



Oklahoma Systems of Care

TECHNICAL ASSISTANCE GUIDE

For Communication, Social Marketing and Event Planning



Oklahoma Department of Mental Health
and Substance Abuse Services



WHY AWARENESS DAY?

On Thursday, May 6, 2010, Awareness Day will mark its 5th anniversary. Communities across the country will observe the day with events, youth demonstrations, and social networking campaigns to raise awareness about the importance of mental health and increase understanding of the mental health needs of children, youth, and their families.

National Children's Mental Health Awareness Day (Awareness Day) is a day for everyone to promote positive youth development, resilience, recovery, and the transformation of mental health services delivery for children and youth with serious mental health needs and their families. Awareness Day raises awareness of effective programs for children's mental health needs; demonstrates how children's mental health initiatives promote positive youth development, recovery, and resilience; and shows how children with mental health needs thrive in their communities.

Awareness Day is scheduled to build on long-standing "May Is Mental Health Month" and "Children's Mental Health Week" traditions of mental health and family organizations. May Is Mental Health Month was first celebrated by Mental Health America 50 years ago as a way to further elevate awareness of children's mental health. National Children's Mental Health Awareness Week was established by the National Federation of Families for Children's Mental Health. By holding Awareness Day during this week, children's mental health initiatives and programs will have the opportunity to partner with the numerous family and mental health organizations that are holding events during this time. In particular, we see substantial opportunities for children's mental health initiatives to partner with their local statewide family network organizations. These organizations have been collaborating with the National Federation of Families on National Children's Mental Health Awareness Week events for the past 10 years, and they will be an invaluable resource for Awareness Day.

WHAT ARE THE GOALS?

- To raise awareness of effective programs for children's mental health needs;
- To demonstrate how children's mental health initiatives promote positive youth development, recovery, and resilience;
- To show how children and youth with mental health needs thrive in their communities.
- Communities across the country observe the day with events, youth demonstrations, and social networking campaigns to raise awareness about the importance of mental health and increase understanding of the mental health needs of children and their families.

WHAT IS THE OVERALL MESSAGE?

The overall message of Awareness Day is that **children and youth with mental health needs and their families can thrive if provided with the services and supports they need.** Children's mental health initiatives promote positive youth development, prevention, recovery, and resilience for children and youth with serious emotional disturbances and their families. It is a goal of children's mental health initiatives to transform the mental health service delivery system for children and youth with mental health needs and their families.

MATERIALS

Go to <http://www.samhsa.gov/children> to download Awareness Day materials, such as posters, icons and materials, such as children's mental health fact sheets. In addition, you can download Systems of Care documents, planning documents and templates to help you plan and implement your Awareness Day activities.

THE AWARENESS DAY PROCLAMATION

Once you have pledged to participate in Awareness Day 2010, it's a good idea to begin thinking about getting your community on board immediately. Because it can take a while to secure, one of your first steps may be requesting a letter of proclamation to be issued by your governor, mayor, or other local official that declares May 6 National Children's Mental Health Awareness Day. The proclamation can be used to generate awareness of the achievement of your program in meeting the mental health needs of children, youth, and families.

This is a relatively simple activity with news making potential that you can use to kick-start your Awareness Day planning. Depending upon the size of your city, you can contact the mayor directly or work with a staff member or aide within the mayor's office. Taking care of this now ensures that when Awareness Day arrives, you'll have it in hand to bolster your event. Below is a sample National Children's Mental Health Awareness Day proclamation. You can use it as a guide when working with an elected official to develop a local proclamation.

PROCLAMATION- TEMPLATE

NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY PROCLAMATION

WHEREAS addressing the complex mental health needs of children, youth, and families today is
fundamental to the future of [YOUR COMMUNITY OR STATE];

WHEREAS the need for comprehensive, coordinated mental health services for children, youth,
and families places upon our community a critical responsibility;

WHEREAS it is appropriate that a day should be set apart each year for the direction of our
thoughts toward our children's mental health and well-being;

WHEREAS [NAME OF YOUR ORGANIZATION], through its unique approach to serving
children and adolescents, is effectively caring for the mental health needs of children, youth, and
families in our community;

NOW, THEREFORE, I, [NAME OF MAYOR, GOVERNOR, OR OTHER ISSUER], do hereby
proclaim May 6, 2010, to be [YOUR COMMUNITY OR STATE] National Children's Mental
Health Awareness Day and urge our citizens and all agencies and organizations interested in
meeting every child's mental health needs to unite on that day in the observance of such
exercises as will acquaint the people of [YOUR COMMUNITY OR STATE] with the
fundamental necessity of a year-round program for children and youth with mental health needs
and their families. [SIGNATURE, DATE, AND SEAL AT THE BOTTOM]

IDENTIFYING AND INVOLVING LOCAL PARTNERS

Forming and cultivating partnerships among a variety of local and state audiences increases the sustainability of each children's mental health initiative. In fact, one of the strategies of National Children's Mental Health Awareness Day is to involve potential partners in the work and successes of your program.

