

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.)

Building Blocks Fun on Wheels

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

Name: Raisa Negron

Title: Communications & Social Marketing Coordinator

Organization: Building Blocks

Address: 44 Hatchedts Hill Road

City: Old Lyme State: CT Zip Code: 06371

Telephone: 860.434.4275 x334 Fax: 860.434.3574

E-mail: rnegron@learn.k12.ct.us

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

Building Blocks, an initiative of Southeast Mental Health System of Care

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

Approximate budget for entry: Tool designed by the social marketing team and reproduced internally.



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?

Fun On Wheels was an outreach strategy geared specifically for children under six years old. It allowed two of our target communities to learn more about social & emotional wellness through exploring the different emotions. In addition, "Fun On Wheels" events provided venues to present "My Feelings" coloring book. Fun on Wheels was an opportunity to build and expand the feelings and emotions vocabulary of young children so as to better be able to articulate how he or she feels.

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?

The theme for the "Fun on Wheels" event was feelings and emotions stations based on those presented in the My Feelings Coloring book. The goal of this events was to engage parents/caregivers and young children in learning about healthy ways to talk about feelings, expand feelings/emotions vocabulary and promote nurturing relationships through opening healthy communication. In addition, it was the goal to directly impact children aged 0-6 and give an opportunity for adult/caregivers to become aware of the services of Building Blocks.

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?

1. Images were child friendly and carefully selected.
2. The selection of the bear image is symbolic of childhood in many cultures.
3. The literacy level (and/or register level) was carefully considered, children were allowed to draw their emotion versus write or select a sticker representing their emotion as they interpret it.
4. The My Feelings Book was translated to Spanish, Portuguese and Haitian Creole.
5. There was ethnic and racial diversity in the make up of the families and youth who provided feedback and/or were asked to participate.
6. In addition, this entry allows the family to discuss feelings from the child's perspective in the context of different events and what emotions he/she feels relevant to that event.

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?

Family members and youth participated at many events as volunteers engaging the children in utilizing the coloring book. Based on the volunteers' experience in using the tool, changes were made to the tool. Many of the volunteers were members of the Family and Youth Involvement Group and other parents and youth wishing to assist in this process.

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

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

The importance of discussing feelings in a healthy and open fashion promotes social and emotional well being. When done in a non-threatening way, children are more likely to discuss how they are feeling about different experiences/issues/troubles/etc.

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.

This tool is often used as an activity when participating in different community events. In addition, the staff has used this tool with families. In fact, the community expressed that there is a lack of conversation around how to teach children to talk about emotions and the different types of emotions.

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.

Story board was used in developing this tool. A prototype was created for feedback before going to final design. Efforts were made to use the same images that are consistently used in all other Building Blocks educational and promotional materials. This would allow families to quickly recognize other products of Building Blocks/SEMHSOC.

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?

At four specific events, prototypes of the coloring book were used in an effort to obtain feedback from the children, families, and any other users of this tool. All this information was then gathered and subsequent changes were made to the handbook. In addition, there continues to be qualitative data gathered during team meetings with families as to the effectiveness and usefulness of this handbook.

There was feedback received during the creation of the tool from previous as well as current families. This entry was tested at events prior to Fun On Wheels, where members of diverse communities attended.

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



Fun on Wheels

Building Blocks invites families to share in a fun on wheels day at the park. We will spend time decorating our wheels. We will then be off to a ride to different stations where children have an opportunity to learn about feelings and how to express themselves in a healthy, safe and positive way. Activities are for children first grade and young.

- ~ Bring your "wheels" (such as strollers, tricycles, scooters, wagons, etc)
- ~ Decoration ribbons and streamers will be supplied
- ~ Families will make their own signs or banners
- ~ You can take home your decorations.

May 16, 2009, 9:30-11:30 am (Rain Date May 17, 2-4 pm)

Poquonnock Plains Park - Walking Track, Groton, CT 06340

Directions: I-95N/S, exit 88, RIGHT at end of ramp, LEFT at 2nd set of lights onto Route 1, park is on the LEFT after a blinking light.

