



RECOGNITION PROGRAM

**2012**

**CALL FOR ENTRIES**

CELEBRATING EXCELLENCE IN COMMUNITY COMMUNICATIONS AND OUTREACH



The 2012 ECCO Recognition Program will showcase and celebrate outstanding achievements in communications and social marketing by system of care communities. It provides an opportunity to share your successes and to learn from the talents, strengths, and accomplishments of your peer systems of care.

The ECCO Recognition Program is sponsored by the Substance Abuse and Mental Health Services Administration's (SAMHSA) Caring for Every Child's Mental Health Campaign of the Comprehensive Community Mental Health Services Program for Children and Their Families.

## Eligibility

Communications and social marketing initiatives created and/or implemented between **January 1, 2011, and December 31, 2011**, can be entered. Work that was created in-house or by a consultant is eligible, as long as it was developed specifically for use by a system of care. All entries must be submitted under the name of care; submissions entered by consulting firms will not be accepted.

## How to Enter

**Each ECCO submission must be postmarked by Friday, March 23, 2012, and include the following:**

**One completed entry form.** The official ECCO entry form is available at [www.samhsa.gov/children](http://www.samhsa.gov/children).

Please adhere to the word counts indicated on the entry form. Individual descriptions that exceed the maximum word counts will not be considered beyond the number of words allowed for that section.

**One sample of the entry, packaged appropriately.** Package entry and supporting materials securely, using folders, binders, or other appropriate materials. You may submit photographs of entries that cannot be packaged, such as exhibits or billboards. Please do not mount your entries.

**A PDF version of your entry on a flash drive or CD (if feasible).** In order to share your work with the ECCO judges and communities who request examples of best outreach practices, please submit your entry as a PDF file if possible. Note that this is NOT an entry requirement.

If your entry contains a video- or audio-based product, please submit it electronically on a flash drive in .wmv or .mov format. (Due to time constraints, only up to 6 minutes of each entry will be considered for judging. Please indicate track times or scenes on video- and audio-based entries to ensure that your entry will be reviewed at the correct point. If your submission is not cued or indicated, the first 6 minutes will be considered.) Videos in DVD or CD format will not be accepted.

To enter a Web site, provide the URL on your entry form.

## Categories

ECCO categories reflect audiences most often identified in the communications/social marketing plans of system of care communities. Descriptions and examples of entries for each category are listed below.

### National Children's Mental Health Awareness Day

This category focuses on your community's efforts to build support for their system of care through activities on National Children's Mental Health Awareness Day (May 3, 2011). These could include holding events or activities to call attention to your important work, launching at least one "act of local partnership" to support sustainability, or showcasing the positive outcomes stemming from the system of care.

*Examples: materials or activities such as photographs, promotional items, proclamations, and event programs; and clips of television, print, or radio coverage*

### Media Outreach

This category focuses on efforts to spread messages and reach audiences through media coverage and media partnerships. Media outlets may include newspapers, newsletters, radio, television, and online media.

*Examples: media plans and reports, news releases, news conference plans, and news clippings*

### Community Outreach: Parents and Caregivers

This category focuses on efforts to communicate with parents, grandparents, foster parents, legal guardians, and others who are raising children and youth.

*Examples: billboards, brochures, advertisements, outreach plans, and reports of completed meetings*

### Community Outreach: Children and Youth

This category focuses on efforts to reach children and youth (under the age of 21). Be certain to include the specific target age group(s) in the official entry description.

*Examples: billboards, posters, T-shirts, music CDs, and descriptions or plans of completed activities such as picnics and art contests*

## Judging and Recognition

In the spring of 2012, the Caring for Every Child's Mental Health Campaign's Community Resource Group (CRG) will judge all submissions to determine the Bronze, Silver, and Gold finalist in each of the eight categories. Each entry will be evaluated and awarded points using the judging criteria listed on the back of this brochure. Results from the judging will be revealed at a special ceremony during the 2012 Training Institutes.

# Frequently Asked Questions

## Professional Outreach

This category focuses on materials created for reaching out to professionals involved with systems of care, including social workers, health practitioners, teachers, judges, parole officers, faith leaders, and others.

