

# 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 checked="" 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.)

2009 Red Ribbon Week Activities

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

Name: LaShana Sorrell

Title: Social Marketing/Cultural and Linguistic Competence Coordinator

Organization: commUNITY cares

Address: PO Box 18679

City: Hattiesburg State: MS Zip Code: 39404

Telephone: 601.582.1111 Fax: 601.582.1607

E-mail: lsorrell@mycommunitycares.net

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

commUNITY cares & Pine Belt Mental Healthcare Resources

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

Approximate budget for entry: 2,421.69



# 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 Red Ribbon Week activities demonstrated the combine effort of seven schools, the community mental health agency drug prevention program and commUNITY cares.

## 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 objective was to educate middle and high school youth on the dangers of drugs during the national initiative of Red Ribbon Week from October 23 - October 31. It relates to the social marketing plan because it educates our primary audiences - youth between the ages of 10-18 in Forrest, Lamar and Marion Counties.

We implemented a three-tiered plan in the school, since this is where youth spend most of their time. This plan was executed through a door decorating contest; a pep rally before the last football game of the season and through informational posters, promotional items, etc. The Prevention Specialist and Social Marketing Coordinator contacted several school personnel including: behavioral specialists, assistant principals and school nurses to assist with the project.

## 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?

Projects were decided on after examining the culture of the school district and also the region of the state. After examination and looking at historical relevance, it was decided that since Mississippi South has a love for football, a pep rally might be a good way to engage youth. Also the door decorating contest was designed for middle school after careful consideration of developmental level and typical interest of youth at that age. Posters and information were ordered based on current trends as it relates to youth. Many middle school-aged youth are involved with magna comics, so posters were chosen to depict that. High School Musical was a very popular movie so the theme was adapted for the high school students.

#### **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?

Family and youth are on the Social Marketing task group and gave input from inception and implementation. Community partners assisted in helping with decisions, gathering information from schools and serving as liaisons. Also the partners were key to ensuring participation in the contest and pep rally.

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

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

commUNITY cares focuses on drug and alcohol misuse as well as serious emotional disorders, so this project helped explain the dangers of drugs and alcohol and present information about services in a non-evasive way. Also, this provided an opportunity to discuss mental health and how substance use and mental health issues sometimes correlate.

#### **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.

We had a team of judges that traveled to four participating schools for the door decorating contest. Also we had a pep team that aided in the tossing of drug free embossed items with the cheerleaders and football players while the prevention coordinator spoke to a group of about 150 youth. In addition to those activities, the Prevention Coordinator and Social Marketing Coordinator delivered posters, banners and other drug free items to six additional schools.

One unexpected circumstance was that the city school cancelled their pep rally two days before the event. It affected the numbers we were attempting to reach but overall the project was still a success.

#### **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.

We looked at several red ribbon week publications at themes and based on research we knew animes were popular for middle school age so posters were chosen with anime characters. High School Musical is a popular interests among youth, so we went with that theme for high school students - "Keep Your Head in the Game - Be Drug Free". It was very creative using pep rallies as a way to engage high school aged youth and deliver messages about the effects of alcohol and drugs. The creativity enhanced the outcome of the project by getting youth engaged.

## **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 held a debriefing meeting with key staff to discuss what we liked and what needed to be changed for next year. We evaluated our success by the number of schools attempted to connect with and the number of schools actually participating. Five out of ten middle schools agreed to participate. Two schools out of the three contacted agreed to participate. Overall, we reached our target audience met our goals.

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**Total Points Possible: 100**

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**PLEASE MAIL ENTRIES TO:**

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

## **ACTION PLAN**

**Project Title:** Red Ribbon Week

**Goal:** To educate middle and high school youth on the dangers of drugs during the national Red Week initiative, October 17-25.

### **Action Steps:**

- 1) Sponsor a door decorating contest to all middle schools in Forrest, Lamar and Marion Counties.
- 2) Hold a pep rally at two high schools during the RRW
- 3) Distribute information, items, posters, handouts to schools

### **Tasks:**

- 1) Pick theme(s)
- 2) Construct letter requesting participation from schools
- 3) Create rubric to judge door contest
- 4) Contact schools to see if interested in participating in pep rally
- 5) Order materials to be given to schools
- 6) Deliver information to schools
- 7) Follow-up with phone calls to see who has done door decorating contest
- 8) Write press release and contact media

October 15, 2009

**Dear Teachers:**

**In an effort to raise awareness about the dangers of drug and alcohol use among youth and in conjunction with National Red Ribbon Week, Pine Belt Mental Healthcare Resources and commUNITY cares are sponsoring a door decorating contest for middle school homeroom teachers. The door must be related to Red Ribbon Week or Drug/Alcohol Prevention.**