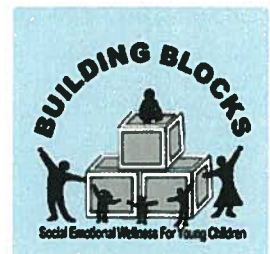
May 30, 2009, 9:30-11:30 am (Rain Date May 31, 9:30-11:30 am)

Mohegan Park Center, Norwich, CT 06360

Directions from 395 to Route 2 East: From 395N, take exit 81E OR 395S, exit 81, to Route 2 East Connector. * Merge on to Route 2 East towards Norwich. Turn right at Washington Street (Route 32 / Route 2). Turn left onto Mohegan Road. Turn left onto Mahan Drive and then right onto John Edward Drive. Take a right onto Wilderness Road. Turn left onto Mohegan Park Road and take a left into the Deerview parking lot.

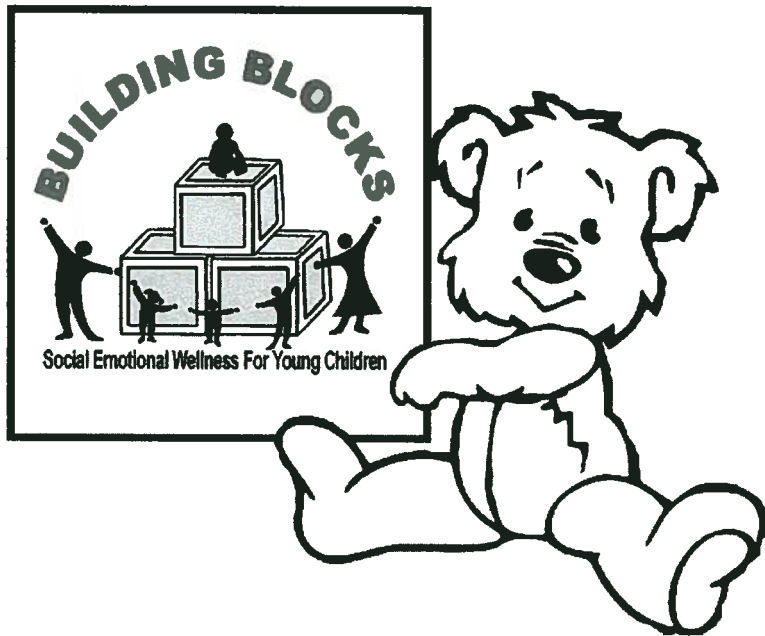
Weather cancellation message available after 8:00 a.m. by calling 860-434-4275.

Building Blocks is an initiative of the Southeast Mental Health System of Care with the purpose of promoting the social and emotional well being of our youngest children in Southeastern Connecticut. For more information, visit us at www.buildingblocksct.org



O meu caderno de sentimentos

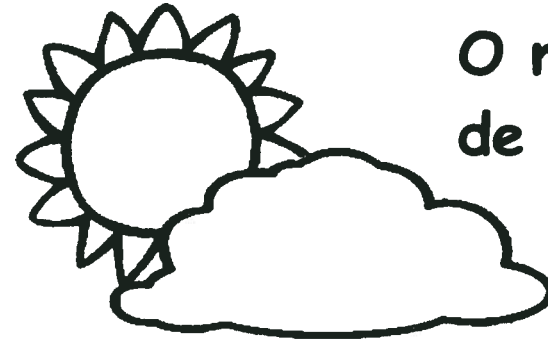
Promovendo o bem estar social e emocional das crianças de Southeastern Connecticut.



