

# 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 checked="" type="checkbox"/> Community Outreach: Parents and Caregivers | <input type="checkbox"/> Communications/Social Marketing Planning |
| <input 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.)

Promoting Social-Emotional Development

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

Name: Liza Leonard  
Title: Community Outreach Coordinator  
Organization: Sarasota Partnership for Children's Mental Health  
Address: 1751 Mound Street Suite 205  
City: Sarasota State: FL Zip Code: 34236  
Telephone: 941-861-1448 Fax: 941-362-8756  
E-mail: liza-leonard@doh.state.fl.us

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

Sarasota Partnership for Children's Mental Health

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

Approximate budget for entry: \$58 per 100 sets + \$175 for display board & materials



**2010 ECCO Award  
Entry Questions  
Promoting Social-Emotional Development  
Community Outreach**

**1. Relevance to Category**

The Social Marketing workgroup created a display board and parent/child storyboard activity, focusing on the social & emotional development of young children, that is used at various outreach events.

**2. Planning**

The Partnership utilizes a public health approach in developing improved systems of care in our community to support early childhood mental health and well being. This campaign builds upon our health promotion efforts and helps reach the Partnership's expected outcome that parents and caregivers have the skills needed to promote social-emotional development by providing education to parents and caregivers on the healthy development stages of children, warning signs to look for and suggestions to help foster healthy development.

**3. Cultural and Linguistic Competence**

The planning committee carefully considered images and concepts that reflect our diverse culture which were then reviewed by the Cultural and Linguistic Competency Coordinator to ensure that various cultures were represented. The handouts and activities were offered in both English and Spanish and a number of families from the Partnership's Spanish-speaking support group participated in the outreach events and served as translators for other families.

**4. Youth, Family and Partner Involvement**

Family members and community partners were involved in the development of the design and presentation of outreach materials. The Social Marketing Workgroup is comprised of representatives from various early childhood agencies, family members and community volunteers. The Community Outreach Coordinator and the Director of the Family Support Network, a Federation of Families chapter, work closely together while developing materials and reaching out to families in the community.

## **5. Message**

This activity was designed for parents and caregivers of young children. Healthy social/emotional development of young children is essential for success in school, with peers and at home. Educating parents raises their awareness of the needs of their children and provides information on ways they can help support their children.

## **6. Execution/Presentation**

These materials were initially developed for the Ready Set Grow Fair, an annual event organized by the United Way of Sarasota. This Fair provides an opportunity for parents to gain valuable information about community resources during a fun, family friendly event. The Social Marketing workgroup provided guidance to this project throughout allowing people from various backgrounds to provide input and support.

## **7. Creativity**

Creating a fun take home activity that the parent and child complete together is an alternative to a brochure that may be taken home and forgotten. The bright colors and pictures included on the display coordinated with the storyboard and engaged parents who then asked many questions about their child's development. The storyboard is a tool that reinforces the importance of family routines which help children feel safe and secure.

## **8. Effectiveness and Evaluation**

Many parents do not realize the importance of social/emotional development and are not familiar with the signs of healthy development. The story board activity attracted families to the booth which, combined with the information on the display, helped provide valuable tips to parents of young children. Over 5,000 families participated in the various outreach events and our booth was a very popular site at each of the events. Partnership family members and Parent Mentors networked with other parents resulting in a number of new families for the family support groups.



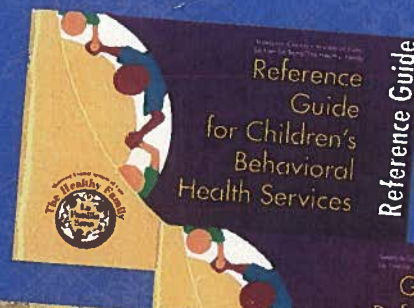
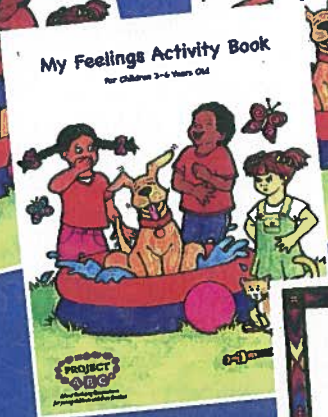
2010



