

# Entry Form

Deadline: All entries must be postmarked by Friday, February 26, 2010.

# 2010 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with one sample of each entry(s). Label each of your entries with the entry category, community name, and contact information.

## Entry Procedures

Please see the Call for Entries for complete entry instructions. To access this form electronically, contact your Campaign technical assistance provider at 202-331-9816 or via e-mail.

Copy form and fill out entirely for EACH entry. Photocopy form as needed.

ECCO entries will not be returned; they will be added to the Campaign Resource Center to serve as examples of communications and social marketing for reference by other system of care communities.

★ **Category:** (For complete category descriptions, see the Call for Entries.)

- |  |   |
|--|---|
| <input type="checkbox"/> National Children's Mental Health Awareness Day   | <input type="checkbox"/> Professional Outreach                    |
| <input type="checkbox"/> Media Outreach                                    | <input type="checkbox"/> Partnership Development                  |
| <input type="checkbox"/> Community Outreach: Parents and Caregivers        | <input type="checkbox"/> Communications/Social Marketing Planning |
| <input checked="" type="checkbox"/> Community Outreach: Children and Youth | <input type="checkbox"/> Internal Communications                  |

★ **Title of entry:** (Please type or print clearly and keep to 10 words or less.)

The Look of Hope

★ **Submitted by:** (Note: The person submitting will be the point of contact.)

Name: Kay Brotherton  
Title: Project Director  
Organization: Central Plains Center - Rural Children's Initiative of West Texas  
Address: 2700 Yonkers  
City: Plainview State: TX Zip Code: 79072  
Telephone: (806) 293-2636, (806) 292-7283 Fax: (806)  
E-mail: kaybro@sbcglobal.net

★ Please PRINT organization name exactly as it should appear on the recognition plaque:

Rural Children's Initiative

★ Was the entry created with or by an external consultant?  Yes  No

Approximate budget for entry: \$4,235 (#2850-match)  
(calendars, prizes, billboard)

Inclousures:

- |   |                                 |
|---|---------------------------------|
| 1) Entry Narrative  | 4) 2 The Look of Hope calendars |
| 2) Poster Contest Invitation                                      | 5) Laminated Newspaper article  |
| 3) 2 Power Point Slide presentations (Elem & Jr High/High School) | 6) Silicone bracelet            |



MORE 

# Entry Questions

Please answer all of the following eight questions while adhering to the allowed maximum word count. Answers can either be typed on a separate sheet or completed electronically. (Individual descriptions that exceed the maximum word counts will not be considered beyond the number of words indicated for that section.)

## 1. Relevance to Category (30-word maximum) (5 points)

Why have you chosen this category for your entry?

## 2. Planning (90-word maximum) (10 points)

What were the specific objectives of the entry? How does your entry relate to your social marketing plan and your overall program strategic plan? What overall strategy was employed to meet the objectives?

## 3. Cultural and Linguistic Competence (70-word maximum) (10 points)

How did you ensure that your entry was culturally and linguistically competent? What resources or methods did you use?

## 4. Youth, Family, and Partner Involvement (70-word maximum) (10 points)

How did you involve youth, families, and partners in the planning and execution of your entry?

## 5. Message (50-word maximum) (10 points)

Explain why the message of your entry is appropriate to your target audience.

## 6. Execution/Presentation (70-word maximum) (15 points)

How was your entry implemented? How were unexpected circumstances—positive or negative—addressed, and how did they affect the overall presentation of your entry? Please note: To evaluate the written quality of a printed piece (brochure, poster, etc.) or video script, the judges will consider whether the writing is logical and concise.

## 7. Creativity (70-word maximum) (15 points)

How was creativity used in the development of this product or activity? How does the design enhance or detract from the message? Please note: Given that all production components, including budget, are considered, the most expensive entry does not necessarily win.

## 8. Effectiveness and Evaluation (90-word maximum) (25 points)

What methods of evaluation were used? How well did the entry succeed in reaching its target audience and meeting other objectives?

