

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

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

QueerHeartland.org - Changing the Story for LGBTQ Youth

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

Name: Tara Freed

Title: Social Marketer

Organization: STARS for Children's Mental Health

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E-mail: tfreed@cmmhc.com

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

STARS for Children's Mental Health

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

Approximate budget for entry: \$1300



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?

Queerheartland.org was designed as an online resource for professionals involved with systems of care who support and provide care for LGBTQ youth and their families.

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?

Our communication plan includes strategies and outreach to our underserved cultural populations which includes the LGBTQ community. Through this plan we began with a series of educational trainings for professionals. There we also compiled a list of their needs that could be met with a website. With this information, QueerHeartland was designed to offer information, ideas and support to professionals who can transform every space in our community into a SAFE space where youth, regardless of sexual orientation and/or gender identity, may simply BE... happy, whole, healthy and loved.

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?

This website was constructed by four members of the LGBTQ community, including Christopher Kerr, STARS LGBTQ Cultural Guide. They used their networks, personal experience, and information gathered from our trainings to design a site that was culturally sensitive to their community and helpful to system of care professionals. This design team also included a definitions page with helpful linguistic terms and phrases of the LGBTQ community.

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?

Our Youth Board was involved in the development of this project – we were respectful of opinions from youth who have not come out, and their allies. Families and friends of the design team used their personal experience for the development. End-users of the site provided their needs and our design team made it happen. The design team also donated their time to develop, construct, edit and market this site.

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

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

Queerheartland provides a message of education and support for providers and allies of LGBTQ youth and their families. We were very purposeful and careful that the message of this website was not about values, beliefs or political views.

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.

Our website went live in October, 2009. To market the site we emailed it out to our large contact list, listed it on our facebook page, and continue to pass out business cards with the url address and mission of the site. We also advertise the site at our many LGBTQ trainings in the schools, counties, and community. A great unexpected circumstance was the positive community interest and feedback about the site's usefulness.

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.

The simple design of this site makes for very easy navigating – viewers can quickly find a calendar of LGBTQ trainings/events, presentations available for their agency/school/etc., definitions, resources, and personal stories that give an inside look into the life of a LGBTQ youth. The main site is broken into five areas: Home, Youth, Schools, Friends and Family, and Therapists – each of those pages have resources listed for the specific audience.

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?

At our trainings, professionals indicated they are scared to ask questions due to fear of embarrassment (“you should know this already”) or judgment (“how rude or insensitive of you to ask that question”) – this website takes away that fear and provides a local resource who will not push values, but provide support and education. Because this just went live in October, evaluation of overall site hits and unique visitors will happen soon; along with a survey monkey asking end-users for input and suggestions.

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

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