

National Children's Mental Health Awareness Day 2012

Conversation Starters: Feedback on Your Awareness Day Conversation

Contact Information

NAME OF AWARENESS DAY COORDINATOR AND/OR SOCIAL MARKETER

NAME OF ORGANIZATION/FEDERAL AGENCY

NAME OF GRANT PROGRAM (IF DIFFERENT FROM ORGANIZATION)

POSITION IN ORGANIZATION/FEDERAL AGENCY

LOCATION (CITY/STATE/TERRITORY/TRIBE, ETC.)

EMAIL ADDRESS

AFFILIATION (CHECK ONE)

- SAMHSA-funded community Other federally funded program Non-profit organization affiliate

Our community conducted and/or participated in the following Awareness Day activities/events:

If your activity/event included an Awareness Day conversation, what format did you use (check all that apply)?

- Webcast viewing Conversation including art Conversation including dance
 Conversation including music Discussion

How many people attended your activity/event? If your activity/event included an Awareness Day conversation, please detail the number of people who pledged to be a Hero of Hope.

Who attended your activity/event (check all that apply)?

- Young children (1–5)
- Children (6–13)
- Youths (14–17)
- Young adults (18–26)
- Families
- Military families
- Providers
- Educators
- Other

What Awareness Day materials did you use? If you conducted an Awareness Day conversation, please detail what materials would be helpful for you to conduct a conversation next year. (Materials offered include the template press release, Awareness Day data from the “Short Report,” graphics, and conversation materials.)

How did you promote the activities and/or events? Promotion activities might include media outreach, mentioning the event on a Web site, or sending information to community members or partners.

Did you use the Awareness Day Web page (www.samhsa.gov/children) as a resource? If so, please provide details about how you used the Web page. If not, please detail how we can improve the Web page to better meet your needs.

If your Awareness Day activity was conducted online, how many people visited your Web site? _____

What percentage of people said they were not aware of or only slightly familiar with children's trauma and resilience before your event?

What percentage of people said they were *more* or *very* aware of children's trauma and resilience health after your event?

Did you use Awareness Day to partner with other organizations/entities? Please explain, including whether there is any post-event engagement planned with your partners.

Do you have a follow-up event/activity planned with your event attendees? Please explain.

Do you believe your "conversation" engaged attendees? Why or why not?

Please return this form along with any photographs, promotional items, media clips, screen shots of Awareness Day information on your Web site, and any other materials that highlight what you did to celebrate Awareness Day by June 15, 2012, to:

Caring for Every Child's Mental Health Campaign

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