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**Total Points Possible: 100**

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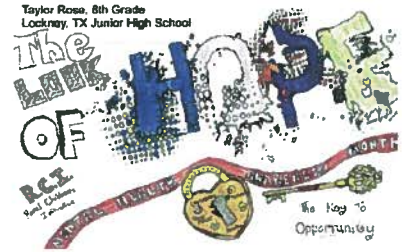
PLEASE MAIL ENTRIES TO:

Scott LaLonde  
Caring for Every Child's Mental Health Campaign  
c/o Vanguard Communications  
2121 K Street, NW, Suite 300  
Washington, DC 20037

Rural Children's Initiative of West Texas (RCI) - County of Hale  
2010 ECCO Entry – "The Look of Hope"

**1. Relevance to Category (30 word maximum) (5 points)**

Children and youth were the primary recipients of the project presentations and activities. They ultimately became valuable partners in spreading our message by means of the artwork they produced.



**2. Planning (90 word maximum) (10 points)**

Planning started 5 months prior to implementation. RCI team met to determine goals and identify activity options. Team received feedback from their affinity representatives. Input was considered in determining final activities. Determined budget. The 29 targeted schools were divided up amongst team members. Team went through each school's protocol for approval to contact them. Invitations were sent and followed up by phone or in person. Twenty-one schools chose and/or were able to participate. Ordered green bracelets to distribute to youth & green ribbons for adult school staff.

**3. Cultural and linguistic Competence (70 word maximum) (10 points)**

The Cultural and Linguistic Competency Committee assisted in choosing activities; translating and distributing contest invitations; volunteering to interpret during presentations if needed. PowerPoint presentations addressed celebrating diversity and included discussion on the importance of respecting cultural differences. Youth were encouraged to reflect their culture and beliefs through their pictures, if inclined. Budget was allocated for calendars to be produced in Spanish. Judges of contest were diverse and reflected the community.

**4. Youth, Family, and Partner Involvement (70 word maximum) (10 points)**

The family-run organization initiated by RCI, Neighbor to Neighbor, youth forums and community members helped choose and plan the activities. Already engaged family members and youth (home schooled) paired up with team members, assisting with the presentations in the schools, in the manner they felt comfortable (planning, assisting with discussions, preparing and distributing hand-outs). Family members and community members judged the posters. Youth chose the facts included in the calendar.

**5. Message (50 word maximum) (10 points)**

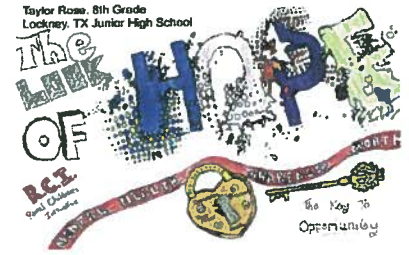
Our message is mental health is essential to overall health and when one experiences mental health problems - **"there is help, there is hope!"** The message was chosen because of its simplicity and strong affiliation to RCI's vision: "A Harvest of Hope and Health for our children, families and communities."

**6. Execution/Presentation (70 word maximum) (15 points)**

Project components included, mental health awareness presentations to youth; poster contest in schools; calendar created from selected posters; winning poster displayed on billboard; newspaper articles in local papers. Age appropriate presentations were developed by RCI team. CLC, family and youth members assisted with all "hope" activities. Calendars were distributed to governing board and agency partners, families and schools, and mailed to "sister sites" in Texas and SOC leadership nationwide.



Rural Children's Initiative of West Texas (RCI) - County of Hale  
2010 ECCO Entry – "The Look of Hope"



**7. Creativity (70 word maximum) (15 points)**

Every key personnel member actively participated, thus serving as the "face" of RCI and having a real role in the social marketing of the project. Strategy of building on the activities starting in May while having reminders year round that "there is hope" (calenders, billboard, newspaper articles) was a tactic to reinforce our message and make it enduring. The youth were creativity via their expression of hope through their artwork.