Do momento que nascem, crianças crescem, desenvolvem, e aprendem de várias maneiras. Sem ter a oportunidade de desenvolverem apropriadamente poderam não atingir o máximo de possibilidades. Building Blocks oferece serviços que fornece avaliação, educação e intervenção para que crianças desenvolvem saudáveis e fortes. Para mais informação sobre o desenvolvimento social e emocional de crianças consulta o nosso site www.BuildingBlocksCT.org ou ligar através do número 860-434-4275.

Portuguese

O meu caderno de sentimentos



Este livro é de

Como é que me sinto hoje?

Podes escrever o teu sentimento na linha ou podes colorir as caras dos ursos.



Palavras são importantes para facilitar crianças a exprimir os seus sentimentos. Falando sobre os seus próprios sentimentos com o seu filho irá apoiar a comunicação entre pai e filho e criar um ambiente de compreensão para que o seu filho sente-se à vontade a exprimir-se.

O propósito deste caderno de actividades é para ajudar o seu filho a explorar e exprimir os sentimentos dele. Cada nova experiência para o seu filho traz novas reacções e novos sentimentos. A capacidade de falar sobre estes sentimentos é importante no desenvolvimento de habilidades sociais e emocionais que sejam saudáveis.

Quando sou convidado a uma festa de aniversário eu sinto me



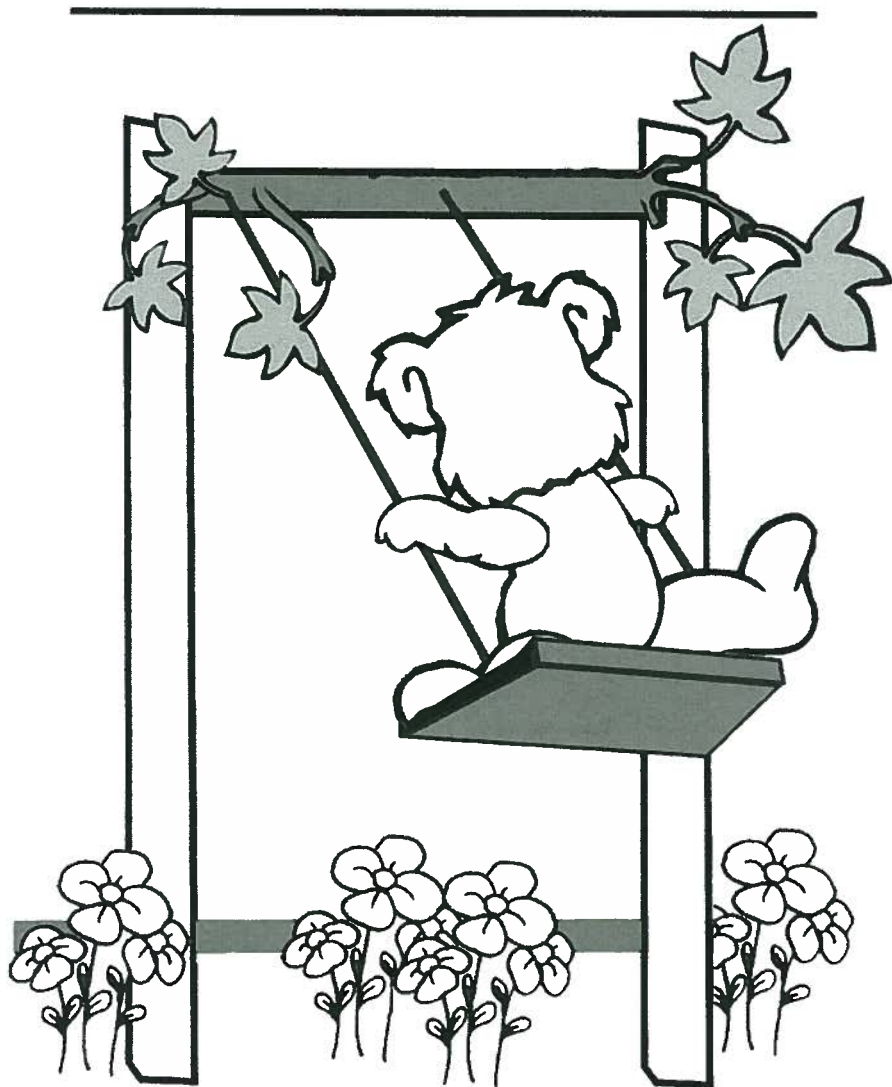
Quando deixo a minha família para
ir para à escola ou o infantário,
sinto