**The rules will be listed below. Thanks for agreeing to participate.**

**Good Luck!**

#### **Door Decorating Rules**

- 1. All doors must be decorated and ready for judging on or before October 30, 2009.**
- 2. All decorations must be related to Red Ribbon Week or Drug/Alcohol Prevention.**
- 3. Judging will take place on October 30, 2009 throughout the day by a five-member panel.**
- 4. There will be one overall winner in each school district. The homeroom class with the winning door will receive a pizza party at teacher's choice.**
- 5. Additional awards will be given for the Most Resourceful, Most Creative, and Best Application.**
- 6. Photos will be taken of the winning door and submitted to local paper for recognition.**
- 7. For more information contact:**
  - a. LaShana Sorrell, 601.582.1111 ext. 129**
  - b. Marshae McNeal, 601.264.2111 ext. 1914**

Door Decorating Contest				
	4 (N/A)	3 (N/A)	2 (N/A)	1 (N/A)
<b>Visual Impact</b>	4 "In Awe!" "Fabulous"	3 "That's a job well done!" "Nice job!"	2 "Okay, I see shere they were going with that"	1 "What?" "I don't get it!"
<b>Craftmanship</b>	4 The door is exceptionally attractive in terms neatness. Well constructed and not messy. The craftmanship and skills are excellent.	3 The door is attractive in terms of neatness. Good construction and not very messy. The craftmanship and skills are good.	2 The door is acceptably attractive though it may be a bit messy. The craftmanship and skills are average.	1 The door is distractingly messy and/or the craftmanship and skills are poor.
<b>Completeness</b>	4 Door is well completed and space was utilized well.	3 Door is well completed, but space was not utilized to the full extent or some items seem out of place.	2 Door is somewhat complete.	1 Door decorating was attempted or not complete.
<b>Creativity</b>	4 Door is exceptionally creative. A lot of thought and effort was used to make the door interesting.	3 Door is creative and a good amount of thought was put into decorating the door.	2 Door is creative and some thought was put into decorating the door.	1 The door does not reflects any degree of creativity.
<b>Originality</b>	4 Exceptional use of new ideas and originality to create door.	3 Good use of new ideas and originality to create door.	2 Average use of new ideas and originality to create door.	1 No use of new ideas and originality to create door.

Homeroom Teacher Name \_\_\_\_\_

School \_\_\_\_\_

Judge Name \_\_\_\_\_

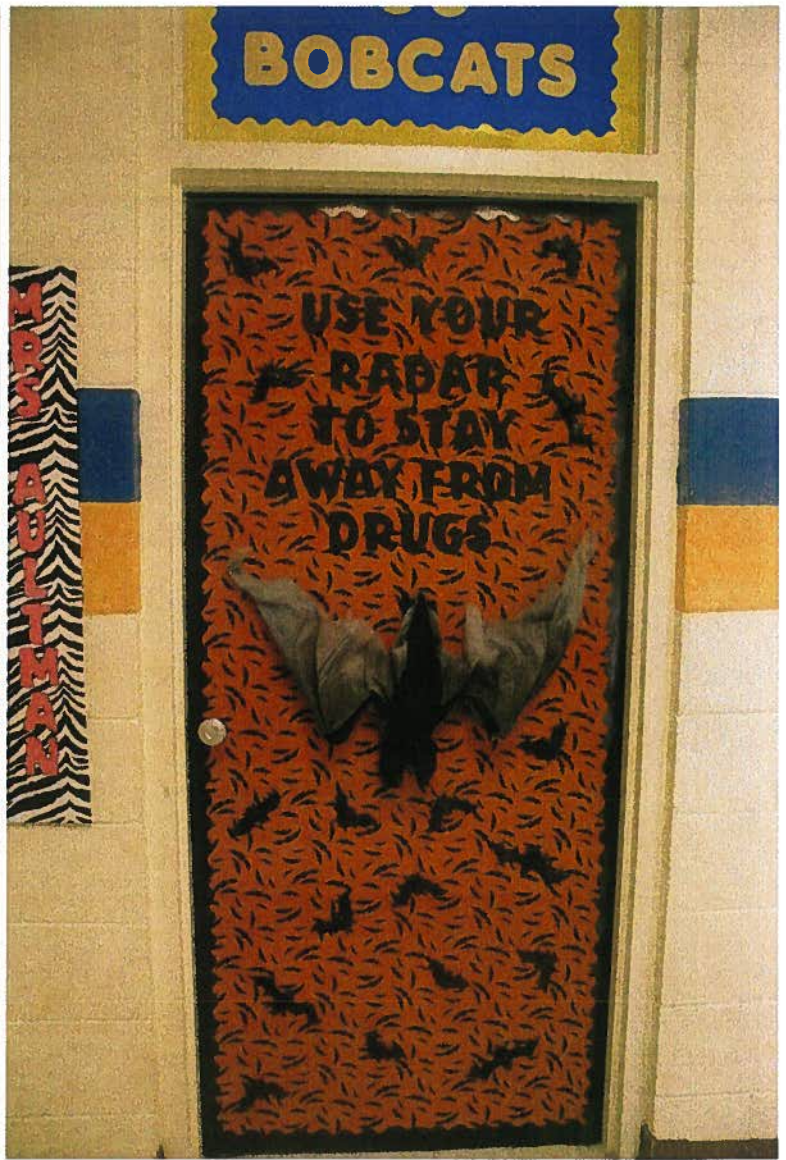
Would you recommend this door for Most Resourceful? \_\_\_\_\_

