

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 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.)

Connections Newsletter

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

Name: Laurie Dana

Title: Social Marketer

Organization: Butte County Connecting Circles of Care

Address: 24850 Taft Street

City: Los Molinos State: CA Zip Code: 96055

Telephone: (530) 558-9521 Fax: (530) 384-9820

E-mail: lauriedana@sbcglobal.net

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

Butte County Connecting Circles of Care

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

Approximate budget for entry: \$200 Translation, Printed inhouse. \$300 ink and paper



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?

Our innovative system of care serves a diverse patchwork of cultures. Unity is achieved by incorporating these cultures into every aspect of the system of care, especially internal communications.

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 newsletter's objectives were to communicate the program's progress, provide helpful information, foster pride in the program, share resources, and provide a forum for youth to share their art, poetry and photography. The publication supports Social Marketing goals to raise awareness of the value and effectiveness of culturally-based, wraparound mental health services for youth. It is one of CCOC's tools to affirm and strengthen cultural, racial and linguistic identities to enhance the ability of youth and families to function in a multi-cultural 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?

The newsletter is trilingual -- English, Spanish, and Hmong. Translators are Behavioral Health certified. It reflects the cultural diversity of our program. The newsletter is reviewed by the Cultural, Linguistic, and Training Specialist.

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?

Newsletter content is proposed by the Social Marketing committee, which is comprised of youth, family, staff, and community members. The initial layout and masthead design was the result of youth input. Youth input also determined there would be one tri-lingual newsletter rather than separate publications for each language.

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

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

The newsletter both communicates the values of cultural competency and provides an analytical look at our system of care. The statistical outcomes of youth enrolled in the program for 18 months are positive and of vital interest to those enrolled in the program as well as staff and community stakeholders.

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.

Newsletter content was solicited from management, partner agencies, the Social Marketing committee, and wraparound teams. The Social Marketer compiled the newsletter articles, coordinated translation, and published the newsletter inhouse. The most difficult aspect of the publication was coordinating translation and keeping it timely.

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.

Three colors are used to differentiate the three languages. The colors help to unify the design while representing diversity. The overall design of the newsletter is simple and clean to make it easy to read and navigate, even though it is in three languages.

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?

We solicited feedback from staff, youth, families, community members and partners in order to improve future newsletters. The publication received accolades for communicating outcomes, fostering pride in the program, and representing the cultural diversity of our community. The only negative criticism was from youth who wanted more articles relevant to youth such as tips for safe dating. As a result, we will incorporate more youth-oriented articles in future issues.

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

Scott LaLonde
Caring for Every Child's Mental Health Campaign
c/o Vanguard Communications
2121K Street, NW, Suite 300
Washington, DC 20037



CONNECTIONS

Children thrive when they get the care they need for their mental and physical health.

Los/las niños/as crecen bien cuando reciben el cuidado mental y físico que necesitan

Me nyuam muaj peev xwm heev thaum lawv tau txais kev pab raws li lub siab xav



Butte County Behavioral Health
(530) 538-6427
Español
(530) 891-2888
Hmoob
(530) 538-6425

Feather River Tribal Health
(530) 534-5394, Ext 270

Northern Valley Catholic Social Service
(530) 846-6175

Crisis Hotline
Linea de Crisis
Kev Nyuaj Siab Xov Tooj Qhib
(800) 371-4373



CCOC Pays Tribute to Our Diverse Heritages

Each year, CCOC sponsors two multi-cultural events: a Winter Gathering and a Mental Health Awareness Day Celebration. This year, CCOC teams are also hosting events to raise awareness, understanding and appreciation of our diverse cultural heritages. When we affirm and strengthen cultural, racial, and linguistic identities, we enhance the ability of families to function in a multi-cultural society. By fostering pride in our cultural heritages, we strengthen the well-being of individuals within the community. See inside for more photos of recent celebrations.

CCOC Rinde Homenaje a Nuestra Herencia Diversa

Cada año, CCOC patrocina dos eventos multi-culturales: una Reunión de Invierno y La Celebración del Día de la conciencia de la Salud Mental. Este año, los equipos de CCOC también van a ser anfitriones de eventos para levantar la conciencia, el entendimiento y la apreciación de nuestras herencias culturales diversas. Cuando afirmamos y reforzamos las identidades culturales, raciales y lingüísticas, realizamos la habilidad de las familias para funcionar en una sociedad multi-cultural. Al fomentar el orgullo en nuestras herencias culturales, fortalecemos el bienestar de los individuos dentro de la comunidad. Para más fotos de las recientes celebraciones vea el interior.

CCOC Los Txhawb Txhua Haiv Neeg

Txhua xyoo, CCOC los mus npaj ob lub rooj txhawb siab uas yog lub Winter Gathering thiab lub Mental Health Awareness Day Celebration. Xyoo no, CCOC los mus cav cov rooj txhawb siab no los mus nthuav thiab qhia txog ob peb haiv neeg nyob rau hauv zej hauv zos. Qhov uas los mus nthuav txog sawv daws tej kaj lig kev cai thiab yus haiv neeg yog ib qhov uas ua rau lwm tus sab nrawd los paub txog yus thiab tsis tag li ntawv los nws los ua rau kom sawv daws nyob ua ke ua phooj ua ywg hauv zej zos. Nyob rau phau ntawv hauv no muaj duab saib.