

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.)

SYSTEMS OF HOPE 2010 CALENDAR

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

Name: JOHN PUDEK

Title: SOCIAL MARKETING COORDINATOR

Organization: HARRIS COUNTY SYSTEMS OF HOPE

Address: 6300 CHIMNEY ROCK RD.

City: HOUSTON State: TEXAS Zip Code: 77081

Telephone: 713-295-2519 Fax: 713-295-2522

E-mail: john.pudek@cps.hctx.net

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

SYSTEMS OF HOPE

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

Approximate budget for entry: \$2,350



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?

Total Points Possible: 100



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

2010 ECCO Recognition Program
Entry Questions
Harris County Systems of Hope

1. Relevance of Category

The Systems of Hope (SOH) 2010 Calendars are a product of an anti-stigma community outreach campaign utilizing artwork created by youth expressing “What Mental Health Means to Me”.

2. Planning

For the 2009 National Mental Health Awareness Day celebration, SOH in partnership with Harris County Juvenile Probation sponsored “Youth Expression – What Mental Health Means to Me”. The artwork from Youth Expressions was used in creating the SOH 2010 Calendar. The objective of the SOH 2010 is to allow youth to express in their own manner, their interpretation of mental health through art and poetry

The Calendar supports the overall goal of the Social Marketing Plan by proving a compelling tool to communicate with both community members and decision makers.

3. Cultural and Linguistic Competence

The SOH Social Marketing work team and the volunteer art reviewers consider each entry for artistic value, conveying a message and cultural and linguistic competence. In addition, the team debated and considered which dates to highlight within the calendar itself.

4. Youth, Family, and Partner Involvement

The campaign was organized by the SOH Social Marketing Work Team which includes family members, youth, partners and staff. The art was created by youth. Family members and partners served as reviewers selecting the artwork (selected by age categories) to include in the calendar. The SOH Social Marketing Work Team also worked on the design layout, order and distribution of the Calendars.

5. Message

The message, from the voices of youth, was “What Mental Health Means to Me”. We felt it important to allow youth to share with the community their vision of mental health. The calendar and artwork provide an anti-stigma message in connecting mental health with artistic and expressive youth.

6. **Execution/Presentation**

Working with a supportive local printing company, we were able to print 1,000 calendars and remain within our budget. A challenge we faced was reducing artwork created on posters down to a size for a calendar without losing the context and feel of the original. Our printer helped the team organize the pieces to coincide with each month of the calendar.

7. **Creativity**

The creativity of the calendars comes from the artwork and poetry of the youth. In addition, the monthly color coordination of the calendar with the artwork helps make it more appealing. Providing an aesthetically pleasing calendar helps keep our message in front of community members year round.

8. **Effectiveness and Evaluation**

We measure the effectiveness of the SOH 2010 Calendars based on distribution and demand. One thousand SOH Calendars were printed with all but a small reserve having been distributed in less than a month. Continued requests for more calendars suggests we could have distributed even more.



JULY 2010

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