Would you recommend this door for Most Creative? \_\_\_\_\_

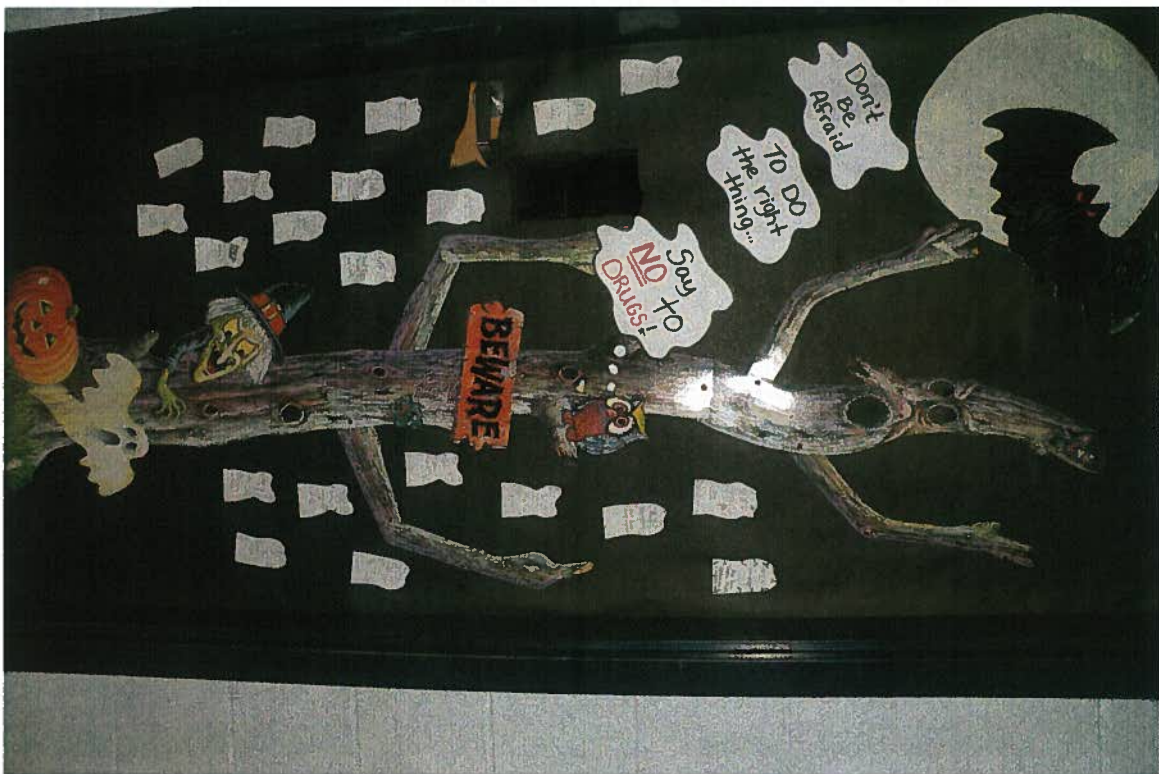
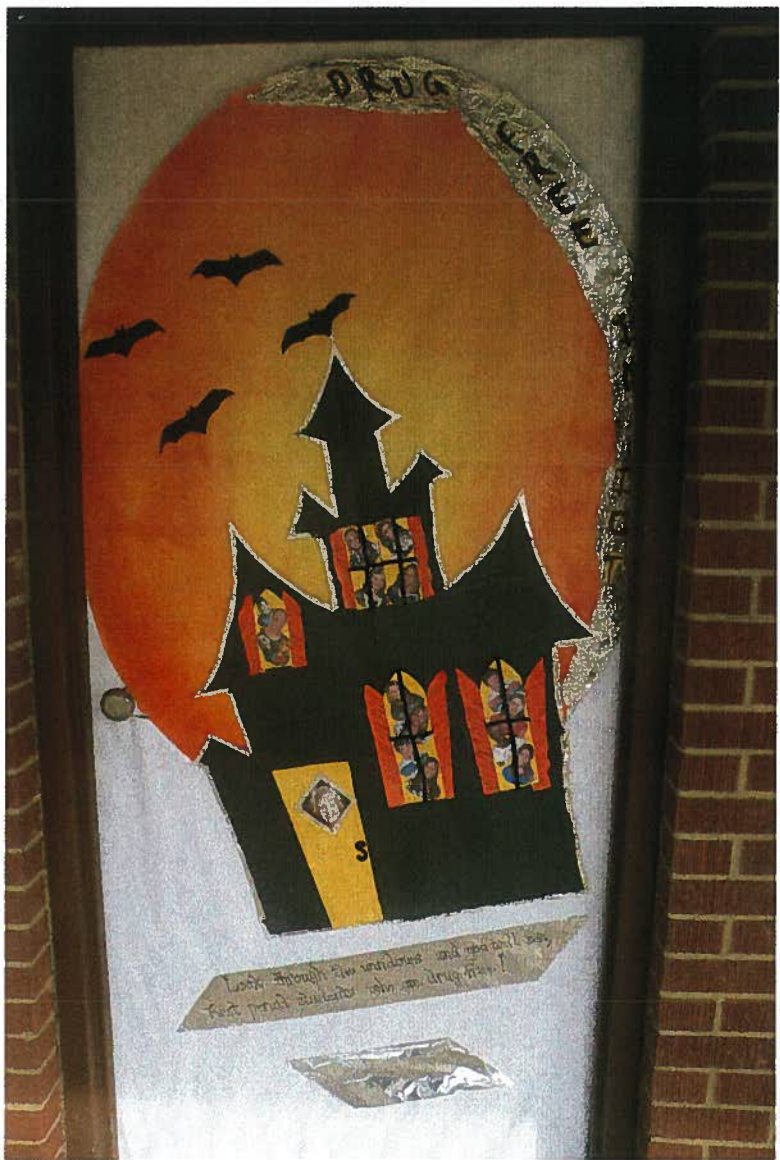
Would you recommend this door for Best Application? \_\_\_\_\_