Recognition Program

# Call for Entries

Deadline: Friday, February 26, 2010



A Life in the Community for Everyone  
**SAMHSA**  
Substance Abuse and Mental Health Services Administration  
U.S. Department of Health and Human Services



Celebrating Excellence in Community Communications and Outreach



# YO PUEDO HACERLO

Watch TV



Ve televisión

Eat dinner



Cena

Planear tu día

Take medicine



Toma tu medicina

Take a bath



Báñate

Put on Pajamas



Ponte la pijama

Brush teeth



Lávate los dientes

Read a book



Lee un libro

Go to bed



Acuéstate a dormir



## “Cómo saber si su hijo tiene un desarrollo saludable”

Las habilidades sociales y emocionales son la llave del éxito escolar.  
¿Cómo saber si su hijo es social y emocionalmente saludable?

### *Nacimiento a 12 meses*

- Repite sonidos o gestos para llamar la atención
- Fija su atención en rostros
- Prefiere ciertas personas y juguetes
- Llora cuando la madre o el padre se alejan
- Expresa entusiasmo
- Muestra curiosidad

### *12 a 18 meses*

- Explora con entusiasmo
- Le gusta imitar a otras personas cuando juega
- Ríe y sonríe
- Disfruta de libros, canciones y juegos simples
- Expresa una gran variedad de emociones
- Imita el comportamiento de otros

### *18 meses a 3 años*

- Puede temer a algunas situaciones
- Ríe y sonríe
- Expresa una gran variedad de emociones
- Muestra afecto espontáneamente a compañeros de juego
- Empieza a mostrar un comportamiento desafiante
- Expresa su afecto sin celos
- Puede usar su sábanita o juguete preferido para calmarse cuando está molesto


### *3 a 5 años*

- Disfrutar de libros y juegos simples
- Expresa una gran variedad de emociones
- Es más independiente
- Acepta cambios en su rutina
- Se interesa en experiencias nuevas
- Muestra una gran imaginación en juegos de fantasía
- Hace muchas preguntas



# I CAN DO IT!

Get out of bed



Levántate

Get dressed



Vístete


Plan your day

Wash Hands




Lávate las manos

Brush teeth



Lávate los dientes

Eat breakfast



Desayuna

Get school supplies




Toma tus útiles escolares

Get in car



Súbete

Go to school



Ve a la escuela



# When in doubt check it out!

Social and emotional skills are the key to school success.  
How can you tell if your child is socially and emotionally healthy? Does your child?

## Young Infants (birth to 12 months)

- Cry, coo and smile*
- Look at faces*
- Accept comfort from a familiar adult*
- Seek comfort*
- Show excitement*
- Show curiosity*

## Older Infants (12 to 18 months)

- Explore with enthusiasm*
- Seem curious about other people*
- Laugh out loud*
- Enjoy books, songs and simple games*
- Express many feelings*
- Imitate others*

## Toddler (18 months to 3 years)

- Show shyness in unfamiliar places*
- Smile and laugh*
- Begin to show feelings for others*
- Act playful with others*
- Protest sometimes and say "no"*
- Express many feelings*
- May use a blanket or toy for comfort when upset*

## Preschoolers (3 to 5 years)

- Enjoy books and simple games*
- Express many feelings*
- Listen to gentle reminders*
- Accept changes in routine*
- Try new things*
- Make up imaginary games*
- Ask many questions*

**Sarasota Partnership for Children's Mental Health**  
**1751 Mound Street, Suite 205, Sarasota, FL 34236**  
**941.861.1410**



Sarasota Partnership for  
Children's Mental  
Health

What can you do to help your child?



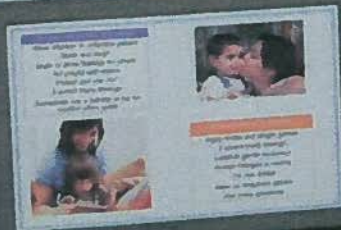
Read stories together every day to help your child learn to read.



How can you tell if your child is learning and growing normally?



How can you tell if your child is learning and growing normally?



Read to your child every day to help them learn to read.



Support your child's learning and growth.



Sarasota Partnership for Children's Mental Health

# YO PUEDO HACERLO

Watch TV



Ve televisión

Eat dinner



Cena

Planear tu día

Take medicine



Toma tu medicina

Take a bath



Báñate

Put on Pajamas



Ponte la pijama

Brush teeth



Lávate los dientes

Read a book



Lee un libro

Go to bed



Acuéstate a dormir



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# I CAN DO IT!