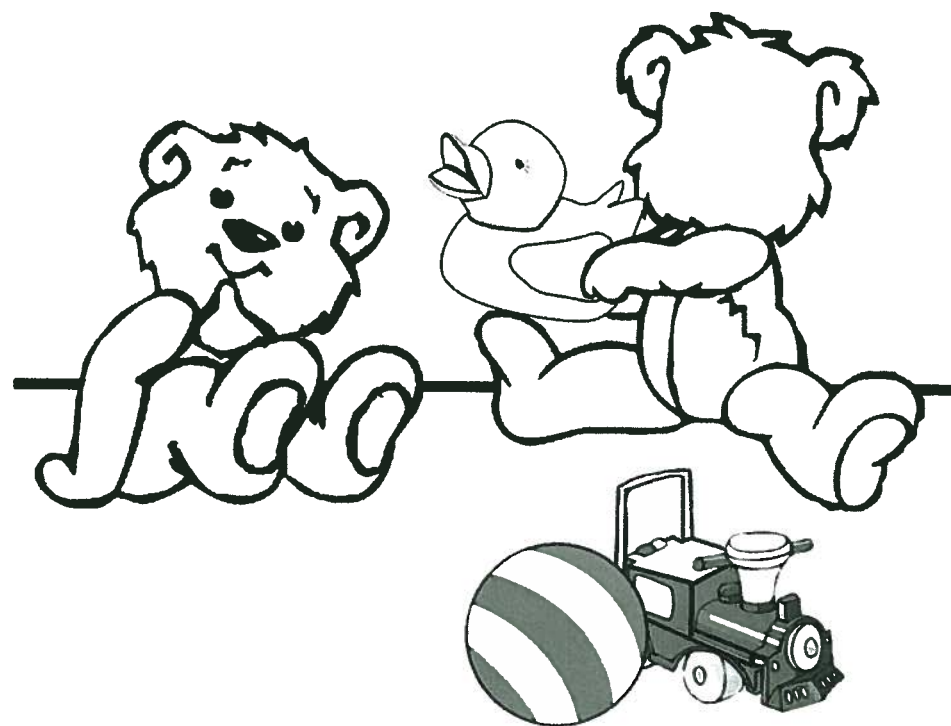
Quando não posso ir à
rua brincar eu sinto me



Quando vou muito alto no
baloço sinto

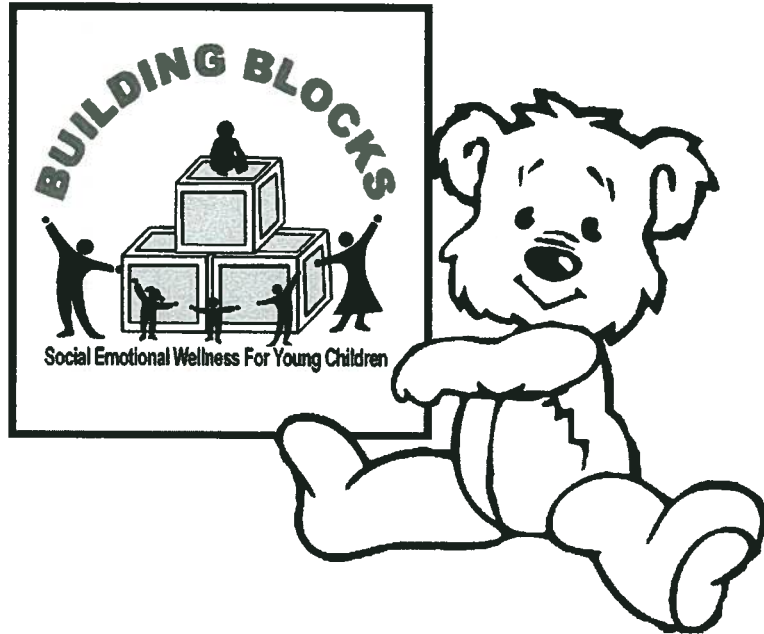


Quando os meus amigos
partilham os seus brinquedos
comigo eu sinto



Liv Santiman m'

