

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

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

MD-CARES: Children's Mental Health Matters!

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

Name: Lauren Lasher

Title: MD-CARES Social Marketing and Communication Manager

Organization: Maryland Coalition of Families for Children's Mental Health

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

Maryland Coalition of Families for Children's Mental Health and Mental Health Association of Maryland

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

Approximate budget for entry: \$0 – provided by Media at no charge due to purchase of air time for PSAs (see National Mental Health Awareness Day entry)



1. Relevance to Category (30 words – 15 points)

In May, during FOX45's Morning News, the Campaign participated in Family 411's interview segment. A live webchat was also hosted on abc2news.com. Both exposures displayed links to Campaign website.

2. Planning (90 words – 10 points)

Social marketing strategies are interwoven throughout overall MD-CARES strategic planning, with particular relevance in the sustaining/expanding plan component. Live television and online interviews were added as strategies in 2009 to reinforce the Campaign's message among new audiences. The Family 411 segment was also run on FOX45's and the Campaign's websites. These marketing platforms were made possible by establishing partnerships with high-profile media that built communication infrastructure for 2009 and future campaigns. Efforts targeted broad audiences to raise awareness of children's mental health, employing familiar and respected spokespersons in new venues.

3. Cultural and Linguistic Competence (70 words – 10 points)

These segments were developed using input from families, professionals, and community partners to inform with accessible and relatable expertise to the general public. The webchat also afforded the information to be interactive, as questions were submitted online from the greater Baltimore viewership.

4. Youth, Family, and Partner Involvement (70 words – 10 points)

The Maryland Coalition of Families for Children's Mental Health (statewide family network) spearheads our Campaign through their Social Marketing Manager funded by MD-CARES. Directed by the Coalition and MHAMD, the webchat included Jane Walker, the Coalition's Executive Director, who provided specific guidance with a psychiatrist on how family members can help their children's mental health. The Family 411 segment featured Maryland's First Lady Katie O'Malley, displaying partnership with State leadership.

5. Message (50 words – 10 points)

Campaign message of "Children's Mental Health Matters!" is led by our statewide family organization in partnership with our statewide mental health advocacy organization. Developed from the perspective of families, the message is appropriate for any audience (legislators, policy makers, funders, etc.) and clearly represents parent voice - "my child matters"!

6. Execution/Presentation (70 words – 15 points)

Meeting the public "where they are" demanded reaching outlets that allow for short, effective messages targeted at people on the go. Morning television news is a coveted spot to reach working parents while an increasing number turn to online sources for information. To capture attention, First Lady Katie O'Malley served as spokesperson on the Family 411 interview; the segment was repeated online. The webchat also leveraged public online interest.

7. Creativity (70 words – 15 points)

Through Campaign partnerships with local FOX and ABC affiliates, the stations provided exclusive opportunities to “get the word out” about children’s mental health. FOX welcomed our Campaign to their Family 411 segment, and ABC welcomed us to their webchat. These media exposures were provided free of charge. ABC also provided complimentary banner advertisements for the webchat. Both media websites displayed links to the Campaign website, supporting further information dissemination.

8. Effectiveness and Evaluation (90 words – 25 points)

The live webchat was promoted using mini-commercials and banner ads. The banner ad appeared to visitors on the site 22,253 times during that month. The FOX45 Morning News Family 411 Segment is estimated to have reached 22,000 viewers. Both media impressions displayed links to the Campaign website, which had 1,875 hits in May.

MD-CARES: Children's Mental Health Matters!

Category: Media Outreach

1. Family 411 Fox45 News Interview with MD First Lady Katie O'Malley

<http://www.youtube.com/watch?v=taFMjge1Zp8&> or search user: [CMHMMHAMD](#)

2. ABC2 News Webcast with Jane Walker, Executive Director , Maryland Coalition of Families for Children's Mental Health and Dr. Gloria Reeves, Child Psychiatrist, University of Maryland

Enclosed DVD (shipped 3/12)

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