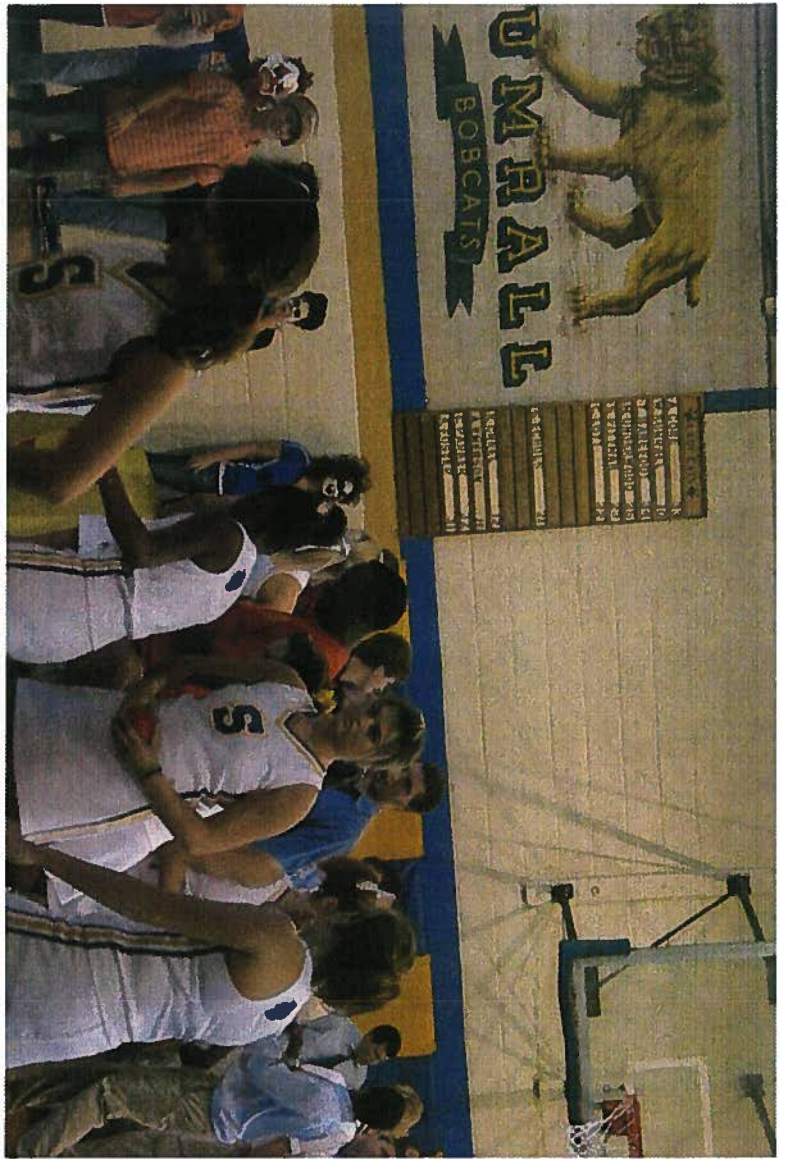


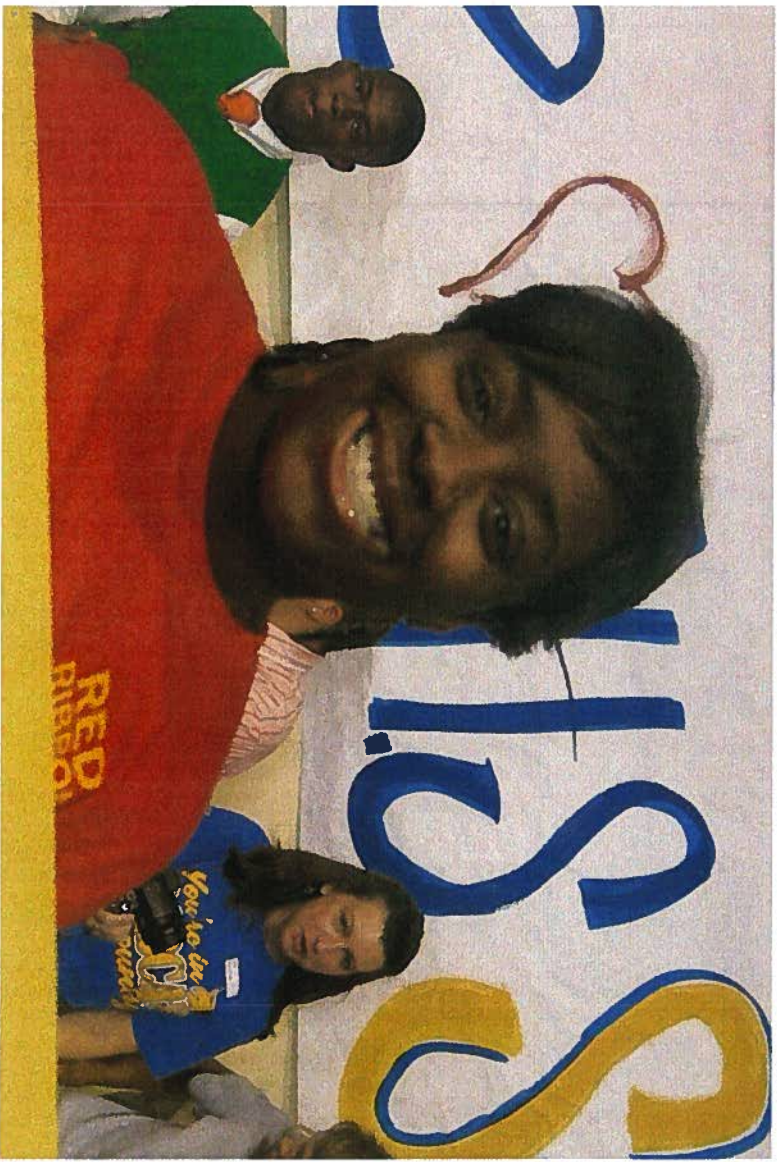




