

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 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.)

Family Fun Day

★ **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

Address: 407 Washington Street

City: Monticello State: MN Zip Code: 55362

Telephone: 763.271.5323 Fax: 763.271.5327

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: \$8,000



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?

On May 2, 2009, our community hosted a Family Fun Day to kick-off the celebration of children's mental health awareness week and National Children's Mental Health Awareness Day.

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?

In our communication plan, we included a Family Fun Day (FFD) as a strategy to reduce stigma. By having the community come together for a single event celebrating children's mental health, we raise awareness and reduce isolation of families looking for community support. Youth, families, STARS staff, and partners formed a FFD committee that met weekly to develop the day's activities (carnival games, performances, presentations, and crafts) and coordinate logistics (budget, location, promotion, food, community booths/vendors, volunteers, and prizes).

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?

Our Cultural Guides led us in ensuring cultural and linguistic sensitivity of this event. Flyers were translated into Spanish and Somali and included a Safe Space Pink Triangle for the LGBTQA community. Our event featured an "Experience More..." room with Somali, Latino, Native American, and African American foods (all food and drink were pork free, conscious of our Somali participants). The room also included art, music, and mental health information and fact sheets pertaining to their communities. Beats on the Block, an African American youth drum group, also performed at the event.

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 Fun Day is driven by our parents, youth, and partners. Families and youth decided the "kick-off" idea – holding the event on the Saturday before May 7. STARS definitely couldn't do this on our own - the event needed 70 family, youth, community and partner volunteers. Not only did families and partners volunteer their time, they also donated resources and prizes. Twenty community organizations provided information booths. And our youth board sponsored and volunteered in the "teen room."

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

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

We wanted this event to increase awareness of children's mental health and the support in the community. The event promoted a message of celebration, support and education. "Join STARS in kicking-off children's mental health week! This fun, free event is open to anyone in the community who wants to have fun, learn more, and show their support for children's mental health."

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 event took place at Sartell Middle School. Every volunteer wore a purple STARS t-shirt; dads wore black t-shirts and held a special seminar. Unexpected circumstances included more community involvement than ever before (four area mayors signed proclamations, twenty community organizations provided information booths, free newspapers and radio advertising) and public health alerts of the H1N1 (we loaded the food and games area with hand sanitizers, wipes, and "Squeaky Clean" signs).

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.

Our FFD committee was very creative when designing this event. This was not a typical "carnival." The committee put time into making sure we had community information and resources available (and vendor bingo to get them there), outreach to our area's diverse cultures (including the sometimes over looked cultures of youth, LGBTQ, and dads), and coloring and crafts that touched on using art to express emotions.

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?

With 70 volunteers, 14 staff, and 1200 attendees, this event was a huge success. We got people in the door who wanted to show their support, or may have simply needed that support, for children's mental health. During the event we had an information/evaluation survey – everyone who completed a survey received a children's book. This survey was also a great tool for our family support staff to reach out to families with information and follow-up. Many changes were implemented in this FFD based off past evaluation suggestions – one being a quiet area for kids.

Total Points Possible: 100



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



Family Fun Day

2010 ECCO Recognition Program
National Children's Mental Health Awareness Day

STARS for Children's Mental Health
Tara Freed - 763.271.5323 or tfreed@cmmhc.com

Family Fun Day

Saturday, May 2, 2009

10am - 2:30pm

Sartell Middle School

(627 3rd Ave. N.)

Kids - Join in the fun!

- Bounce houses by Inflatables LLC
- Carnival games
- Face painting and tattoos
- Magic shows
- Coloring and crafts
- Caricature artists
- Live music
- Tons of prizes!

Bring your parents!

- Community resource booths
- Vendor presentations
- Free massages
- Prizes, including: MN Zoo passes, movie tickets, children's books, gift cards, and more!

...And more to come!

Show your support for
children's mental health!

Let's Celebrate!

Join STARS in celebrating Mental Health Month! This FREE event is open to anyone in the community who wants to show their support for children's mental health.

Snacks and lunch provided!

STARS will also be highlighting some of our area's diverse cultures by featuring traditional foods, dances, art and more!



STARS
for Children's Mental Health

For more information on Family Fun Day visit
www.StarsNetwork.org or call (763) 271-5323.



• Día de Diversión en Familia

Gratis

Sábado 2 de Mayo de 2009

10 a.m. - 2:30 p.m.

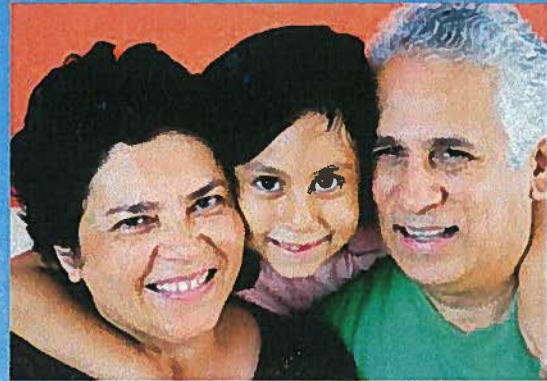
Escuela Secundaria en Sartell - (627 3rd Ave. N.)

Premios

¡Vamos a Celebrar!

Se parte de la diversión y celebre con nosotros la salud mental de nuestros hijos. Será un día entretenido con actividades GRATUITAS para todo aquel que quiera divertirse y aprender más acerca de la salud mental.

¡Tendremos comida tradicional y arte Latino!



• Aprenda y Diviértase

Actividades para niños de todas las edades

- Juegos inflables
- Juegos de feria
- Pintaremos las caras y pondremos tatuajes
- Trucos de magia - 10:30, 11:30, 12:30
- Actividades manuales
- Música de tambores
- Dibujos de caricaturas
- Música en vivo
- Toneladas de premios



Comida y Juegos

¡Traiga a toda su familia!

- Habrá mesas con información acerca de servicios en la comunidad
- Masajes gratis
- Habrá premios: Boletos para ir al zoológico y al cine, libros para niños y más!

... Y más premios!



STARS
for Children's Mental Health

Para obtener más información, visite www.StarsNetwork.org o llame a Mayuli al (763) 639-4368.



Family Fun Day

Sabti, 2 da May, 2009

10 ka Subaxnimo – 2:30 ka Galabnimo

Sartell Middle School - (627 3rd Ave. N.)

