



CARING FOR EVERY CHILD'S MENTAL HEALTH CAMPAIGN 2017 RECOGNITION PROGRAM

RECOGNIZING EXCELLENCE IN
COMMUNITY COMMUNICATIONS AND OUTREACH

Entry Deadline: January 31, 2017

The 2017 Excellence in Community Communications and Outreach (ECCO) Recognition Program showcases and celebrates outstanding achievements in social marketing and communications by system of care grantees. It provides an opportunity to share your successes and learn from the talents, strengths, and accomplishments of your fellow 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 (Campaign).

ELIGIBILITY

Social marketing and communications initiatives created and/or implemented **between January 1, 2016, and September 30, 2016**, can be entered into the 2017 ECCO Recognition Program. 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 consultants will not be accepted.**

JUDGING AND CRITERIA

In the spring of 2017, the Campaign's Community Resource Group (CRG) will judge all submissions to determine the Bronze, Silver, and Gold finalist in each category. The CRG is made up of system of care community representatives with a direct role in guiding the Campaign's national communications programming and technical assistance efforts.

Your entry will be evaluated and awarded points based on how the following criteria are met by your entry and your official entry description. For a full explanation of each criterion, please refer to page 2 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
Total Points Possible: 100	

CATEGORIES

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

You may submit the same entry in up to two categories—one for its audience (categories 1–4) and one for its strategy (categories 5–8). A maximum of eight unique entries may be submitted per grantee (up to one for each category).

AUDIENCE CATEGORIES

- 1 Parents and Caregivers
- 2 Children, Youth, and Young Adults
- 3 Professionals
- 4 Internal Constituents

STRATEGY CATEGORIES

- 5 National Children's Mental Health Awareness Day
- 6 Overall Communications Campaign
- 7 Social Marketing/Communications Planning
- 8 Partnership Development

To see a full description of each category, visit: www.ECCOEntry.org. All entries will be added to an archive on the Campaign Web page (www.samhsa.gov/children) to serve as social marketing/communications products and activities examples.



SHINING STAR AWARD

NEW! For the first time in ECCO history, the entry with the highest overall score among all entries will receive a second prize—the Shining Star Award. This new award replaces the previous award, known as "The People's Choice" Award. The winner will stand out as the best example among all grantees in social marketing and community communications for 2017.

3 STEPS

TO SUBMITTING YOUR 2017 ECCO ENTRY

1

Access the Entry Form

Visit www.ECCOEntry.org. This year's form can be accessed and completed online; nothing must be printed.

2

Respond to Questions

The eight questions are the most important part of your entry—answer each one thoroughly. Your entry will be evaluated and awarded points based on how the questions are answered and your official entry description. PLEASE ADHERE TO THE WORD COUNTS.

3

Upload All Entry Components

Each entry should include supporting materials. You may submit photographs (JPEG or PNG format); links to videos on YouTube or Vimeo; PDFs; and/or Word documents.

Once you have submitted the entry form, answered the questions, and uploaded all entry components, click **submit**. A confirmation email will be sent to the email address supplied in the entry form.

FREQUENTLY ASKED QUESTIONS

Why enter? ECCO gives grantees a chance to show off the work they are doing, and learn from those who are more experienced. All winners will receive a personalized certificate, a signed letter from Dr. Gary Blau, inclusion on SAMHSA's website, promotion in Campaign emails and TA training materials, and possible exposure on TA webinars throughout the following year.

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 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). One single 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.

Note: Grantees must determine which audience or strategy was the primary focus and submit the entry in the most relevant category(s). No single entry can be submitted in two audience categories or two strategy categories.

How do the categories work? A calendar created by youth to reach parents and caregivers could qualify under the Audience category called Parents and Caregivers. If the calendar also was used to recruit partners, it also could be entered in the Strategy category of Partnership Development.

How will I know that my entry was entered successfully? An email confirming that the ECCO team received your entry will be sent automatically to the representative identified in the "Submitted by" section of your entry form. If you do not receive a confirmation email or you are concerned that your entry has not been received, please contact Catherine Turvey at ECCO@vancomm.com.

Is there an entry fee? No.

If I cannot submit my items electronically, can I still enter? Yes! If you cannot submit your entry electronically, please package your entry and supporting materials securely using folders, binders, or other appropriate materials and mail them in hard copy to the address on the right. To enter a website, provide the URL on page 2 of the entry form. If your entry contains a video- or audio-based product, please upload it electronically in .wmv or .mov format or provide a YouTube or Vimeo link on page 2 of the entry form.

Who can I contact for more information?

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

Michael Collado
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Additional questions about the entry process?

Contact Catherine Turvey with the Caring for Every Child's Mental Health Campaign at 202-248-5478 or ECCO@vancomm.com.



ENTRIES DUE: JANUARY 31, 2017

Want to mail in your entry? Please send to:

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

NEED MORE INFORMATION?

Visit www.samhsa.gov/children/ecco-recognition-program to download and print out the 2017 entry form, or visit www.ECCOEntry.org to submit your entry electronically.