Get out of bed



Levántate

Get dressed



Vístete


Plan your day

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Lávate las manos

Brush teeth



Lávate los dientes

Eat breakfast



Desayuna

Get school supplies




Toma tus útiles escolares

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Ve a la escuela



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**Sarasota Partnership for Children's Mental Health**  
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Sarasota Partnership for  
Children's Mental  
Health

What can you do to help your child?



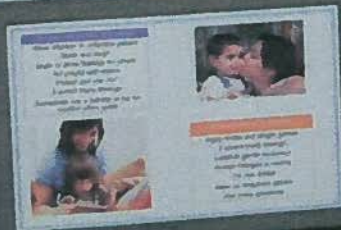
Read stories and songs to your child  
to help them learn and grow.



How can you tell if your child  
is having a hard time?



How can you tell if your child  
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Sarasota Partnership for Children's Mental Health



# Social and emotional health is the key to school success.

But what is social and emotional health?

Social and emotional health is a child's ability to:

Form close and secure relationships



Experience, regulate and express emotions

Explore the environment and learn



# How can you tell if your child is socially and emotionally healthy?

## Does your child?

**Young Infants  
(birth to 12 months)**

**Cry, coo and smile**  
**Look at faces**  
**Accept comfort from a familiar adult**  
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**Older Infants  
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**Explore with enthusiasm**  
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**Express many feelings**

**Toddler (18 months to 3 years)**

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**Act playful with others**

**Protest and say "no"**

**Express many feelings**

**Sometimes use a blanket or toy for comfort when upset**



**Preschoolers (3 to 5 years)**

**Enjoy books and simple games**

**Express many feelings**

**Listen to gentle reminders**

**Accept changes in routine**

**Try new things**

**Make up imaginary games**

**Ask many questions**



## What if you have concerns?

As the parent or caregiver, you know your child best!

Here are some signs that your child may need help:

### Infant

- Doesn't want to be held
- Can't be comforted
- Rarely looks at you
- Is difficult to play with
- Rarely coos or babbles
- Rarely smiles



### Toddler

- Shows little preference for parent/caregiver
- Is unsmiling or withdrawn
- Has extreme or frequent tantrums
- Has significant language delays
- Can't express feelings
- Is very fearful or irritable



## Signs that your older preschooler may need help:

### Young Child

- Rarely looks at you
- Often seems sad, clingy or worried
- Frequently bites, hits, bullies or teases
- Is very irritable and easily frustrated
- Is unable to play well with children
- Frequently fails to listen or respond
- Rarely uses words to express feelings
- Seems unable to control behavior
- Is difficult to comfort



If you see any of these signs or have questions,  
help is available.

Please call The Partnership for Children's Mental Health at 861-1410.  
Your information will be kept confidential.

# Who are we?

We are:

A group of agencies, community members and families working hand in hand to improve services for children and their families.

We provide:

Family driven help, support and services that emphasize the strengths of each family.

What we help with:

- Behavioral and developmental assessments
- Counseling
- Assistance with child specific therapies
- Training for families and professionals
- Community outreach
- Connecting families with services
- Family Support



**The Sarasota Partnership for Children's Mental Health**

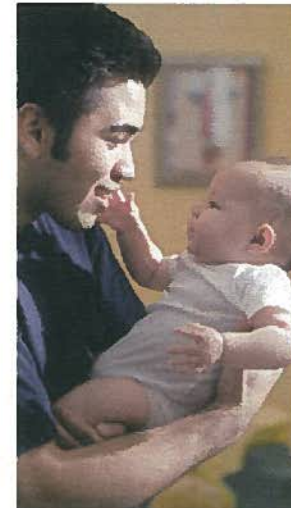


# What can you do to help your child?

Get down to their level and take time to listen.



Gently hold and cuddle your child often.



Make eye contact, share smiles, conversations, stories, and books.

Join your child in floor-time play and talk with them whenever possible.

Gently guide your child when playing with others. Help them learn how to make friends and get along with others.



Learn about childhood developmental milestones. Only expect what your child is capable of.