Caruuray - Kaalya madadaasha!

- Guryo lagu boodboodo (Bounce houses) oo ay Inflatables LLC samaysay
- Ciyaaraha dabaaldegga (carnival)
- Wajiga oo la iska ranjiyo waxna lagu qoro
- Sixirow la firsado
- Wax midabayn iyo farshaxan
- Muusiko la tumaayo
- Sawirada jinijiniga dadka sameeya
- Abaalgudyo iska batay!

Waalidkaa Keen!

- Meelo dadku waxay rabaan ay ka helaan ama waydiiyaan
- Bandhigyo dad wax iibinaya
- Duugitaan (masaajo) lacag la'aan ah
- Abaalgudyo, ay ka midyihiin: tigidho lagu galo beerta xoolaha la daawado (Zoo) ee MN, tigidho shaneemo, buugta caruurta, kaararka hadiyadda, iyo waxyaabo kale!

**Muuji taageeradaada
caafimaadka maskaxda caruurta!**



Aynu dabaaldegno!

Ku soo biir STARS marka loo dabaaldegayo Mental Health Month! (Bisha Caafimaadka Maskaxda!) Xafladaan lacag la'aanta ahi qof walba oo bulshada ka tirsan oo raba in uu muujiyo in uu taageerayo bisha caafimaadka maskaxda waa u furantahay.

Ismaris iyo qado ayaa la bixinayaa!

STARS waxaa kaloo ay dadka tusaysaa dhaqamada kala duwan ee xaafadda iyadoo keenaysa cuntooyin dhaqameed, qoob ka ciyaar, farshaxan iyo waxyaabo kale!

Wixii warbixin dheeraad ah ee ku saabsan Family Fun Day (Maalinta Madadaalada Qoyska) tag www.StarsNetwork.org



STARS
for Children's Mental Health

Family Fun Day

North Gym

All day activities:

- Carnival games
- Bounce houses
- Face painting
- Tattoos
- Caricature artists

Beats on the Block - 1pm
(St. Cloud Youth Drum Group)

Commons

Community Resource Booths

STARS resources and services

Massages by Chiropractic Connection

Food and snacks:

Popcorn • Cotton Candy • Hotdogs
Chips • Juice • Water • Coffee

Room 667

Teen Room

- Wii Competitions
- Movies
- Games

Room 619

Coloring and Crafts

With live music by: John Eric Thiede

Room 702

Magic Shows

- 10:30am, 11:30am, 12:30pm

Just for Dads - 11am

Come share your thoughts on what
dads need in Central Minnesota!

Multi-Purpose Room 620

Experience More...

This room will highlight our area's
diverse cultures by featuring art, food,
music and more.

We will be highlighting the following
communities:

- GLBTQ
- Native American
- Latino
- African American
- Somali

Thank you to our sponsors:

Bernick's, Aflac, Scoles Construction, CMMHC, Caritas Mental Health Clinic,
Sartell-St. Stephen School District, Pan-O-Gold, Inflatables LLC.

And a special thanks to our volunteers!



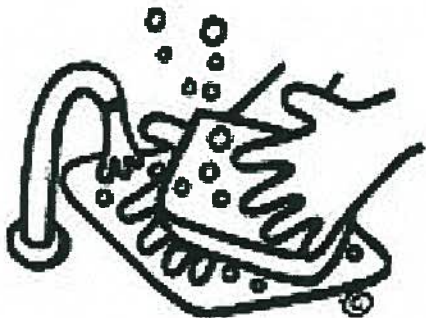
STARS
for Children's Mental Health

Keep squeeky clean!

Easy, everyday actions can help prevent the spread of germs.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water, especially after you cough or sneeze. We recommend that when you wash your hands -- with soap and warm water -- you wash for 15 to 20 seconds.
- Alcohol-based hand cleaners are also effective. If using gel, rub your hands until the gel is dry.
- Avoid touching your eyes, nose or mouth. Germs spread this way.

STARS has disinfecting wipes, hand sanitizer and Kleenex placed around the building to help prevent the spread of germs. **Also, please make sure that you allow STARS volunteers to serve your food.**





STARS
for Children's Mental Health

Family Fun Day – May 2, 2009 Pledge Form

STARS for Children's Metal Health is hosting a Family Fun Day on Saturday, May 2nd at the Sartell Middle School in Sartell, MN. This free event is open to anyone in the community who wants to have fun, learn more and show their support for children's mental health and wellness.

As an advocate for children's mental health, I (print name) _____, pledge to volunteer my time by working at the Family Fun Day on May 2, 2009.

I am available to work:

- | | |
|--|---|
| <input type="checkbox"/> All day (8am – 4pm) | <input type="checkbox"/> 10am-2:30pm |
| <input type="checkbox"/> Set up (8am – 10am) | <input type="checkbox"/> Take down (2:30-4pm) |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Whenever you need me |

I would like to work:

- | | | |
|---|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Kids activities | <input type="checkbox"/> Sign-in | <input type="checkbox"/> Food |
| <input type="checkbox"/> Evaluation efforts | <input type="checkbox"/> Floater | <input type="checkbox"/> Teen Room |
| <input type="checkbox"/> Story telling | <input type="checkbox"/> Quiet Area | <input type="checkbox"/> Speaker room |
| <input type="checkbox"/> Other _____ | | |
| <input type="checkbox"/> Whatever you need me to do | | |

Sign name: _____

Date: _____

Phone number: _____

Email: _____

I need a t-shirt Size: _____

I can wear my shirt from last year

Family Fun Day Volunteer List

Tara's cell phone – I will have my phone on all day, please call with any problem you have (problems related to FFD only please 😊)! 701.339.1851.

Set up (8am-10am):

Table carry in and set up: (Get “Table Map” from Muriel or Lester – the map will let you know how many tables/chairs need to go in each room/area)

1. Scott Scoles 3. Tim Long 4. Doug Foreman

Main door giving directions: Muriel and Lester 7:45am - Handing out volunteer t-shirts, maps, volunteer lists, activity lists, etc., pointing people in the right direction.

Kids gym: Sara is main contact for this area.

Magic/Dads room: Sara Make sure room is set up how you want it.

Carnival game set up: Rachel, Tom Le, Tyler, Klava, Jessica – Get directions from Sara

Youth Board Booth set up: Mia, Kryssy and Trisha.