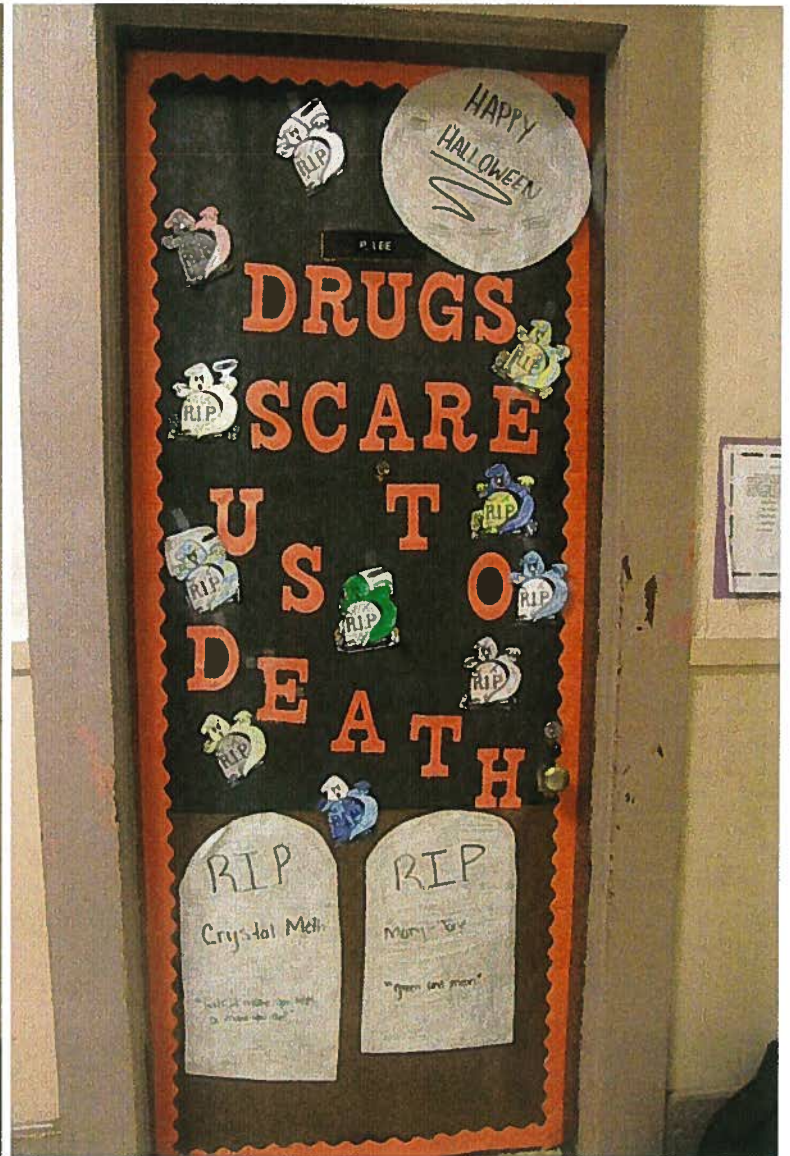




