Replicability in other communities or regions	Mark 0 – 5
d.	Other	Mark 0 - 5
6	Ethical Conduct and Community Well-Being	= average of a-d
a.	Respect for local culture and dignity	Mark 0 – 5
b.	Prioritization of vulnerable groups (children, youth, marginalized populations)	Mark 0 – 5
c.	Transparent and accountable decision-making	Mark 0 – 5
d.	Other	Mark 0 - 5
7	Personal Commitment and Sacrifice	= average of a-d
a.	Voluntary service beyond their formal role	Mark 0 – 5
b.	Personal risk, hardship, or sacrifice	Mark 0 – 5
c.	Long-term commitment to protecting others	Mark 0 – 5
d.	Other	Mark 0 - 5
8	Evidence of Transformational Change	= average of a-d
a.	Changing attitudes toward preventable risks	Mark 0 – 5
b.	Establishing new safety practices or standards	Mark 0 – 5
c.	Inspiring others to take action or replicate the initiative	Mark 0 – 5
d.	Other	Mark 0 - 5