Easel set up and inside/outside signage and balloons: Amy B, Jennifer Hartman, Nikki T., Victoria B. “Signage Map” is taped to the box of signs at registration desk. This will let you know where to put up all of the signs and easels (right now I have 7 easel signs and only 3 easels. It is most important to put the easels in the gym – you may want to tape the other ones to the doors. Get masking tape and rope (in signage box) and easels at the registration desk.

Coloring wall: Mia and Rachel – then help set up in kids gym. Get directions from Sara - you will be hanging up art in the gym. Get masking tape from registration table area.

Sign-in area: Tara

Booth set up: STARS, Eval, wraparound, school-based, cultural, Family Involvement booth set up: Trisha and Marissa and Michelle

Coloring/crafts set up: Marni and Yolanda I don't really care how you set this area up. Do it quickly then set up popcorn/cotton candy.

Teen Room Set Up: Sara, Perry, Issac

Food area: (Get “Food Map” from Mureil or Lester).

The map will tell you where to set up things for the food. Put the donated water in the coolers and tape the signs “Beverages in coolers for Volunteers Only” on them (signs at registration area)– Use gloves to serve food. We can use the kitchen for water only.

Popcorn and Cotton candy: Liz, Janice, Marni, Yolanda

*The wait lines get really long during the day so start making this right away and keep it to the side to help!

Hotdogs and chips: Ann, Christopher G., Susan, Bob, Beth and Chris S.

Juice and Coffee: Becky F. and Wendy

Help coordinate cultural room: Tara, Mayuli, Abdi, Yolanda, Chris K., LaRone, – Set up food tables, put up signage, get food ready, CLC both, set up tables for eating, vendor area for latino, somali and native art area.

Magic Shows/Dads Room

Sara

We will be having magic shows at 10:30, 11:30 and 12:30. Announce over mic in kid's gym. Make sure you are in the room at this time, help the magician if needed, pick up after everyone leaves, open/close the door, etc. Be there for the "dads conversation."

Cultural Room

Fartun, Yolanda, Mayuli, Abdi, Chris K, Tim Long, MJV

I have you guys in here all day – but you can float around when you aren't busy. I won't "assign" places to work. Just make sure the food and booths are covered! **Encourage people to sanitize before they eat and wear gloves to serve food!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Crafts Room

Help the parents find crafts for their children to do. Keep the room cleaned up.

Coloring/crafts table:

10am-12:00pm:	1. Gail	2. Marni	3. Andrea (Give Marni a break)
12pm – 2:30pm:	1. Inez	2. Marni	

Resource Area

- At each of your booths you will have a purple highlighter – people will be coming to your booth with a "vendor bingo" sheet. Mark your square with the highlighter. If participants get all of their boxes marked, they get to enter to win prizes. They turn in their sheets at the registration desk.
- FFD Survey (blue form). If people turn in their FFD Survey form to you, please use your purple highlighter to mark the box on their yellow Vendor Bingo. Then give **each of their kids** a book.

STARS booth:

10am-12pm: Susan **12pm-2:30:**Susan

*Bill will be floating around giving pee breaks☺

Youth Booth:

10am-12pm: Mia&Kryssy **12pm – 2:30pm:** Mia&Kryssy

Wraparound Booth:

10am-12pm: Jen H./Marissa **12pm – 2:30pm:** Victoria/Nikki

Family Involvement Booth:

10am-12pm: Michelle **12pm – 2:30pm:** Wendy

School based booth:

10am-12pm: Chris S.

12pm – 2:30pm: Chris S.

*Bill will be floating around giving pee breaks☺

Eval Booth:

10am-12pm: Trisha

12pm-2:30pm: Trisha

*Bill will be floating around giving pee breaks☺

Kids Area

Sara – use mic to announce magic shows and dads conversation.

ALL – Make sure to keep lines moving! Don't let them bounce too long☺

People labeled (float) – this means that you aren't the main person at a game/bouncy, but you will need to give bathroom/eating breaks to others.

Slide	10:00-12:00	1. Kelly	2. Kelsey (float)
	12:00-2:30	1. Kelly	2. Kelsey (float)
3 in 1	10:00-12:00	1. Ruth W.	2. Christine K. (float)
	12:00-2:30	1. Trisha B.	2. Christine K.

Mickey Bouncer

10:00-12:00	1. Janice	2. Christine K. (float)
12:00-2:30	1. Julie	2. Brian

Carousel Bouncer

10:00-12:00	1. Trisha B.	2. Jessica
12:00-2:30	1. Allison	2. Jeff (float)

Paint/Art	10:00-12:00	1. Keystone Youth1	2. Keystone Youth2
	12:00-2:30	1. Keystone Youth1	2. Keystone Youth2

Plinko	10:00-12:00	1. Pam	2. Kelsey (float)
	12:00-2:30	1. Jessica	2. Jeff (float)

Ring Toss	10:00-12:00	1. Keystone Youth3	2. Keystone Youth4
	12:00-2:30	1. Keystone Youth3	2. Keystone Youth4

Color Wheel 10:00-12:00 1.Tyler 2.Klava
12:00-2:30 1.Tyler 2. Kelsey (float)

Tattoos 10:00-12:00 1. Mary Ann 2. Allison
12:00-2:30 1. Scott 2. Christopher G.

Teen Room 10:00-12:00 1. Isaac 2. Tom Le 3. Cordell
12:00-2:30 1. Perry 2. Jordan 3. Cordell

Face Painting

10:00-12:00 1. Shannon 2. Victoria B. 3. Nikki
12:00-2:30 1. Shannon 2. Nanette 3. Klava