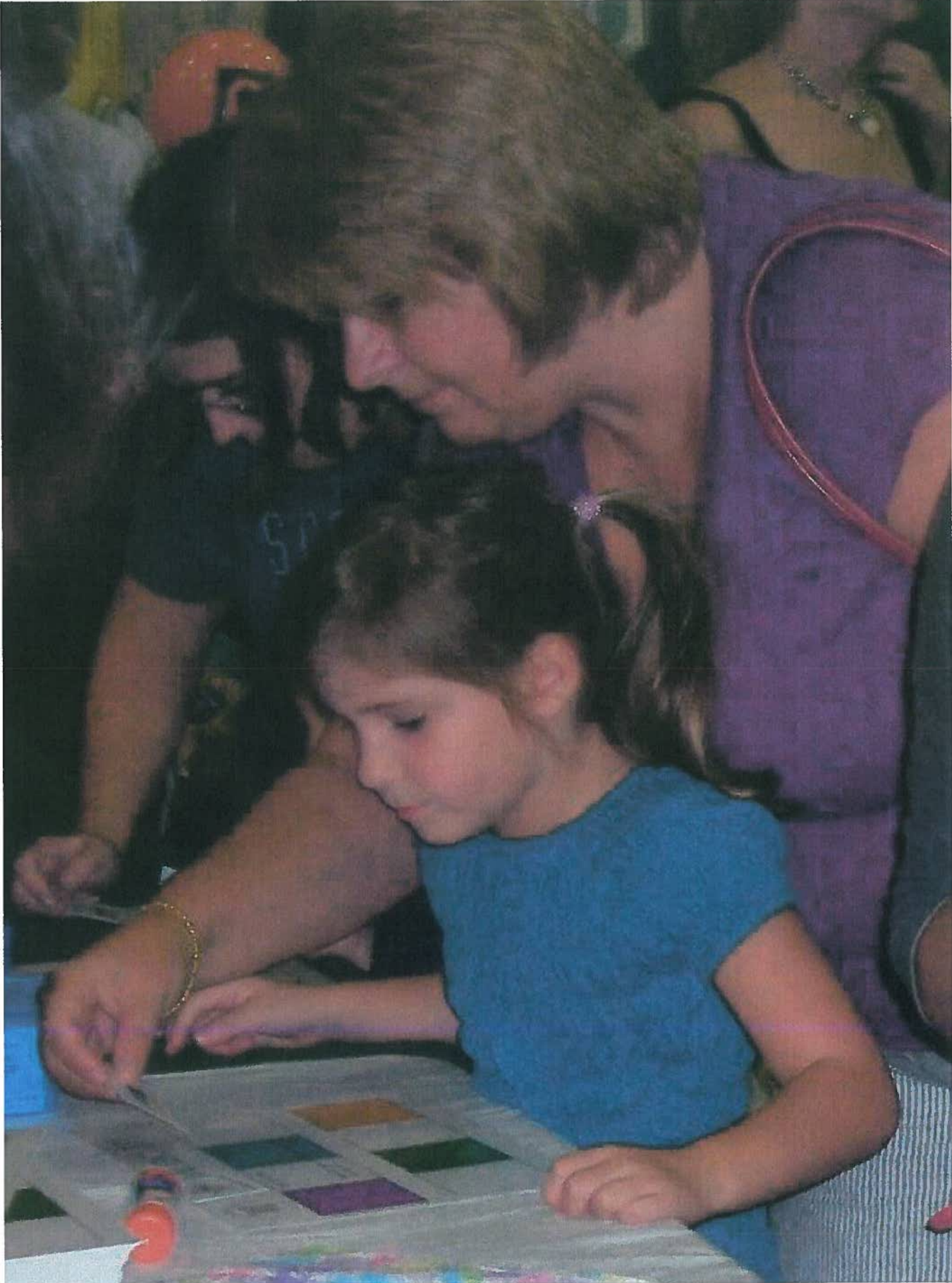
When your child “acts up”, try to uncover the real reason for the behavior. Are they scared, frustrated, hungry, sad or tired?

Don't let your child witness violence. Don't let anyone hurt your child with words, or physically abuse them.



Take care of your self.  
Seek help if needed.

