

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.)

VOICES OF CHANGE: Exploring a Youth-Guided System of Care

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

Name: Sonya T. Beasley

Title: Social Marketing Manager

Organization: Mule Town Family Network

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

Mule Town Family Network

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

Approximate budget for entry: \$30,000.00



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 purpose is multifunctional both as outreach to family and youth, providers, professionals, community and to reach the professional community to support system change through youth voice and experience.

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?

Objectives include sharing program successes, emphasizing the importance of family/youth voice and choice, documenting the value of youth leadership, highlighting the value of SOC in our community and decreasing the stigma associated with the mental health needs of children and youth, which is a key social marketing goal. The strategic plan includes the utilization of the youth voice to bring about system change. The strategy employed focused on family/youth sharing experiences in their own words. While the Youth-in-Action group was featured throughout the video, three youth's stories were highlighted.

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 need for cultural competency was addressed in the initial planning and reviewed throughout the process. This directed decisions related to who and what and how information was featured. Resources utilized included review by the MTFN Cultural and Linguistic Competency Coordinator, Steering, Grant Management and Executive Committees as well as provider agencies, families and youth.

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?

Youth, family and partner involvement was integral to the entire process. The family partner took the lead in video development. The Youth Engagement Specialist obtained youth input on community activities to be represented, identification of youth to be featured, supports included and involvement of the entire Youth in Action group. The professional partner delivered the clear message about system change. Community partners participated as represented in the video.

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

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

The message is the strength of a collaborative system approach that requires family and youth guidance in developing a successful plan of action. The video shows that youth empowerment supports goal attainment. The motivation provided through their experience supports the professional community in evaluating what works to achieve outcomes.

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.

The presentation was implemented through initial discussion and planning of the key points of the message. These points were reviewed consistently throughout the process and adjustments made accordingly. Capturing the message required one change of venue for clarity focus.

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.

Creativity of this project rests with the youth and families who shared their experience. There was no set script; the genuine experience was obtained in their own words. The process of working with a system of care was depicted in the activities and the interaction within the community. The youth were empowered and the community also became part of documenting the system of care.

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?

Evaluation has evolved as the video has been utilized. Formal feedback has been obtained from the collaborative partners. Other evaluation has been anecdotal from audiences who have seen the video. The video has been utilized by the local cable station, the statewide Council on Children's Mental Health, area schools, provider agencies, the TennCare Board and the Health Department. Response has unanimously been positive with more requests for copies of the video. The Council on Children's Mental Health described the video as clearly explaining the system of care process.

Total Points Possible: 100



PLEASE MAIL ENTRIES TO:

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