Take Down

Tables carry out: Doug, Terry, Scott, Tim Long

Easels and signs: Tara

Magic Show room: Sara

Sign-in area: Tara, Liz

Kids gym: Sara, Kim, Gene, Rachel, Jessica, Mia, Kryssy

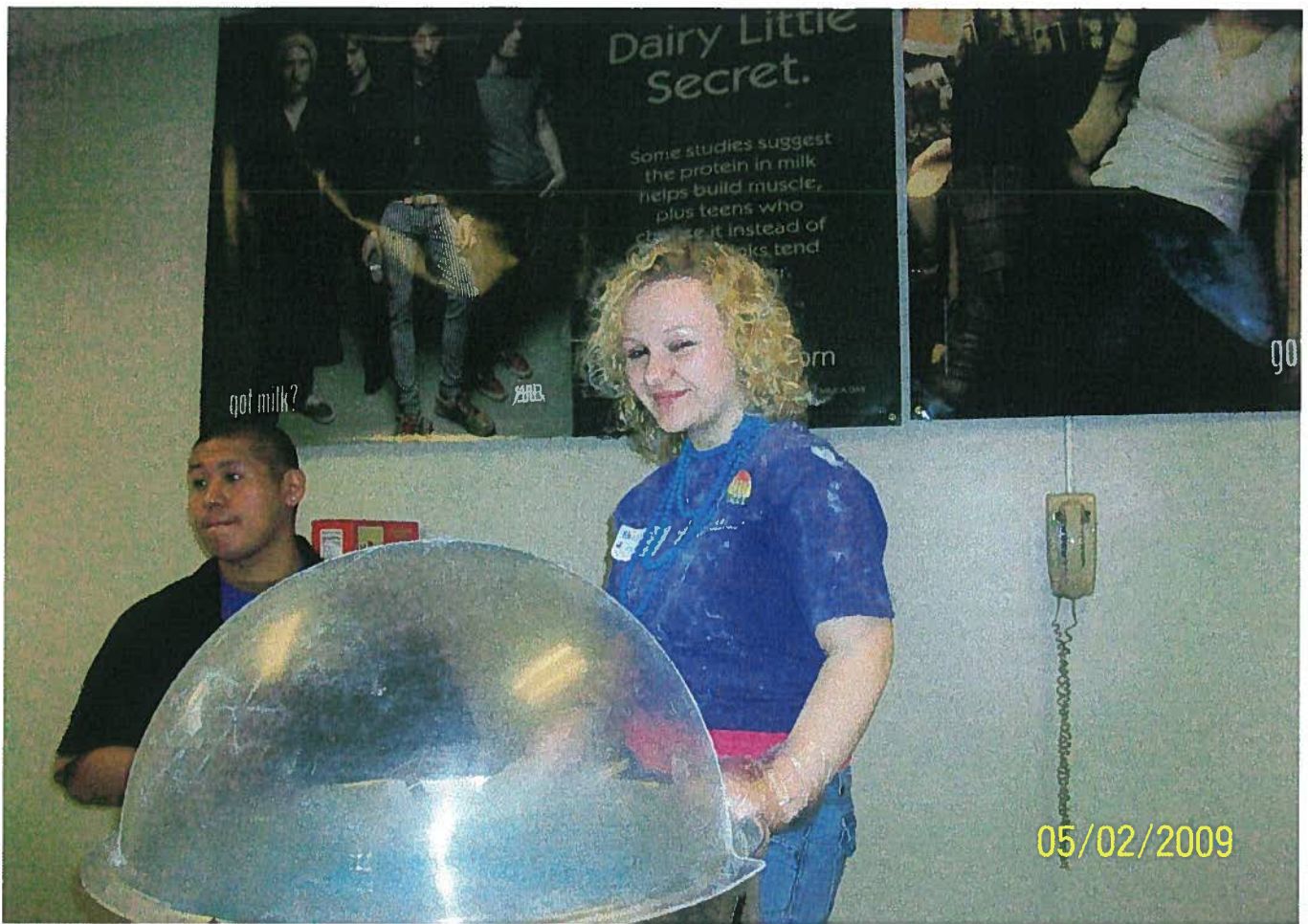
Teen Room: Sara, Tom Le, Miranda

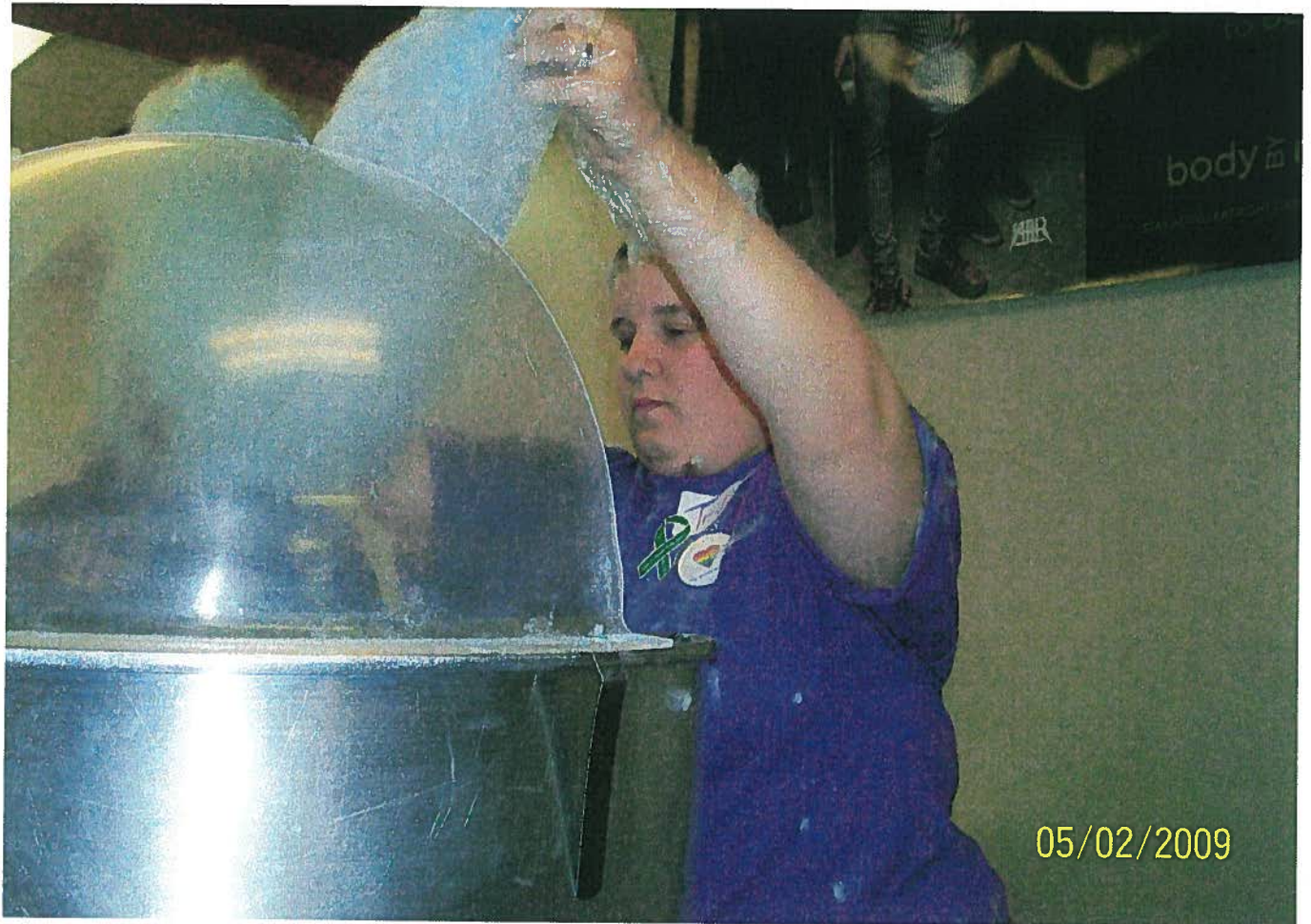
Cultural Room: Mayuli, Yolanda, Becky, Tyler, Klava

