

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 checked="" 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.)

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

Name: Galina Mala Liss

Title: Social Marketing Communications Manager

Organization: United American Indian Involvement - Seven Generations Child & Family Services Dept.

Address: 1125 W. 6th St., Suite 103

City: Los Angeles State: CA Zip Code: 90017

Telephone: (213) 241-0979 x7134 Fax: (213) 241-0925

E-mail: galina16@gmail.com

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

United American Indian Involvement - Seven Generations Child & Family Services

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

Approximate budget for entry: \$1,000



ECCO Awards Entry Questions:
Red Pages(Partnership Development Category)

1. **Relevance to Category:** Why have you chosen this category for your entry?
We chose the partnership development category for our Red Pages entry because it lists all of our partners in our resource guide.
2. **Planning:** 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?
Objectives were to educate our Native American Community about various resources throughout Los Angeles. Our entry relates by providing information on Native American agencies and resources to help them restore harmony and healing, increase mental health access, and provide information on how to access culturally competent mental health care. Our strategy was to provide information and services available to help American Indians in Los Angeles County. Our Red Pages resource guide was made as a direct request by our Native Community.
3. **Cultural and Linguistic Competence:** How did you ensure that your entry was culturally and linguistically competent? What resources or methods did you use?
Our entry was culturally and linguistically competent because all of our entries are relevant to Native people, their barriers, and how to overcome them. We used Native artists to design the Red Pages with Native designs and colors, as well as easy to understand wording.
4. **Youth, Family and Partner Involvement:** How did you involve youth, families, and partners in the planning and execution of your entry?
Our youth, parents, elders and service providers from Circles of Care and our Advisory Board specifically requested a resource guide, similar to the Yellow Pages, for the Native Community. We involved our youth, family and partners by inviting them to all of our advisory board meetings (held once a quarter) and implementing their input on the creation, evolution and final draft of our Red Pages.
5. **Message:** Explain why the message of your entry is appropriate to your target audience. Our message of our entry is appropriate to our target audience because (mental health) affects all Native American families, youth, and service providers. The resources listed in our Red Pages allow our Native Community to access the services they need to live sound, healthy lives.
6. **Execution/Presentation:** How was your entry implemented? How were unexpected circumstances-positive or negative-addressed, and how did they affect the overall presentation of your entry? Our social marketer called multiple organizations to make sure they were a good fit for our Red Pages and to make sure the information was accurate. Constant changes within various organizations

and who to include in our Red Pages was difficult to decide upon due to political connections and our geographical constraints. The demand for this resource showed the importance of Native services and the need for overall wellness.

7. Creativity: How was creativity used in the development of this product or activity? How does the design enhance or detract from the message?
The Circles of Care staff, System of Care staff and advisory board participated in the brainstorming of ideas to develop the entry. This process took place over several meetings. The final outcome was built upon the original ideas generated, and was improved upon as more ideas were generated.

8. Effectiveness and Evaluation: What methods of evaluation were used? How well did the entry succeed in reaching its target audience and meeting other objectives?
Staff brought back verbal feedback that they received from clients and service providers after the events. Various evaluation surveys were very positive regarding the Red Pages. Multiple copies of our Red Pages are now in high demand by several partners, community members and organizations- indicating we were all very successful in reaching our target audience.



RED PAGES

2009

A RESOURCE GUIDE FOR THE
AMERICAN INDIAN/ALASKA NATIVE COMMUNITY
IN LOS ANGELES COUNTY

UNITED AMERICAN INDIAN INVOLVEMENT, INC.
SEVEN GENERATIONS CHILD AND FAMILY SERVICES





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I. AMERICAN INDIAN/ALASKA NATIVE AGENCIES

The County of Los Angeles has a wealth of social services available to its residents. There are primarily five American Indian social service organizations in Los Angeles County that provide a range of services to the community. Two of these are private, non-profit agencies: United American Indian Involvement, Inc. and the Southern California Indian Center. The three public sector programs include the Department of Mental Health American Indian Counseling Center, the Department of Children and Family Services Indian Child Welfare Program, and Torres-Martinez Tribal Temporary Assistance to Needy Families (TANF). There are several additional American Indian programs and independent providers that offer more specialized services. The following is a description of the AIAN human services providers utilized by the community in Los Angeles County.

United American Indian Involvement, Inc.



1125 West 6th St., Suite 103
 Los Angeles, CA 90017
 (213) 202-3970 • (213) 202-3977 Fax
www.uaii.org

Founded in 1974, United American Indian Involvement, Inc. (UAI) is a non-profit multi-service agency, located in SPA 4 area of Los Angeles, whose mission is to enhance the health and well being of the American Indian/Alaska Native community in all of Los Angeles County. Currently, UAI provides a wide range of services to more than 3000 American Indians across Los Angeles County. These services include outreach, case management, linkage and referral, health education and promotion, risk assessment, disease and injury prevention, STD/TB/Hepatitis screening, access to medical and dental services, vocational counseling, youth services (mentorship, education, tutoring, recreation, and cultural activities), substance abuse counseling and treatment, and mental health services.

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