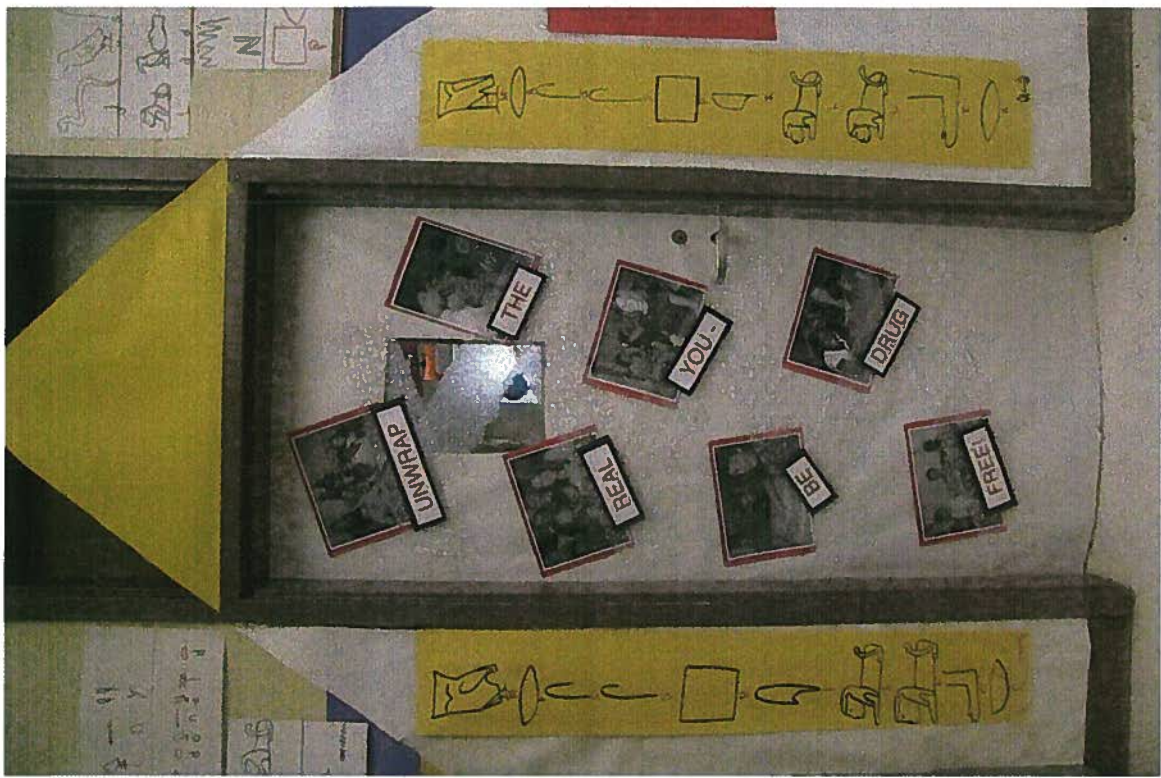




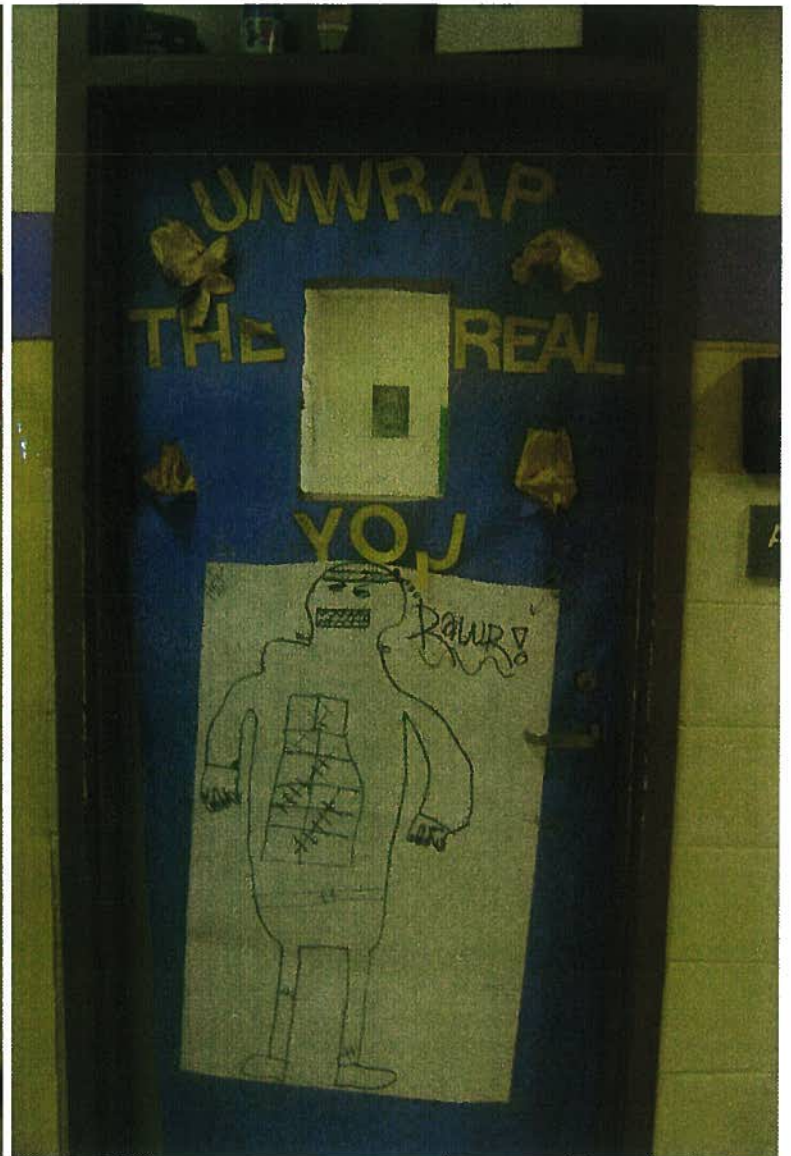