Vendor Area : Trisha, Michelle

Food area (cotton candy/popcorn/beverages): Wendy, Ann, Christopher G., Susan, Gloria,

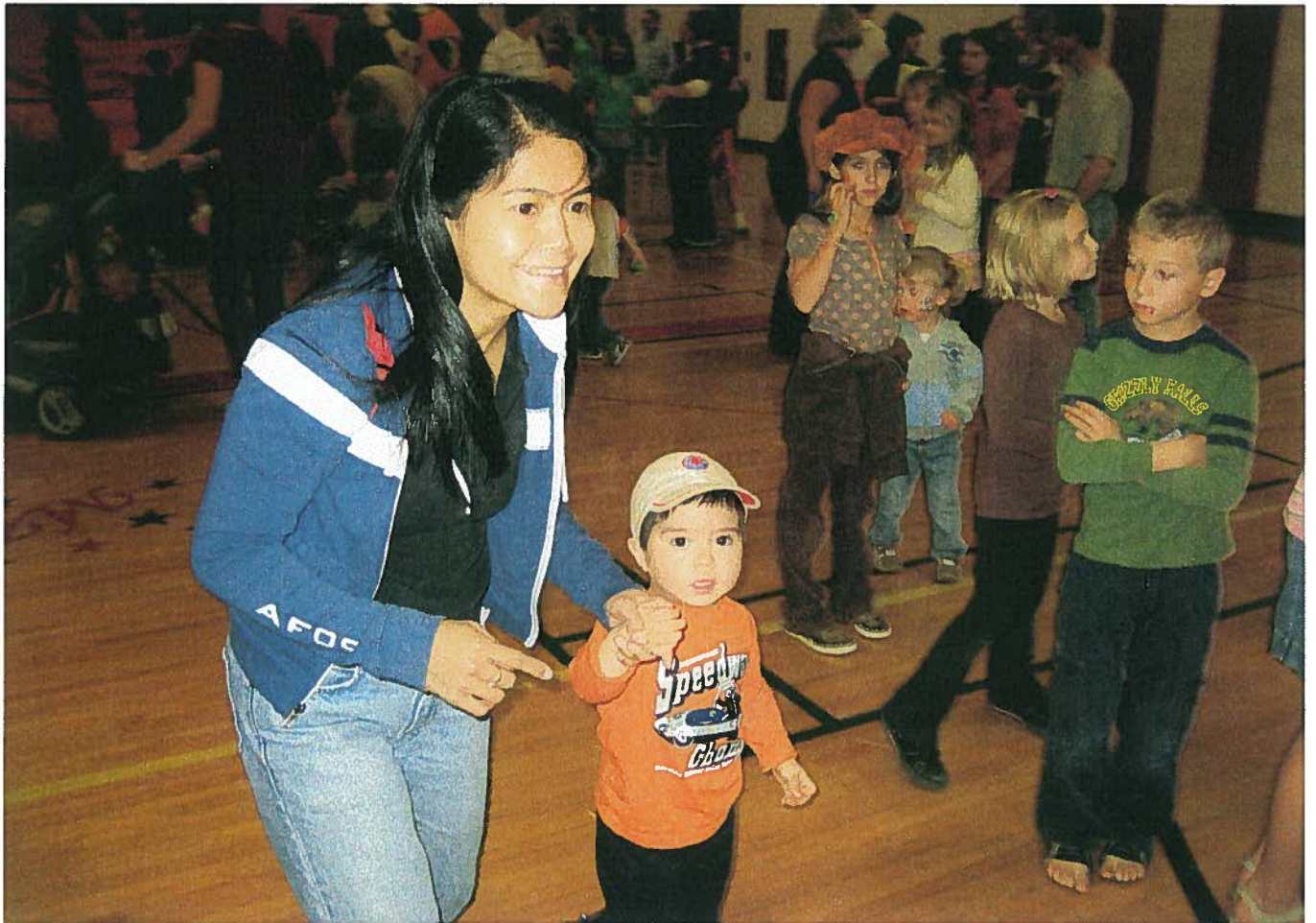
Quiet Room/Coloring and story area: Marni, Yolanda















On May 2, 2009, STARS will hold our 3rd Family Fun Day at Sartell Middle School! This free event is open to anyone in the community who wants to have fun, learn more and show their support for children's mental health. We expect up to 1500 to join in the fun!

To help families get the information and resources they need, we are offering businesses and organizations an opportunity to exhibit at this event. Exhibit space is reserved on a first come, first serve basis.

Event schedule: 10am-2:30pm Vendor set-up: 9am Vendor take down: 2:30pm

Company Name _____

Contact Person _____

Address _____

Telephone ____ (____) _____ Email _____

_____ To help sustain future Family Fun Days in my community, I would like to have a booth at the May 2 event and agree to pay \$25 (booth fee includes 1 table, 2 chairs, lunch and snacks.)

_____ Check enclosed _____ Will bring check on May 2, 2009

Door Prizes

Participants who register at the Family Fun Day will be entered to win prizes! Winners will be drawn the following Tuesday.

_____ I will donate _____ (item/s) _____ Unable to donate

Please register by April 13, 2009.