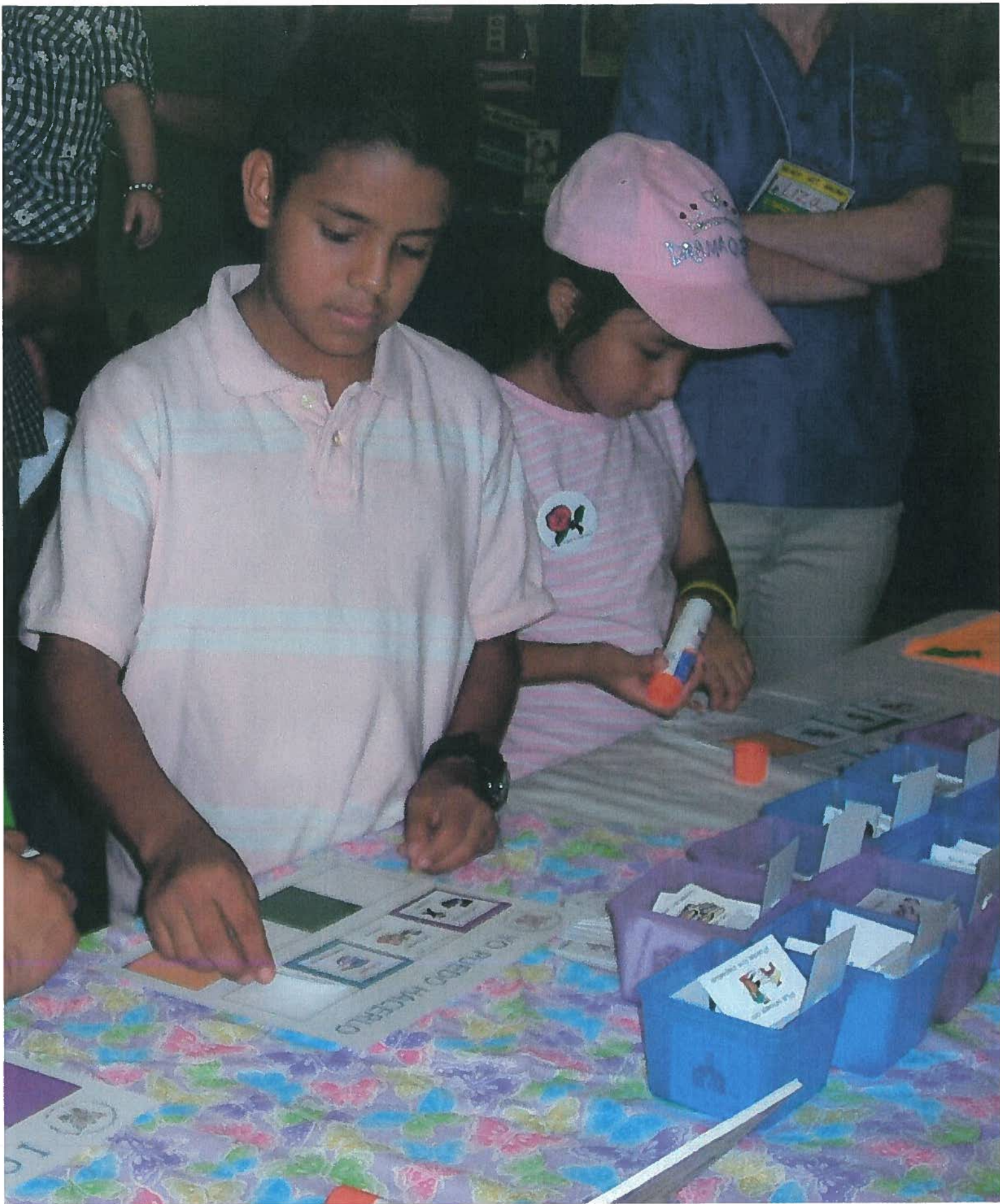














Get out of bed



Levántate

Get dressed



Vístete

Put shoes on



Ponte los zapatos

Eat breakfast



Desayuna

Brush teeth



Lávate los dientes

Brush hair



Cepíllate el pelo

Take medicine



Toma tu medicina

Watch TV



Ve televisión

Get school supplies



Toma tus útiles escolares

Get in car



Súbete

Go to school



Ve a la escuela

Go to bed



Acuéstate a dormir

Take a bath



Báñate

Read a book



Lee un libro

Eat dinner



Cena

Get on Bus



Súbete al Camión.

Wash Hands



Lávate las manos

Put on Pajamas



Ponte la pijama

Wash hands



Lávate las manos

Brush teeth



Lávate los dientes