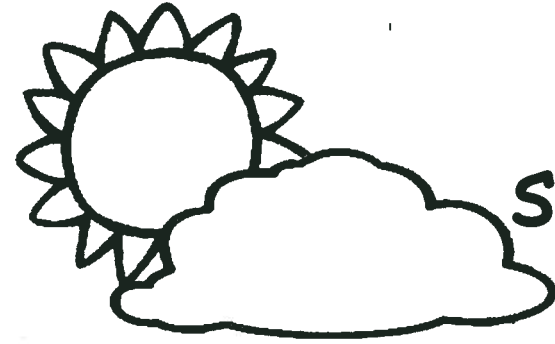
N' ap ankouraje byennèt sosyal ak emosyonèl timoun piti nou yo nan Sidès Konèktikèt.



Depi lè yo fèt, timoun yo grandi, devlope, ak aprann anpil fason. Si timoun yo pa kapab devlope kòm sadwa, yo gen dwa pa devlope tout potansyèl yo. Building Blocks ofri sèvis ki fè evalyasyon, edikasyon, ak entèvansyon pou ede timoun yo grandi an sante. Pou aprann plis sou devlopman sosyal ak emosyonèl timoun, vizite nou nan sit wèb nou an nan www.BuildingBlocksCT.org oswa rele nou nan 860-434-4275.

Haitian Creole

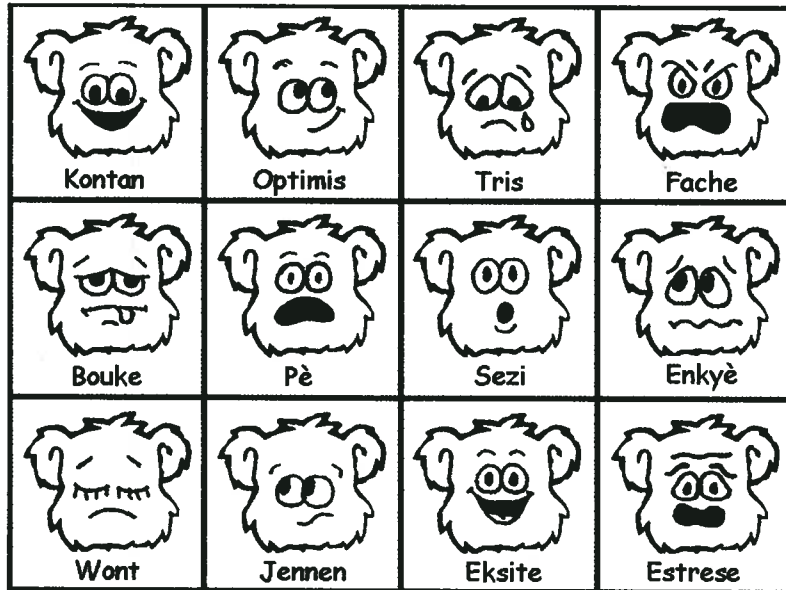
Liv santiman



Liv sa a pou

Kijan mwen santi m' jodi a?

Ou kapab ekri santiman w' sou liy nan oswa ou kapab kolorye figi yo sou lous ki nan desen yo.



Mo enpòtan nan ede timou yo esprime santiman yo. Lè ou pale de santiman w' ak pitit ou sa ap ankouraje kominikasyon ant paran ak pitit epi kreye yon atmosfè franchiz kote pitit ou ap santi l' an sekirite pou li esprime tèt li.