Mail: STARS, Attn: Michelle, 407 Washington Street, Monticello, MN 55362

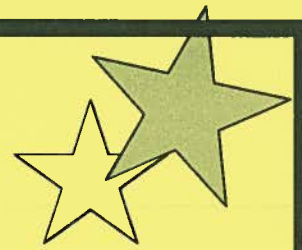
FAX: 763.271.5327

Email: mulfers@cmmhc.com

Phone: 763.271.5321

Michelle will send details to registered vendors at the end of April. If you have any questions, please call!

Vendor Bingo



Family Fun Day is more than just a day of fun, it's a day of information and resources too! Today we have more than 20 community resource booths to visit! At each booth, ask the vendor to mark this sheet with their purple highlighter. When you fill out your Family Fun Day Information Survey, have them mark the box below, too. **If you fill out a Family Fun Day Survey AND get 23 of the 25 boxes marked you can turn in your card at the registration desk for a chance to win:**

- Family 4-packs to the MN Zoo
- Family 4-packs to the Parkwood 18 Movie Theater
- Target Gift Cards
- Tammy's Closet jewelry doll
- Jewelry
- Children's Books
- Travel gift bag



I turned in my Family Fun Day Information Survey!
Make sure this is marked with a purple highlighter so you can enter to win prizes!

PATH	Behavioral Dimensions	Tri- County Action Program Inc.	Benton/Sherburne/Stearns Child and Teen Checkups	Attention Deficit Awareness of Minnesota, Inc. (A-D-A-M)
Greater St. Cloud Area Thrive	St Cloud VA	MN ASAP	Lutheran Social Service	The Special Needs Store
Shadow Lake Portraits	Housing Coalition of St Cloud	Diversity Thru Colors	The Village Family Service Center	Hypnosis And Psychotherapy for Health And Healing
BLEND	Chiropractic Connection	Joe Kelly The Dad Man	STARS Evaluation	STARS Youth Advisory Boards
STARS School-based Mental Health Professionals	STARS High Fidelity Wraparound	STARS Family Involvement	STARS Cultural Guides (Multi-Purpose Room 620)	Busy Buddies

Contact Information:



Name: _____

Address: _____

Phone: _____ Email: _____

STARS Family Fun Day Information Survey

Are you a parent/caregiver of a child with a social, emotional, or behavioral health concern?

Yes No

Are you a provider (teacher, social worker, day care provider, etc.) who works with a child with a social, emotional, or behavioral health concern?

Yes No

Age of the child/ren:

N/A 0-4 years 5-10 years 11-18 years 19 or older

I would like more information on...

Family Support: Support groups, family groups, mental health resources, and help with school or home visits.

Youth Involvement: Opportunities for your middle or high school youth with a social, emotional or behavioral concern to learn leadership and advocacy skills or get resources.

Family Involvement: Transforming children's mental health services; having an effect on policies and laws; education on children's mental health disabilities; and skills in parent leadership.

Provider Support: Training in your agency on children's mental health topics; education on cultural diversity; and STARS services and supports for your clients and their families.

Contact Information

****Your information will be used only to contact you about the requested resources****

Name: _____

Address: _____

Email: _____

Phone: _____

Read with a child—it's the most important 20 minutes of your day.



STARS
for Children's Mental Health

(877) 333-0083
www.StarsNetwork.org

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www.StarsNetwork.org

Read with a child—it's the most important 20 minutes of your day.



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CHILDREN'S MENTAL HEALTH AWARENESS DAY

- WHEREAS,** addressing the complex mental health needs of children, youth, and families today is fundamental to the future of our community; and
- WHEREAS,** the need for comprehensive, coordinated mental health services for children, youth, and families places upon our community a critical responsibility; and
- WHEREAS,** it is appropriate that a day should be set apart each year for the direction of our thoughts toward our children's mental health and well-being; and
- WHEREAS,** STARS for Children's Mental Health, through its unique and collaborative approach to serving children, youth, and families, is improving the System of Care supporting the mental health needs of all children, youth, and families in our community; and
- WHEREAS,** May 3-9, 2009 has been designated as National Mental Health Awareness Week and May 7, 2009 as National Children's Mental Health Awareness Day; and
- WHEREAS,** STARS for Children's Mental Health is committed to caring for every child's mental health through education, raising awareness and eliminating stigma.

NOW, THEREFORE, I, Stephanie Klinzing, Mayor of the City of Elk River, do hereby proclaim Thursday, May 7, 2009, as

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY

in the City of Elk River and urge our citizens and all agencies and organizations to unite and celebrate a week to observe and exercise the fundamental necessity of providing comprehensive and coordinated services for children and youth with mental health needs and their families.

Signed this 20th day of April 2009


Mayor Stephanie Klinzing
City of Elk River

CHILDREN'S MENTAL HEALTH AWARENESS DAY

~ Mayoral Proclamation ~

- WHEREAS,** addressing the complex mental health needs of children, youth, and families today is fundamental to the future of our community; and
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- WHEREAS,** May 3-9, 2009 has been designated as National Mental Health Awareness Week and May 7, 2009 as National Children's Mental Health Awareness Day; and
- WHEREAS,** STARS for Children's Mental Health is committed to caring for every child's mental health through education, raising awareness and eliminating stigma.

NOW, THEREFORE, I, Fred Naaktgeboren, Mayor of the City of Buffalo, do hereby proclaim Thursday, May 7, 2009, as

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY

in the City of Buffalo and urge our citizens and all agencies and organizations to unite and celebrate a week to observe and exercise the fundamental necessity of providing comprehensive and coordinated services for children and youth with mental health needs and their families.

Signed this 20th day of April 2009



Mayor Fred Naaktgeboren
City of Buffalo



Children's Mental Health Awareness Day ~ Mayoral Proclamation ~

- WHEREAS,** addressing the complex mental health needs of children, youth, and families today is fundamental to the future of our community; and
- WHEREAS,** the need for comprehensive, coordinated mental health services for children, youth, and families places upon our community a critical responsibility; and
- WHEREAS,** it is appropriate that a day should be set apart each year for the direction of our thoughts toward our children's mental health and well-being; and
- WHEREAS,** STARS for Children's Mental Health, through its unique and collaborative approach to serving children, youth, and families, is improving the System of Care supporting the mental health needs of all children, youth, and families in our community; and
- WHEREAS,** *Family Fun Day* at Sartell Middle School on May 2, 2009 has been designated as a kick-off and celebration of National Mental Health Awareness Week (May 3-9, 2009) and National Children's Mental Health Awareness Day (May 7, 2009); and
- WHEREAS,** STARS for Children's Mental Health is committed to caring for every child's mental health through education, raising awareness and eliminating stigma.