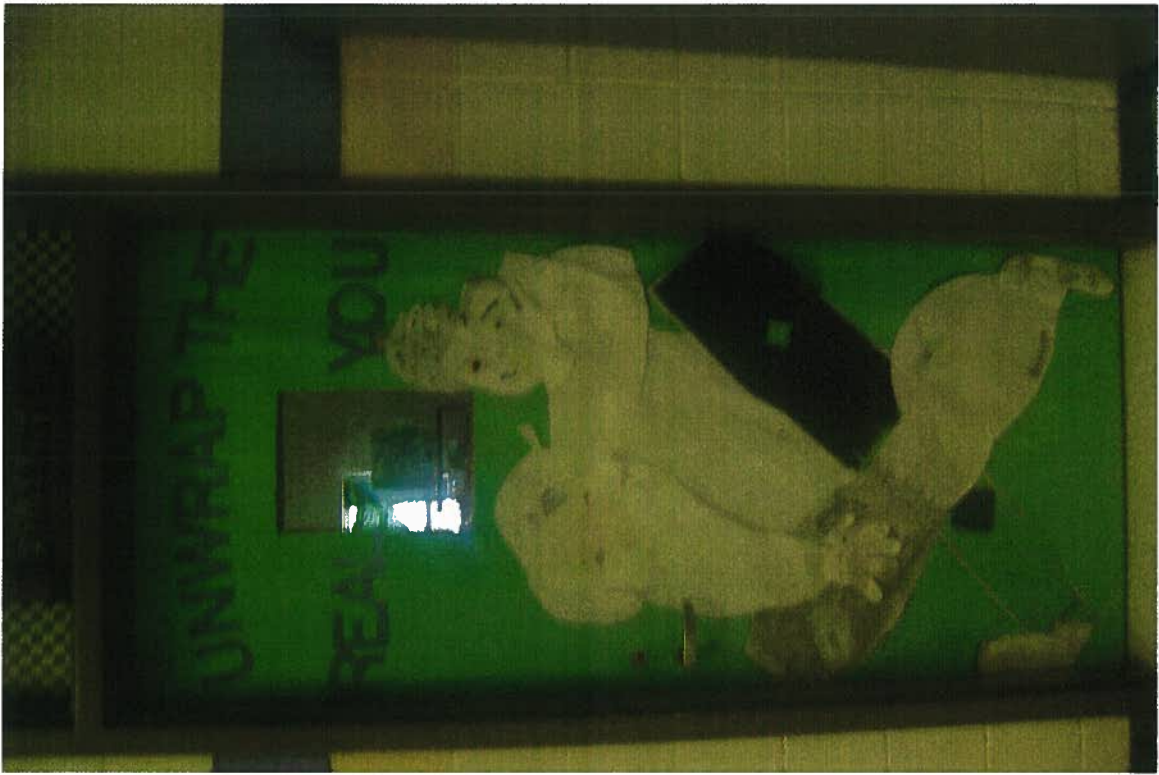






