

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.)

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|--------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <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 checked="" type="checkbox"/> Internal Communications |

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

Sierra Native Alliance- "Working Together" web-site, video and outreach strategy

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

Name: Anno Nakai

Title: Executive Director

Organization: Sierra Native Alliance

Address: PO Box 6346

City: Auburn State: CA Zip Code: 945604

Telephone: (530) 748-8764 Fax: (530) 644-6634

E-mail: elkairiver@yahoo.com

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

Sierra Native Alliance Entry web-site address: www.sierranativealliance.org

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

Approximate budget for entry: \$4000



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?

The focus of the Sierra Native Alliance "Working Together" campaign is to carry a message of community wellness to Native youth and families in Placer County.

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 purpose of the "Working Together" campaign is to support outreach activities for Native youth and families. Components of the plan include videos, brochures, a website, and a series of community education events. This campaign is part of the Placer System of Care social marketing plan to inform the Native community about newly developed services. As word-of-mouth continues to be the strongest means of communication in the Native community, a variety of media products and outreach venues were used to start conversations about the new services in the community.

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?

To ensure that outreach materials were culturally and linguistically competent, the Sierra Native Alliance worked with an advisory group of Native youth and elders to design outreach messages and strategies. The central message of the campaign "All of Us Working Together" was used to describe the healing process our community is engaged in, and the Nisenan version of this message was in tandem with English to honor local languages.

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?

Messages, images, and outreach events were planned in collaboration with the community advisory group. The group selected and worked directly with Native artists to develop images. In addition, the outreach video focused on youth was filmed, scripted, narrated and edited by youth in our summer job training project. Community healing and cultural events were planned by community members, including the Auburn Big Time-Pow Wow and other events around the region.

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

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

The message "All of Us Working Together" describes the approach that the Native community has chosen to heal from past and present trauma. This message transverses the Western definition of mental health, and embraces wellness through activities that support the health of Native families, cultures, and environments.

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.

The "Working Together" campaign was developed in stages, in tandem with the development of culturally appropriate services. By documenting our program activities, media attention was generated in some unexpected ways, like articles in News from Native California and videos on U-tube and the UC Davis online magazine. Our web-site was eventually created to bring components of the campaign together in a central place for easy viewing by community members.

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.

The creativity of community members was central to the development of the campaign. The logo developed for the "Working Together" web-site and outreach materials was drawn by our board chair, and is inspired by the activities of our roundhouse restoration project. As environmental and cultural restoration is a big part of our community healing process, the logo uses pictograph images of our human and non-human ancestors, coming together in ceremony.

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?

To evaluate the effectiveness of the "Working Together" campaign, we have looked for evidence that our message has been carried and broadly circulated within the Native community. The Auburn Big Time-Pow Wow was attended by close to 4,000 people, and posters made it into the homes of service recipients. Videos from the pow-wow were posted on U-tube, and articles about our youth conservation project were picked up by the international press and circulated back to generate a buzz about this creative approach to youth prevention within the region.

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

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