



**2014 RECOGNITION PROGRAM**  
RECOGNIZING EXCELLENCE IN  
COMMUNITY COMMUNICATIONS AND OUTREACH

**Entry Deadline: April 4, 2014**



The 2014 ECCO Recognition Program will showcase and celebrate outstanding achievements in communications and social marketing by system of care grantees. It provides an opportunity to share your successes and to learn from the talents, strengths, and accomplishments of your peer systems of care. The ECCO Recognition Program is sponsored by the Substance Abuse and Mental Health Services Administration's (SAMHSA) Caring for Every Child's Mental Health Campaign of the Comprehensive Community Mental Health Services for Children and Their Families Program.

## ELIGIBILITY

Communications and social marketing initiatives created and/or implemented between January 1, 2013 and December 31, 2013 can be entered. Work that was created in-house or by a consultant is eligible, as long as it was developed specifically for use by a system of care. All entries must be submitted under the name of your system of care; submissions entered by consulting firms will not be accepted.

## JUDGING AND CRITERIA

In the spring of 2014, the Caring for Every Child's Mental Health Campaign's Community Resource Group (CRG) will judge all submissions to determine the Bronze, Silver, and Gold finalist in each of eight categories. Your entry will be evaluated and awarded points based on how the following criteria are represented by your entry and your official entry description. For a full explanation of each criterion, please refer to page two of the entry form.

1. Relevance to Category	5 points
2. Planning	10 points
3. Cultural and Linguistic Competence	10 points
4. Message	10 points
5. Family-Driven and Youth-Guided	15 points
6. Execution/Presentation	15 points
7. Creativity	15 points
8. Effectiveness and Evaluation	20 points
<b>Total Points Possible: 100</b>	



THUMBS UP

## THE PEOPLE'S CHOICE

The three finalists in each of the eight categories will move on to the People's Choice judging round—an online AND in-person exhibition at the 2014 Georgetown University Training Institutes, where all attendees will be invited to pick their favorite entry among the 24 finalists. This year we are also opening People's Choice judging online 30 days prior to the Training Institutes. System of care grantees are encouraged to spread the word to their constituents via email, newsletters, and social media encouraging everyone to vote online.

All ECCO results will be revealed at a special ceremony during the Training Institutes. The top vote-getter in the People's Choice round also will be named, and will be recognized on stage.

## HOW TO ENTER

Each ECCO submission must be postmarked or emailed by Friday, April 4, 2014, and include the following:

1. **One completed entry form.** The official ECCO entry form is available at [www.samhsa.gov/children](http://www.samhsa.gov/children). Please adhere to the word counts indicated on the entry form. Individual descriptions that exceed the maximum word counts will not be considered beyond the number of words allowed.
2. **A PDF version of your entry on a flash drive (if feasible) or via email.** The PDF or flash drive should include all supporting materials. You may submit photographs of parts of the entry that cannot be packaged electronically, such as exhibits or billboards. Submitting electronically ensures that your work can be shared with the ECCO judges and SAMHSA grantees who request examples of best practices in communications and social marketing.

If you cannot submit your entry on a flash drive or via email, please package your entry and supporting materials securely using folders, binders, or other appropriate materials and mail them in hard copy. Please do not mount your entries.

To enter a Web site, provide the URL on your entry form.

If your entry contains a video- or audio-based product, please submit it electronically or on a flash drive in .wmv or .mov format or via a YouTube link on your entry form. Videos in DVD or CD format will not be accepted. (Due to time constraints, only up to 6 minutes of each entry will be considered for judging. Please indicate track times or scenes on video- and audio-based entries to ensure that your entry will be reviewed at the correct point. If your submission is not cued or indicated, the first 6 minutes will be considered.)

**Submit your completed entry form and entry via email to [ECCO@vancomm.com](mailto:ECCO@vancomm.com).**

— OR —

**Submit your completed entry form and entry via flash drive or hard copy to:**

Brittany Vanderpool  
Caring for Every Child's Mental Health Campaign  
c/o Vanguard Communications  
2121 K Street, NW, Suite 650  
Washington, DC 20037

## CATEGORIES

ECCO categories reflect **audiences** most often identified in the communications/social marketing plans of system of care grantees and the **strategies** that grantees utilize to reach their intended audiences.

\*Please note: You may submit one entry in up to two categories—one for the entry **audience** and one for its **strategy**.

## AUDIENCE CATEGORIES



### 1. Parents and Caregivers

This category focuses on external efforts to communicate with parents, grandparents, foster parents, legal guardians, and others who are raising children and youth with mental health needs.

*Examples: billboards, brochures, advertisements, outreach plans, and reports of completed events*



### 2. Children, Youth and Young Adults

This category focuses on external efforts to reach children and youth (those age 25 and under). Be certain to include the specific intended age group(s) in the official entry description.

*Examples: billboards, posters, advertisements, music, and descriptions or plans of completed activities such as picnics and art contests*



### 3. Professionals

This category focuses on external efforts to reach professionals involved with systems of care, including social workers, health practitioners, teachers, judges, parole officers, faith leaders, certified parent support providers and others.

*Examples: brochures, newsletters, reports of completed meetings, exhibited materials, information fairs, and speeches*



### 4. Internal Constituents

This category recognizes innovative internal communication efforts that bolster the practice and principles of systems of care among staff, volunteers, and supporting agencies. This category highlights how you communicate internally and keep your constituents updated and involved.