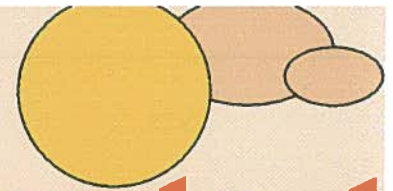
**8. Effectiveness and Evaluation (90 word maximum) (25 points)**

RCI provided presentations to children and youth, ages 5 to 17, in 21 of the 29 schools contacted (72.5%). Seven staff, 8 family members, and 4 youth presented to 2331 children/youth, and 189 adults, throughout May. Youth, aged 11 and older (1,478), completed a survey after participating. 87.8% of the youth reported they know more about mental health; 79.3% reported they will be more understanding of a person experiencing problems; 68% will be more aware of their own feelings; 82.6% reported they will be more likely to talk about their feelings. 1500 calendars were distributed.



# Rural Children's

# Initiative Poster Contest



In support of Mental Health Awareness Month, K-12 students in Lamb, Floyd & Hale Counties are invited to interpret our theme:

**“The Look of Hope”** in an original poster.

**PRIZES: Grand Prize – I-pod Nano & winning poster displayed on an area billboard.**

**The top 12 posters will be made into a 2010 calendar**

**All participants will be entered into a drawing for a 2<sup>nd</sup> I-pod Nano**

**DEADLINE:** Posters turned in by May 28, 2009.

**WINNERS ANNOUNCED:** June 30, 2009

**FOR MORE INFORMATION:** 806-291-0388 (office) or 292-7283

## RCI CONTEST RULES:

- Each poster must be the work of one student.
- The poster concept and design and artwork must be the original work of the student entering.
- All entries become the property of the Rural Children's Initiative.
- Posters will be judged on overall impact, effectiveness in conveying the theme, originality and artistic merit. Judges decisions are final.

**POSTERS CANNOT BE RETURNED**

## About the Rural Children's Initiative

The Rural Children's Initiative (RCI), is a joint endeavor of the Llano Estacado Alliance for Families (LEAF) and Central Plains Center (CPC) Funding was made possible in part by 1U79SM058057-01 from the United States Department of Substance Abuse and Mental Health Services Administration (SAMHSA)

2009 POSTER CONTEST ENTRY FORM Teachers: For your convenience, this form may be photocopied, completed & attached to the back of each poster.

Student's Name \_\_\_\_\_ Grade \_\_\_\_\_ School \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Teacher's Name \_\_\_\_\_

# Rural Children's Initiative sponsored by:

## ACKNOWLEDGEMENT:

Funding was made possible in part by 1U79SM058057-01 from the United States Department of Substance Abuse and Mental Health Services Administration (SAMHSA). The views expressed in written conference materials or publications and by speakers and moderator do not necessarily do not reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices or organizations imply endorsement by the US Government.



# HOW DO YOU FEEL?

## COLORING & ACTIVITY BOOK

GRADES 1-3



### To caring parents & adults:

Mental health is how we think, feel, and act when facing life's situations. Like physical health, mental health is important at every stage of life.

Children experience a wide range of feelings every day—most pleasant, some, or a few, worrisome. The Caring for Every Child's Mental Health Campaign, a part of the Comprehensive Community Mental Health Services for Children and Their Families Program, created this coloring and activity book to help young children better understand, or recognize feelings. The book also encourages children to share their feelings with caring adults.

Please use this book as a fun and comfortable way to introduce the topic of feelings and mental health to young children in your care.

Sharon likes to draw. Hector is good at spelling.  
They like different things. They are both special.  
Here are some things that are special about me.



My name is \_\_\_\_\_

I have \_\_\_\_\_ hair.

I have \_\_\_\_\_ eyes.

I am \_\_\_\_\_ years old.

I am in the \_\_\_\_\_ grade.

I am really good at \_\_\_\_\_

Draw a picture of yourself.

My name is Jose Serrano

I have black hair.

I have brown eyes.

I am 32 years old.

I am not in school.

I am really good at building things.



Sharon likes to draw. Hector is good at spelling.  
They like different things. They are both special.  
Here are some things that are special about me.



My name is \_\_\_\_\_

I have \_\_\_\_\_ hair.

I have \_\_\_\_\_ eyes.

I am \_\_\_\_\_ years old.