NOW, THEREFORE, I, Tim O'Driscoll, Mayor of the City of Sartell, do hereby proclaim Thursday, May 7, 2009, as

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY

in the City of Sartell and urge our citizens and all agencies and organizations to unite and celebrate a week to observe and exercise the fundamental necessity of providing comprehensive and coordinated services for children and youth with mental health needs and their families.

Signed by: 

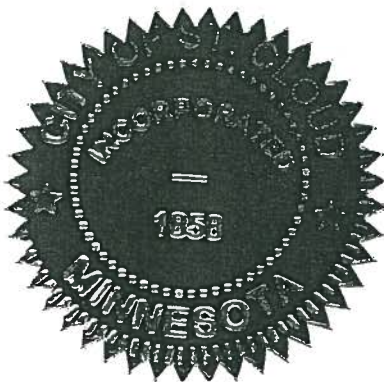
Mayor Tim O'Driscoll
City of Sartell
May 1, 2009

~ MAYORAL PROCLAMATION ~

- WHEREAS, addressing the complex mental health needs of children, youth, and families today is fundamental to the future of our community; and
- WHEREAS, the need for comprehensive, coordinated mental health services for children, youth, and families places upon our community a critical responsibility; and
- WHEREAS, it is appropriate that day should be set apart each year for the direction of our thoughts toward our children's mental health and well-being; and
- WHEREAS, STARS for Children's Mental Health, through its unique and collaborative approach to serving children, youth and families, is improving the System of Care supporting the mental health needs of all children, youth, and families in our community; and
- WHEREAS, May 2, 2009 has been designated as a kick-off and celebration of National Mental Health Awareness Week – May 3-9, 2009; and National Children's Mental Health Awareness Day, May 7, 2009; and
- WHEREAS, STARS for Children's Mental Health is committed to caring for every child's mental health through education, raising awareness, and eliminating stigma.
- NOW, THEREFORE, I, Dave Kleis, Mayor of the City of St. Cloud, do hereby proclaim that Thursday, May 7, 2009, be

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY

In the City of St. Cloud and urge our citizens and all agencies and organizations to unite on providing comprehensive and coordinated service for children and youth with mental health needs and their families.



Signed by _____

Mayor Dave Kleis
City of St. Cloud
March 5, 2009

FOR IMMEDIATE RELEASE

Contact Person: Tara Freed
Company Name: STARS for Children's Mental Health
Cell Phone Number: 701339.1851
Email Address: tfreed@cmmhc.com
Website URL: www.StarsNetwork.org

STARS Family Fun Day

Mental Health Month Kick-off Event in Sartell – More than 1000 people expected to attend

Make sure to stop by and check out the STARS Family Fun Day at the Sartell Middle School on Saturday, May 2 from 10am-2:30pm. This event is used to kick-off the celebration of May as Mental Health Month. This free event is open to anyone in the community who wants to show their support for children's mental health. There will be a ton of fun for kids: face painting, magic shows, carnival games, bounce houses, Beats on the Block St. Cloud Drum Group, caricature art, and more. Parents can fill up on resources supporting children's mental health. STARS will also be highlighting some of our area's diverse cultures by featuring traditional foods, art and more. Snacks and lunch provided.

There have been concerns about having such a big event like this during the "swine flu scare." Due to these concerns we have taken measures that will help prevent the spread of germs. We will have volunteers serving the food, a million bottles of hand sanitizer and Kleenex throughout the building, clorox wipes at all of the games, and flyers encouraging people to keep their hands clean and mouths covered when coughing or sneezing. It may be the cleanest Family Fun Day ever! © It will be interesting to see if these concerns decrease attendance. Our last two family fun day events have had more than 1200 people attend.

Location: Sartell Middle School
Date: May 2, 2009
Time: 10am-2pm

Stop in and enjoy the fun!

Tara will available throughout the event (call cell to find her) for comment and will also be able to coordinate a parent and youth for comment.

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East Side Newsleader

Friday, May 15, 2009
Volume 4, Issue 5
Est. 2005

Town Crier

Gardens host performances

Music in the Gardens will be held at 3 p.m. Sundays this summer near the Gazebo in Mun-singer Gardens. Performances include the following: June 14-St. Cloud Symphony Jazz Or-chestra; June 28-Granite City Brass; July 12-Bistodeau Family Band; July 26-L'Unica String Quartet; Aug. 9-Dennis Warner Folk Group; and Aug. 23-George Maurer Jazz Group. For more in-formation, call 251-9290 or visit krfrohip@steloudstate.edu.

Community Garden begins tomorrow

The fifth season of the Com-munity Garden, a space where people can participate in plant-ing, growing and harvesting their own food, will begin with a plant-ing day from 9 a.m. to 5 p.m. Saturday, May 16. Volunteers are invited to planting at the site

STARS event attracts hundreds



photo by Dennis Dalman

Mary Ann Stephany (left) and her husband, Don (next to her) of East St. Cloud, serve hot dogs at the STARS event May 2 at Sartell Middle School. The event, which attracted hun-dreds of people, was meant to celebrate an awareness of the importance of mental health for children of all ages.

St. Benedict Community slates annual 'Spring Fling'

A candlelight dinner, a garden setting and the music of the George Maurer Jazz Group promise a per-fect dance evening — the sixth an-nual "Spring Fling" — from 4:30-9:30 p.m. Thursday, June 4 on the campus of the St. Benedict Senior Community in East St. Cloud.

The residents of the commu-nity, their families, friends and well-wishers are invited to join the dance party in Lillioan's Garden, which is part of the community's campus.

At the event, there will be des-ert, dancing, conversation and a display of crafts for purchase. Rosewood Nursery will offer a garden decor, as well as spring and summer flowers for sale. Proceeds from the sale will benefit the St. Benedict Senior Community.

At 4:30 p.m., there will be a social hour and tours; at 5:30 p.m. a program and candlelight dinner with wine; and at 7 p.m. dancing

and dessert in the garden.

This year's proceeds will help support pastoral care, two new outdoor gardens and efforts to bring "nature indoors."

