

Entry Form

Deadline: All entries must be postmarked by Friday, March 25, 2011.

2011 ECCO Recognition Program

Celebrating Excellence in Community Communications and Outreach

Please include this form with two samples 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.

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.)

National Children's Mental Health Awareness Day

Media Outreach

Community Outreach: Parents and Caregivers

Community Outreach: Children and Youth

Professional Outreach

Partnership Development

Internal Communications

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

Explore Your Emotions

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

Name: Terri S. Reighard

Title: Project Director

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

Starting Early Together, Office of Behavioral Health, Allegheny County Dept. of Human Services

★ **Was the entry created with or by an external consultant?**

☒ Yes

☐ No

for companion piece -

Approximate budget for entry: Approximately \$10,000



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?

The distribution of this coloring book and the companion piece began in May 2010 to promote Children's Mental Health Awareness Day and laid the foundation for a broader prevention campaign.

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?

The objectives were to help young children to discuss and express their emotions to a trusted adult, prepare adults to discuss those emotions with young children, and to help families and children to understand the role that emotions and emotional literacy play in the path to resilience. These objectives are consistent with our social marketing plan to promote healthy social and emotional development in young children. They are also consistent with the program's overall strategic plan goal to increase the use of effective mental health promotion strategies.

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 coloring book was developed locally using characters and names that are typical of families and children we have served. Several iterations were distributed to a diverse group of community members, family members, and stakeholders for comment prior to final publication to ensure cultural and linguistic appropriateness. Comments were sought at collaborative meetings, including our volunteer governance board meetings.

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?

A diverse cohort of families and community partners participated in focus groups to gather ideas and suggestions for the theme/topic social marketing materials could address. Exploring emotions was a topic they felt crossed all cultures and ages. These partners also provided feedback during the development of the coloring book. Their input was sought for distribution ideas of both location and method, and they assisted with the distribution.

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

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

Mental Health is how we think, feel and act when facing life's situations. Young children experience a wide range of feelings every day. This coloring book is intended to aid parents, teachers, and caregivers, in encouraging young children to use art to recognize and better understand their own feelings.

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.

This entry was distributed to multiple community-based multiple locations frequented by where children and families. who may frequent. A companion guide was created by Vanguard Communications to assist adults in using an art activity to enrich social and emotional development in multiple environments. One unexpected circumstance was that we did not order enough coloring books to fill the number of requests from organizations serving children. Ultimately, we distributed 40,000 and are continuing to order.

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.

This was an original creation produced by staff in the Allegheny Department of Human Services' Office of Community Relations, using ideas generated by families and stakeholders. The pictures and names are unique to children in communities we serve. The inside cover offers ideas on how to use the coloring book and why it's important. The Guide for Parents, Caregivers, and Teachers is a companion piece with more detailed assistance.

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?

An Explore Your Emotions coloring book survey was created and distributed using an online surveying tool to , www.surveymonkey.com, and distributed via a web link to 16 partners. Eleven survey responses were received over a 2-week period. When asked to rate using a scale from strongly disagree to strongly agree, 73% agreed that the coloring books helped children to learn about and express their emotions. 100% of the respondents agreed that the coloring books were valuable to the children and families that they serve. 40,000 coloring books were distributed and many locations have requested additional copies.

Total Points Possible: 100