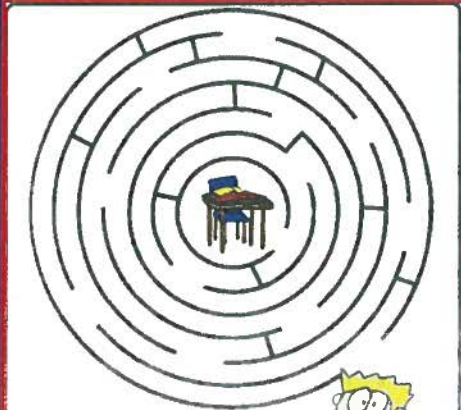
I am in the \_\_\_\_\_ grade.

I am really good at \_\_\_\_\_

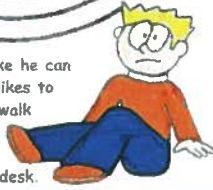


Draw a picture of yourself.



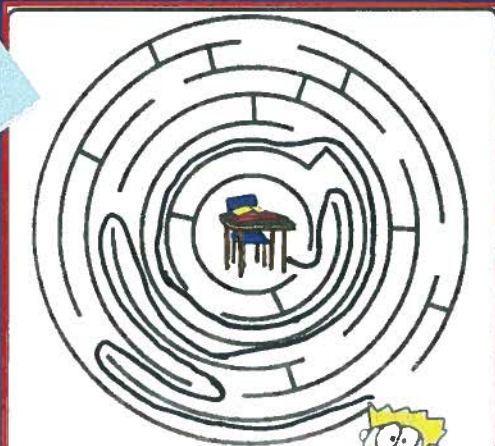


Sometimes Spike feels like he can not sit still in class. He likes to get out of his chair and walk around the room. Be a friend and help Spike find his way back to his desk.

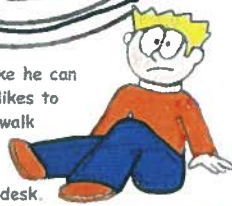


What can we do to help Spike get back to his desk?

Great Job!  
😊



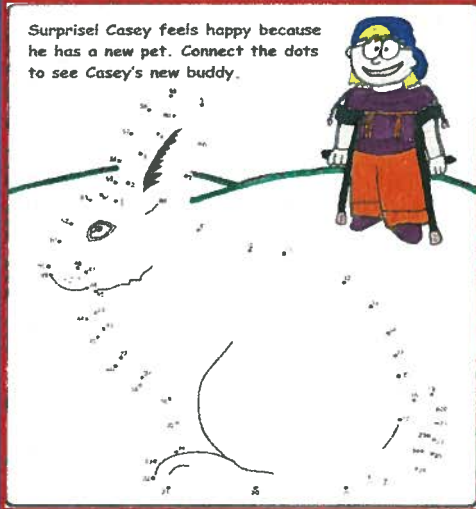
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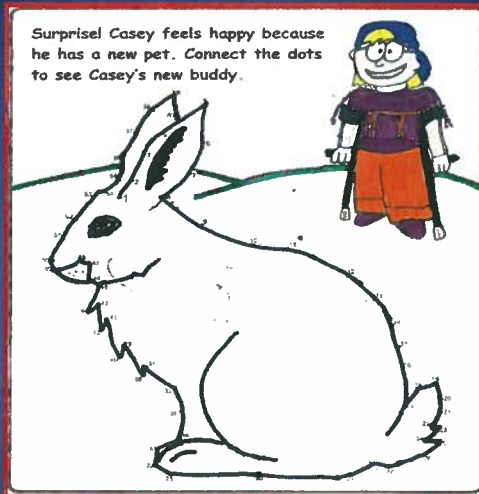


# What kind of animal is Casey's new pet?

Surprise! Casey feels happy because he has a new pet. Connect the dots to see Casey's new buddy.



Surprise! Casey feels happy because he has a new pet. Connect the dots to see Casey's new buddy.



Do you have a buddy?



Maya is worried.  
She has lost her  
things for school.  
Help her feel  
better by finding  
the missing items.

- |   |        |   |          |
|---|--------|---|----------|
|   | Lunch  |  | Jacket   |
|  | Pencil |  | Ruler    |
|  | Book   |  | Umbrella |



Our faces can show how we feel.  
Draw each face to match the feeling.



SILLY



HAPPY



WORRIED



SCARED

Write in the feeling to match the face.



\_\_AD



\_\_AD

How does  
Kelly feel?