For ticket information, call 240-2810, or visit www.centracare.com. Tickets can be purchased directly at St. Benedict's Senior Community or at the St. Cloud Hospital Gift Gallery.

St. Benedict's Senior Commu-nity houses more than 500 people in a facility that includes 178 long-term care beds, 44 short-stay beds, 40 assisted-living apartments and 95 independent-living apartments. There is also a wing for people with early-stage memory loss and subsidized living at the commu-nity's Benet Place.

The St. Benedict's Senior Com-munity runs a similar facility in Monticello.

River groups seek to connect with others

Mental Health/Illness in the Hispanic Community

Mental illness doesn't discriminate. It affects people of every age, race, gender, and religion. But sometimes, communities are affected differently.

Hispanic people often experience the following with regard to mental illness:

- ★ Rate of mental illness tends to be similar to that among non-Hispanic whites
- ★ Hispanic women tend to suffer from depression more often than Hispanic men
- ★ Adult Mexican immigrants have lower rates of mental health diagnosis than Mexican Americans born in the United States
- ★ Majority of depression cases among Hispanics are related to physical health
- ★ Although the suicide rates among Hispanic youth are lower than their non-Hispanic peers, Hispanic adolescents reported more suicidal ideation and attempts proportionally than non-Hispanic whites and blacks.

Check out these and other facts and get more information:
SAMHSA Surgeon General's Report: Mental Health Fact Sheet/ Hispanics
<http://www.mentalhealth.samhsa.gov/cre/fact3.asp>

Mental Health/Illness in the Somali Community

Mental illness doesn't discriminate. It affects people of every age, race, gender, and religion. But sometimes, communities are affected differently.

Somalis often experience the following in regard to mental illness:

- ★ Post-Traumatic Stress Disorder (PTSD) among immigrant and refugee populations range from 39% -100% (compared with 1% in the general population)
- ★ Depression rates range between 47% and 72%
- ★ Past trauma and current adjustment challenges increase the risk of developing behavioral and mental health problems
- ★ Many Somalis with mental illness are social isolated, which impacts them because Somali culture is traditionally communal and family oriented
- ★ Social isolation creates a profound worsening of mental illness
- ★ Somalis are more likely to report physical pain when they are experiencing depression or sadness
- ★ Mental health and treatment are still relatively new concepts among many Somalis
- ★ Somalis often believe that mental illness is predominately spiritual; mental illness comes from God or evil spirits
- ★ Stigma shrouding mental health prevents many Somalis from seeking treatment or assistance



Mental Health/Illness in the LGBTQ Community (Lesbian, Gay, Bisexual, Transgender, Questioning)

Mental illness doesn't discriminate. It affects people of every age, race, gender, and religion. But sometimes, communities are affected differently.

The LGBTQ Community often experiences the following with regard to mental illness:

- ★ A survey of therapists-to-be found Mental health professionals although carrying a positive attitude about GLB populations often feel unprepared to counsel GLB clients²
- ★ 8.4 times more likely to report having attempted suicide¹
- ★ 5.9 times more likely to report high levels of depression¹
- ★ 3.4 times more likely to use illegal drugs¹
- ★ GLB people are more likely to report using therapy or counseling than heterosexual people.¹

"When I was a teenager, as much as I didn't want to admit it, family was everything. I was lucky my family was accepting when I came out. That's not to say I didn't have some problems. My family has always been there for me. I have friends that didn't have my kind of luck. Some of them are dead. No one should have to die because of who they are."

Chris Kerr, STARS/Caritas LGBTQ Cultural Guide

1. (www.pediatrics.org/cgi/content/full/123/1/346)
2. NAMI Minnesota Fact Sheet; Disparities in Mental Health Treatment Among GLBT Population

Mental Health/Illness in the African American Community

Mental illness doesn't discriminate. It affects people of every age, race, gender, and religion. But sometimes, communities are affected differently.

African Americans often experience the following with regard to mental illness:

- ★ More likely to experience a mental health disorder than their white peers
- ★ Less likely to seek treatment
- ★ When they do seek treatment, they are more likely to use the emergency room for mental health care, and they are more likely than whites to receive in-patient care
- ★ Less likely to suffer major depression
- ★ More likely to suffer from phobias
- ★ Suicide rates among young African American men are as high as those of their non-Hispanic white peers
- ★ Over 25% of African American youth exposed to violence get diagnosed with Post Traumatic Stress Disorder (PTSD)
- ★ African Americans tend to be diagnosed more frequently with schizophrenia and less frequently with affective disorders.

Check out these and other facts and get more information.

SAMHSA Surgeon General's Report: <http://www.mentalhealth.samhsa.gov/cre/fact1.asp>



STARS
for Children's Mental Health

Mental Health/Illness in the American Indian/Alaska Native Community

Mental illness doesn't discriminate. It affects people of every age, race, gender, and religion. But sometimes, communities are affected differently.

The American Indian/Alaska Native Communities often experience the following with regard to mental illness:

- Appear to suffer disproportionately from depression and substance abuse
- Overly represented in in-patient care as compared to whites, with the exception of private psychiatric hospitals
- No large-scale studies of AI/ANs have yet been published. One small study with a 20-year follow-up found the lifetime prevalence of mental disorders to be 70%.
- The Great Smoky Mountain Study found that AI children had similar rates of disorder (17%) compared to white children (19%). AI children had lower rates of tics (2 vs. 4%) and higher rates of substance abuse (1 vs. 0.1%). Almost all of the latter was accounted for by alcohol use among 13-year-old AI children.
- Large-scale studies of mental disorders among older American Indians are lacking, but smaller studies have found rates of depression ranging from 10 to 30%.
- The prevalence rate of suicide for AI/ANs is 1.5 times the national rate. AI/AN males ages 15 to 24 account for two-thirds of all AI/AN suicides. Violent deaths – unintentional injuries, homicide, and suicide – account for 75% of all mortality in the second decade of life for AI/ANs.
- Youth with a history of any type of maltreatment were 3 x more likely to become depressed or suicidal than those with no maltreatment history.
- AI/AN population is especially susceptible to mental health difficulties
- Higher rates of exposure to traumatic events coupled with the over-arching cultural, historical, and intergenerational traumas make this population more vulnerable to PTSD
- Rates of substance abuse disorders and other mental health disorders, particularly depression, are also elevated