*Examples: in-service trainings, internal newsletters, intranets, and ongoing staff meetings*

## STRATEGY CATEGORIES



### 5. National Children's Mental Health Awareness Day

This category focuses on a grantees' efforts to build support for their system of care through activities on National Children's Mental Health Awareness Day (May 9, 2013). These could include holding events or activities to call attention to important work, launching at least one "act of local partnership" to support sustainability and expansion, showcasing the positive outcomes stemming from the system of care, or hosting a Community Conversation.

*Examples: materials or activity documentation such as photographs, promotional items, proclamations, and event programs; and clips of television, print, or radio coverage*



### 6. Media Outreach

This category focuses on strategies used to spread messages and reach audiences through media coverage and media partnerships. This includes both traditional (print and broadcast) and social media. Media outlets can include newspapers, newsletters, radio, television, and online media, such as, Facebook, Twitter, Google+, LinkedIn, and Pinterest.

*Examples: media plans and reports, news releases, news event plans, and media coverage results*



### 7. Communications/Social Marketing Planning

This category recognizes the plans that form the basis of every communications/social marketing initiative. Entries should describe how the plan intersects with the system of care logic model and program goals, and copies of those items should be included.

*Examples: social marketing plans and communications campaign plans*

Please note: Media and partnership plans should be submitted in the Media Outreach and Partnership Development categories, respectively.



### 8. Partnership Development

This category focuses on ways a system of care has developed partner relationships and worked with partners to help meet and support the system of care's communication goals. Partners might include local businesses, nonprofit organizations, or corporations.

*Examples: partnership plans, training events, partnership events, and printed public service announcements, as well as events co-created and sponsored by the system of care and one or more partners*



## FREQUENTLY ASKED QUESTIONS

**What qualifies as an entry?** An entry may be a single item, or it may be a portfolio of related products or activities. An example of a single item entry would be a calendar created by youth to reach out to parents and caregivers. An example of an entry that is a portfolio of related activities would be a collection of photos, collateral materials, and survey results from a grantee's event hosted for youth and young adults on National Children's Mental Health Awareness Day.

**How many entries can I submit?** A maximum of eight unique entries may be submitted per grantee (up to one entry for each category).

And new this year, the same entry may be submitted in **two categories**—one "Audience" category and one "Strategy" category. However, grantees must complete a new and separate entry form for each award category.

*Please note: although an entry may have been designed for several audiences or strategies, grantees must determine which audience or strategy was the primary focus and submit the entry in the most relevant category(s).*

**How do the categories work?** A calendar created by youth to reach parents and caregivers could qualify under the "Audience: Parents and Caregivers" category. If the same calendar was also used as a key strategic element in recruiting partners, the same entry could also be entered in a "Strategy" category, the most relevant of which would be "Strategy: Partnership Development."

Likewise, a portfolio of items related to a grantee's National Children's Mental Health Awareness Day event hosted for youth and young adults may be entered in both the "Audience: Children, Youth, and Young Adults" and "Strategy: National Children's Mental Health Awareness Day" categories.

**How will I know that my entry was entered successfully?** An email confirming that the ECCO team received your entry will be sent within three business days of receipt to the representative identified in the "Submitted by" section of your entry form. Contact Brittany Vanderpool at 202-248-5487 or ECCO@vancomm.com if you are concerned that your entry has not been received.

**Is there an entry fee?** There is no entry fee for the ECCO Recognition Program.

### Who can I contact for more information?

Your social marketing technical assistance provider is available to answer your ECCO questions

- **Corey Brown**  
cbrown@ffcmh.org  
240-403-1907
- **Jana Sczersputowski**  
jana@yoursocialmarketer.com  
858-740-4381
- **Leah Holmes-Bonilla**  
lholmes-bonilla@vancomm.com  
202-248-5458
- **Jane Tobler**  
jtobler@vancomm.com  
202-248-5452
- **Barbara Huff**  
bhuff2837@sbcglobal.net  
316-315-0432
- **Timothy Tunner**  
timothy.tunner@nasmhpd.org  
703-682-5197

## COMMUNITY RESOURCE CENTER

The Community Resource Center houses examples of communications and social marketing materials and initiatives created by system of care grantees. ECCO entries that are mailed in hard copy/flash drive will not be returned. All entries will be added to the Community Resource Center after judging has concluded.

If you would like to see examples of best practices by your peers, check out the 2013 ECCO finalists at [www.samhsa.gov/children/ecco](http://www.samhsa.gov/children/ecco).



### ENTRIES DUE: APRIL 4, 2014

All ECCO Recognition Program entries must be emailed or postmarked by **Friday, April 4, 2014**.

Contact **Brittany Vanderpool** with the **Caring for Every Child's Mental Health Campaign** for general information at 202-248-5487 or [ECCO@vancomm.com](mailto:ECCO@vancomm.com).

### CHECKLIST

Please refer to the "How to Enter" section on the previous pages for detailed guidelines.

Before sending your entry, make sure:

- You have included one completed entry form for each entry;
- You have included one sample of each entry; and
- Entries are packaged appropriately.

Thank you for participating in the 2014 ECCO Recognition Program!