How does  
Casey  
feel?

Our faces can show how we feel.  
Draw each face to match the feeling.



SILLY



HAPPY



WORRIED



SCARED

Write in the feeling to match the face.



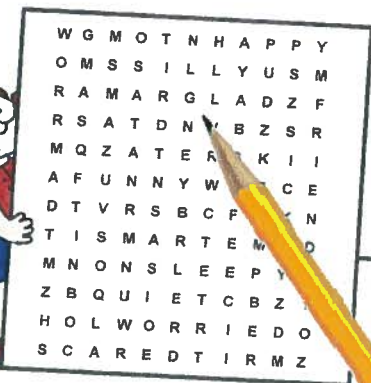
MAD



g LAD



Some days Sharon is happy. Some days she likes to be quiet and read a book. Some days she likes to run and laugh. How many feelings can you find hidden here?



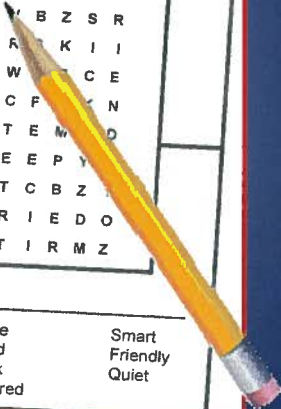
WORD LIST

Happy  
Silly  
Worried

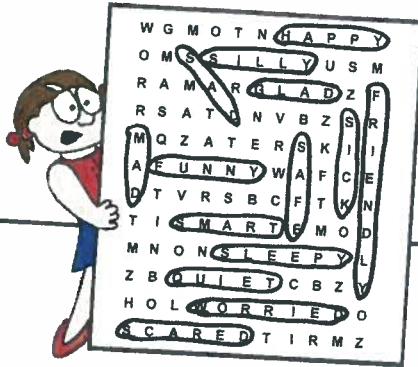
Sleepy  
Glad  
Funny  
Sad

Safe  
Mad  
Sick  
Scared

Smart  
Friendly  
Quiet



Some days Sharon is happy. Some days she likes to be quiet and read a book. Some days she likes to run and laugh. How many feelings can you find hidden here?



**WORD LIST**

Happy	Sleepy	Safe	Smart
Silly	Glad	Mad	Friendly
Worried	Funny	Sick	Quiet
	Sad	Scared	



1. Who is a grown-up that you can share you activity book with?
2. Are feelings bad?
3. Who has feelings?



THANK YOU AND  
HAVE A GREAT  
SUMMER!



# RURAL CHILDREN'S INITIATIVE

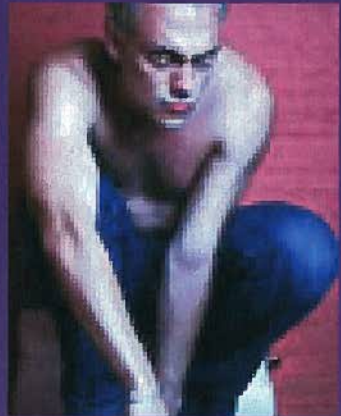


## ACKNOWLEDGEMENT:

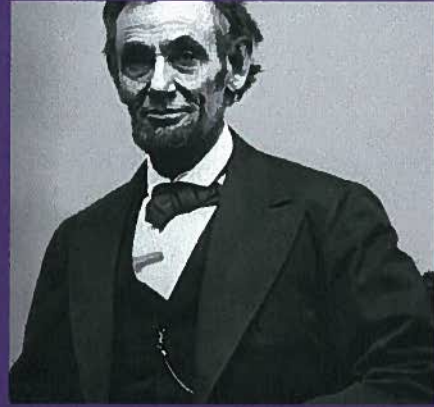
Funding was made possible in part by 1U79SM058057-01 from the United States Department of Substance Abuse and Mental Health Services Administration (SAMHSA). The views expressed in written conference materials or publications and by speakers and moderator do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices or organizations imply endorsement by the US Government.