*Examples: brochures, newsletters, reports of completed meetings, exhibited materials, information fairs, and speeches*

## Partnership Development

This category focuses on ways a system of care has worked within partnerships to help meet and support the system of care's communication goals. Partners might include local businesses, nonprofit organizations, or corporations.

*Examples: handbooks, training events, partnership events, and printed public service announcements, as well as events co-created and sponsored by the system of care and one or more partners*

## Internal Communications

This category recognizes internal communication efforts that bolster the practice and principles of systems of care among staff, volunteers, and supporting agencies.

*Examples: in-service trainings, internal newsletters, intranets, and ongoing staff meetings*

## Communications/Social Marketing Planning

This category focuses on the plans that form the basis of every communications/social marketing initiative. Entries should describe how the plan intersects with the system of care logic model and program goals, and copies of those items should be included.

*Examples: social marketing plans and communications campaign plans*

**Please note:** Media and partnership plans should be submitted in the Media Outreach and Partnership Development categories, respectively.

★ **What qualifies as an entry?** An entry may be a single item, or it may be a portfolio of related products or activities. For example, a calendar created by youth to reach out to parents and caregivers would qualify as an entry under "Community Outreach: Parents and Caregivers." If a system of care held an event or activity for parents and caregivers and supported it with a portfolio of materials that used the same messages and visual elements, the entry could include all related materials and event photos and descriptions. However, none of the items could be entered in any other category.

★ **How many entries can I submit?** You may submit only one entry in each category, and the same entry may not be submitted in multiple categories. A maximum of eight entries may be submitted per community (up to one entry for each category). Although an entry may have been designed for several audiences, determine which audience was the primary recipient of your messages and submit the entry in the category that best relates to this audience.

★ **How will I know that my entry(s) was entered successfully?** An e-mail confirming that the ECCO team received your entry(s) will be sent within 3 business days of receipt to the representative identified in the "Submitted by" section of your entry form.

If you are not contacted within the time frame mentioned above, contact Rachael Siefert at 202-248-5466 or [ECCO@vancomm.com](mailto:ECCO@vancomm.com).

★ **Is there an entry fee?** There is no entry fee for the ECCO Recognition Program.

★ **Who can I contact for more information?**

Leah Holmes-Bonilla  
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## The People's Choice

The three finalists in each of the eight categories will move on to the new People's Choice round—an interactive exhibition at the 2012 Training Institutes where all attendees will be invited to pick the most deserving entry among the 24 finalists.

The top vote-getter will be named "The People's Choice" at a special ceremony during the 2012 Training Institutes and will be recognized on stage.



## Community Resource Center

The Community Resource Center is the central library that houses examples of communications and social marketing materials and initiatives created by system of care communities. ECCO entries will not be returned; they will be added to the Community Resource Center.

If you would like to see materials created by other communities, contact your Caring for Every Child's Mental Health Campaign technical assistance provider.

## Judging Criteria

Your entry will be judged based on how the following criteria are represented by your entry and your official entry description. For a full explanation of each criterion, please refer to side 2 of the entry form.

- (1) Relevance to Category (5 points)
- (2) Planning (10 points)
- (3) Cultural and Linguistic Competence (10 points)
- (4) Youth, Family, and Partner Involvement (10 points)
- (5) Message (10 points)
- (6) Execution/Presentation (15 points)
- (7) Creativity (15 points)
- (8) Effectiveness and Evaluation (25 points)

**Total Points Possible: 100**

## Checklist

Please refer to the "How to Enter" section on the inside of this brochure for detailed guidelines.

Before sealing your envelope, make sure:

- You have included one completed entry form;
- You have included one sample of each entry; and
- Entries are packaged appropriately.

**Thank you for participating in the 2012 ECCO Recognition Program!**

## Entries Due:

All ECCO Recognition Program entries must be postmarked by **Friday, March 23, 2012.**

## Submit To:

Rachael Siefert  
Caring for Every Child's Mental Health Campaign  
c/o Vanguard Communications  
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