2017 ECCO RECOGNITION PROGRAM

RECOGNIZING EXCELLENCE IN COMMUNITY COMMUNICATIONS AND OUTREACH

Deadline: All entries must be postmarked or received via email by Tuesday, January 31, 2017.

Please include this form with your entry. One completed form is required for EACH entry, even if you are entering the same product or activity into more than one category.

ENTRY PROCEDURES

Please see the Call for Entries for complete instructions. To access and complete this form electronically, visit **www.ECCOEntry.org** or contact the Caring for Every Child's Mental Health Campaign at **202–248–5478** or **ECCO@vancomm.com**.

Any ECCO entries that are mailed in hard copy or via flash drive will not be returned. All entries will be added to the Community Resource Center and the Campaign Web page (www.samhsa.gov/children) to serve as examples of social marketing and communications products and activities for reference by other SAMHSA grantees.

CATEGORY (For complete category descriptions, see the Call for Entries.)

Select the most appropriate category for your entry. You may submit the same entry into one Audience Category and one Strategy Category by completing a new and separate entry form for each category. However, you may not submit the same entry into more than one Audience Category or more than one Strategy Category. A maximum of eight unique entries may be submitted per grantee (up to one for each category). **Multiple entries on the same form will be disqualified.**

Please select one category below:

- ❑ 1. Audience: Parents and Caregivers
- ❑ 2. Audience: Children, Youth, and Young Adults
- ❑ 3. Audience: Professionals
- ❑ 4. Audience: Internal Constituents
- ❑ 5. Strategy: National Children's Mental Health Awareness Day
- ❑ 6. Strategy: Overall Communications Campaign
- ❑ 7. Strategy: Social Marketing/Communications Planning
- ❑ 8. Strategy: Partnership Development

TITLE OF ENTRY (Please type or print clearly and keep to 10 words or less.)

_____

SUBMITTED BY (Note: The person submitting will also be the point of contact.)

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Email: _____

Please PRINT the organization name exactly as it should appear on the ECCO recognition plaque should your entry be selected:

_____

Was the entry created with or by an external consultant? ❑ Yes ❑ No

Approximate budget for entry: _____

Is your system of care on social media? ❑ Yes ❑ No

If yes, please provide links: Facebook: _____

Twitter: _____ Instagram: _____

ENTRY QUESTIONS

Please answer each of the following eight questions using no more than the maximum word count. Answers can either be typed on a separate sheet of paper or completed electronically at www.ECCOEntry.org. Individual descriptions that exceed the maximum word counts will not be considered beyond the number of words allowed.

1.	**Relevance to Category**	**50-word maximum**	**5 points**
	Why have you chosen this category for your entry? What elements of your product or activity make it relevant to this particular category?		
2.	**Planning**	**100-word maximum**	**10 points**
	What were the specific marketing/communications objectives of the entry? How does your entry relate to your social marketing plan and your overall strategic plan? What strategy was employed to meet the objectives?		
3.	**Cultural and Linguistic Competence**	**100-word maximum**	**10 points**
	How did you ensure that your entry was culturally and linguistically competent? What resources or methods did you use?		
4.	**Message**	**100-word maximum**	**10 points**
	Why is the message of your entry appropriate for your intended audience?		
5.	**Family-Driven and Youth-Guided**	**150-word maximum**	**15 points**
	How did you involve families and youth in the planning and execution of your entry?		
6.	**Execution/Presentation**	**150-word maximum**	**15 points**
	How was your entry implemented? How were unexpected circumstances—positive or negative—addressed, and how did they affect your entry? To evaluate the written quality of a printed piece (brochure, poster, etc.) or video script, the judges will consider whether the writing is on message and concise.		
7.	**Creativity**	**150-word maximum**	**15 points**
	How was creativity applied in the development of this product or activity? How does the design enhance or detract from the message? (Given that all production components, including budget, are considered, the most expensive entry does not necessarily win.)		
8.	**Effectiveness and Evaluation**	**200-word maximum**	**20 points**
	How well did the entry succeed in reaching its intended audience and meeting the stated objectives? What methods of evaluation were used? If you did not evaluate this time, how will you evolve this product or activity to include evaluation next time?		
	Total Points Possible: 100		

RECOGNIZING EXCELLENCE

PLEASE SEND ENTRIES VIA EMAIL TO:
ECCO@vancomm.com

— OR —

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