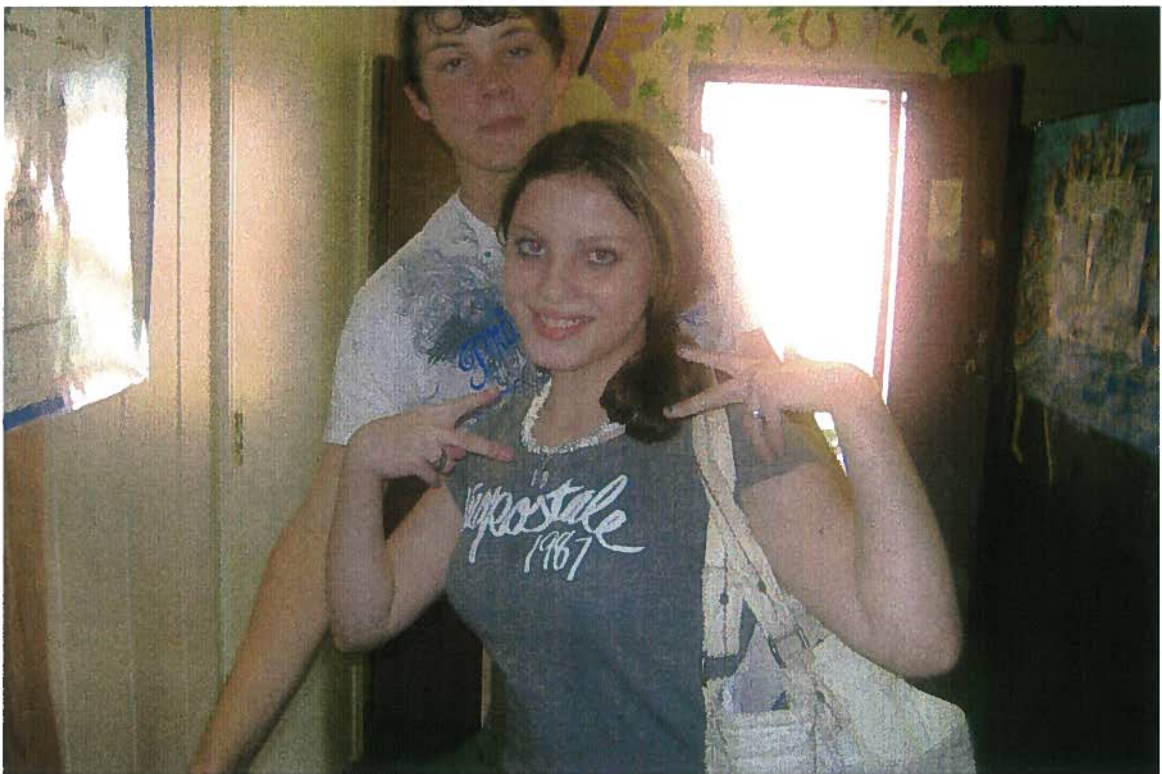














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Thu Mar 4, 2010

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**Customize your KT PS ST5 Thinking it Through Drug Prev**

Select options; the kit price is automatically updated with the new price.



Audience

Grade level: 5-12

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**Item Name**

**Posters**

Ps Think Through: Meth

**Posters**

Ps Think Through: Prescription Drugs

**Posters**

Ps Think Through: Steroids

**Posters**

Ps Think Through: Club Drugs

**Posters**

Ps Think Through: Marijuana

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Select options; the kit price is automatically updated with the new price

**Item Description**

**Thinking It Through:Poster Set**

Twens and teens today can't get enough of the contemporary style of art known as Manga. These unluqe posters use this to communicate the danger of drug abuse. Colorful characters think through the consequences of using today's high profile drugs and make the healthy choice to say "no thanks." Each poster is beautifully laminated, making it durable and easy to hang throughout your school.

Set includes each of the following "Thinking It Through" posters:

- Club Drugs
- Steroids
- Meth
- Prescription Drugs
- Marijuana

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