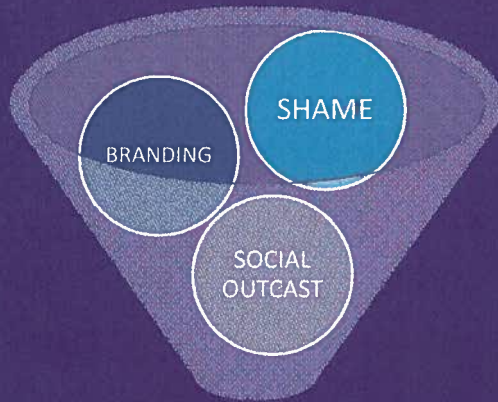
## HOW DO WE JUDGE PEOPLE?

The way they  
look?

The clothes  
they wear?

The way they  
wear their  
hair?

Their  
reactions to  
us?



**STIGMA**

**S T I G M A**



How do you react?

Do you treat others differently?

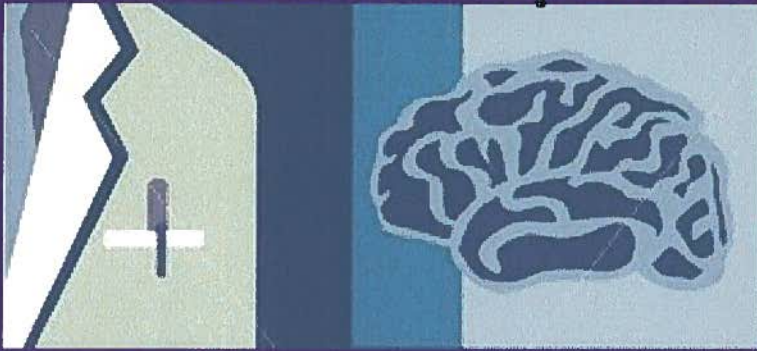
Why do differences scare us?

How are you different?

What can you do?

# Mental Disorder/Illness

~ An illness of the mind



TYPES OF MENTAL  
DISORDERS

# TYPES OF MENTAL DISORDERS/ILLNESSES



EATING DISORDERS



MOOD DISORDERS



ANXIETY DISORDER



PSYCHOTIC DISORDER



IMPULSE CONTROL/ ADDICTION



PERSONALITY DISORDER

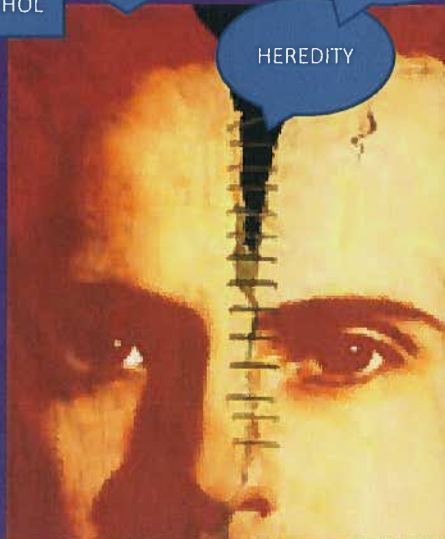
## CAUSES OF MENTAL ILLNESS

STREET DRUGS AND ALCOHOL

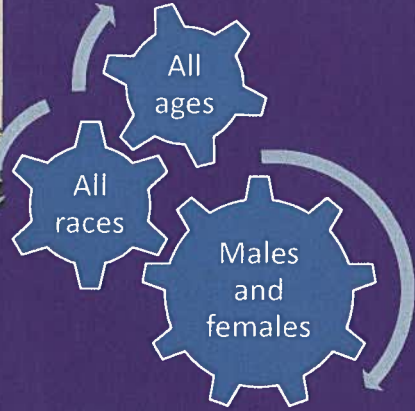
Psychological scars/emotional trauma

Changes or abnormalities in the brain's chemistry

HEREDITY



# Who can develop mental illness ?



## Negative effects of stigma

- People do not seek help for fear of rejection, discrimination, ridicule
- Feel embarrassed



## More negative effects

- Hide their symptoms
- Try to “self medicate,” often with street drugs
- Make bad choices to “fit in”

## WHY FIGHT STIGMA?



There is hope:  
People CAN  
and DO  
recover from  
mental illness

Without stigma,  
people with mental  
illness will be  
accepted and feel  
comfortable  
reaching out for  
help