Bi liv aktivite sa a se ede pitit ou explore ak esprime santiman li. Ak chak nouvo esperyans pitit ou rankontre, gen dwa gen nouvo reyaksyon ak santiman ki prezante. Kapab pale de santiman say o enpòtan pou devlope aptitud sosyal ak emosyonèl pozitif.

Lè yo envite m' nan yon fèt, mwen santi m'



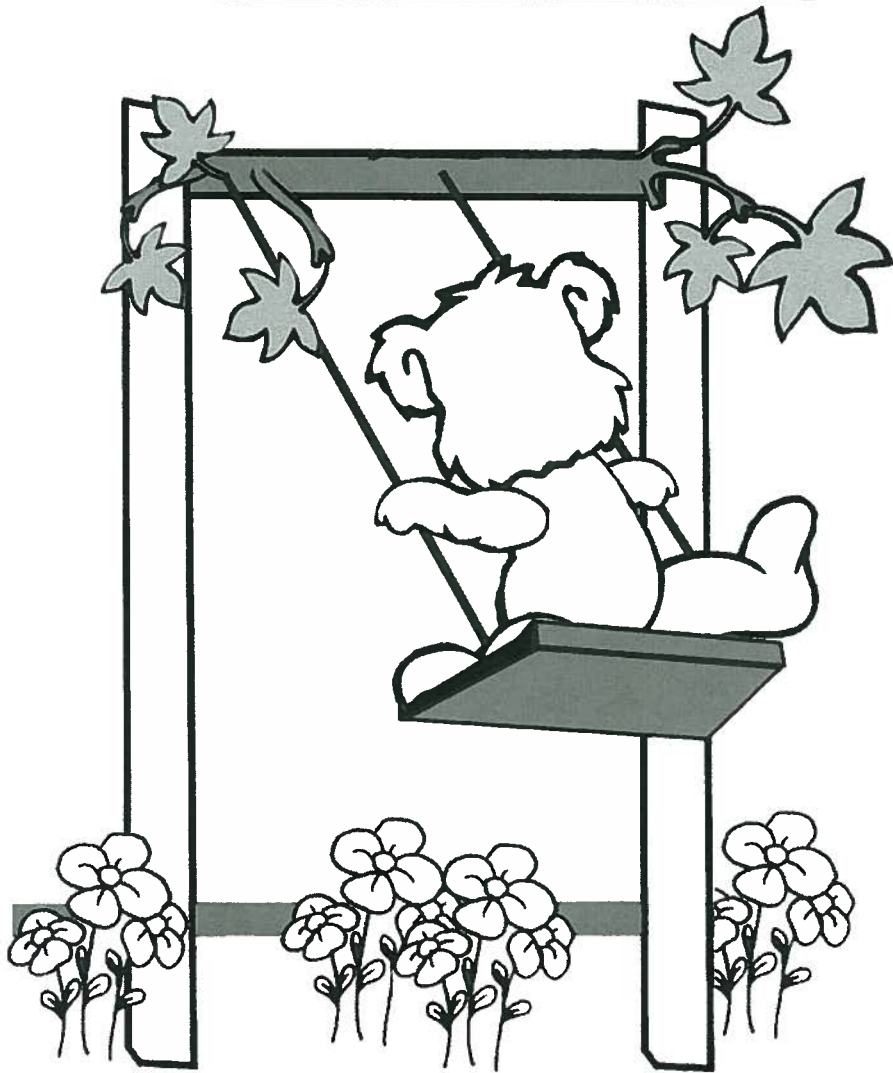
Lè mwen kite fanmi m' pou al
lekòl oswa nan gadri, mwen santi m'



Lè mwen pa kapab al
deyò pou jwe, mwen



Lè m' al twò wo sou balansin
nan nan pak la, mwen santi m'



Lè zanmi m' prete m'
jwèt yo, mwen santi m'

