

Entry Form

Deadline: All entries must be postmarked by Friday, March 23, 2012.

2012 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with two samples 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 instructions. To access this form electronically, contact the Caring for Every Child's Mental Health Campaign by calling 202-331-9816 or emailing ECCO@vancomm.com.

One form is required for EACH entry. Please photocopy form if you are submitting more than one entry.

Please note: ECCO entries will not be returned; they will be added to the Campaign Resource Center and the Campaign Web page (www.samhsa.gov/children) to serve as examples of communications and social marketing for reference by other SAMHSA grantees.

★ **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"/> Internal Communications |
| <input type="checkbox"/> Community Outreach: Children and Youth | <input type="checkbox"/> Communications/Social Marketing Planning |

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

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

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

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

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

★ Approximate budget for entry: _____



MORE ►

Entry Questions

Please answer each of the following eight questions using no more than the 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 allowed 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

Why is the message of your entry appropriate for 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

How well did the entry succeed in reaching its target audience and meeting other objectives? What methods of evaluation were used?

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

Rachael Siefert
Caring for Every Child's Mental Health Campaign
c/o Vanguard Communications
2121 K Street, NW, Suite 650
Washington, DC 20037