Remember that the name of the game is "partnership." Look for partners that have something to gain from an alliance with your program, as well as the ability to enhance your message. While the goal of partnership formation is the sustainability of your program, not every partnership will or should generate direct financial support. Nor should you approach only those partners who can provide financial support. Community recognition, public image, the opportunity to work with you and your other partners, and the idea of contributing to the issue of children's mental health can all be powerful incentives for a like-minded partner.

This simple, systematic approach to partnership-building should yield results:

1. **Determine Your Needs.** Identify what you want from a partnership. It can be as simple as access to a new mailing list for potential invitees. In a broader sense, Awareness Day partnerships can add credibility to your message and attract previously hard-to-reach audiences. Do not be afraid to think big, yet start small.
2. **Make a List of Possible Partners.** Brainstorm potential partners that can help you reach your goals. Likely prospects include schools, governmental organizations, community and neighborhood associations, corporations and corporate foundations, community centers, and churches, synagogues, and other faith-based organizations.
3. **Choose Likely Candidates.** Concentrate your efforts on potential partners who are most likely to say "yes." Consider:
 - **Connections.** If you have a board member or other strong contact at a company or organization, see if that person would be willing to introduce your program to the group's decision makers.
 - **History.** Has the group been involved with children's or mental health needs or given resources in the past?
 - **Ownership.** Your best corporate prospects are companies with local ownership, local franchises, or national organizations where charitable and/or media decisions are made at local branches or outlets.
 - **Reciprocity.** Determine how the organization can benefit from working with your program. What can you offer the partner in return for their support?

4. **Identify Contacts.** Every organization, whether a school, a business, or a city, county, or State government, has its own hierarchy of decision makers. Take the time to locate someone who can provide an introduction to the most appropriate contact within the organization.

These tips will help you prepare a more compelling presentation:

- ***Find Out Who Calls the Shots.*** If you are looking for a governmental partnership, find out which entities, such as legislative committees or subcommittees, focus on children's or mental health needs; then find out who sits on those committees or subcommittees. If you are approaching a specific school, you can approach the school's principal; if you are approaching an entire district, contact members of the board of education. If you are hoping to form a corporate partnership, contact the company's corporate contributions, community relations, or community investment departments. You can usually find this information on corporate Web sites or by calling the company and asking for the name, title, and address of the person or group in charge of community relations.
 - ***Learn as Much as You Can About the Organization.*** Find out what other partnerships or contributions the organization has, whether it has experience with children's or mental health needs, and what it might hope to gain from an alliance with you.
 - ***Choose Organizations With Similar Missions To Reach Specific Audiences.*** If your program serves a sizable African American, Hispanic, Tribal, Hmong, or any other ethnic constituency, develop partnerships with organizations in those communities.
5. **Make Your Pitch.** Nothing beats a personal relationship. If you already have an "in" with your target partners, use it. Ask your contact to introduce you to the decision makers you need to reach. Your goal is to arrange a face-to-face meeting, where you can state your case and get their support. On the other hand, if you do not have a connection, you should make your first contact in writing not by telephone or e-mail. Include the following:
 - A brief statement on the status of children's mental health in your community, the goals of your Awareness Day event, and what it can mean to that organization
 - How the partner will benefit specifically, what you will provide in terms of recognition, linkages, or other items of value to the potential partner
 - Specific information about your local program
 - Options for how the partner can help, for example, by giving you a grant to sustain your program's annual operating expenses, featuring your program's success stories in a newsletter, or contacting media on your behalf to request public service announcements
 - General information about your program, including your nonprofit status
 - Contact information for you and your program
 - When you will call to follow up

6. **Follow Up.** Give your pitch a week to arrive, and then make the follow-up phone call. Be prepared to send your pitch again, possibly to a different person. Ask for a meeting where you can make your pitch face-to-face.

When you meet with the prospective partner:

- Be clear about what you want the partner to do for you;
 - Come prepared with good information on costs and other things the prospective partner might want to know, including facts about Awareness Day itself;
 - Be flexible: Have alternative ideas available for the prospective partner to consider; and
 - Listen to what the prospective partner wants in return. Decide how your program can create a win-win situation for all.
7. **Come to an Agreement, and Put It in Writing.** Work with the partner to specify exactly what you can expect from each other and when.
 8. **Maintain the Relationship.** Like any relationship, the partnership needs attention in order to grow. Maintain two-way communications with your partners and keep them posted on news from your program and your Awareness Day plans even if it is a controversial issue or unflattering portrayal of your program (it is better for them to hear it from you than from the media). In addition, be sure to send thank-you notes to program partners, and make sure they receive evaluation data. Working together will likely increase the partner's interest in your program and increase its commitment to it.

COLLABORATING ORGANIZATIONS

This is a list of a few organizations supporting SAMHSA's Caring for Every Child's Mental Health Campaign. This list has been included in this guide to give you an idea of who is currently participating in this year's Awareness Day; and to help you think of those in your community who are involved in these organizations and might want to collaborate with your SOC site.

American Academy of Pediatrics
Mental Health America
National Alliance on Mental Illness (NAMI)
National Association for the Education of Young Children
National Federation of Families for Children's Mental Health
Head Start Program
Child Care Bureau
Centers for Disease Control and Prevention
The Health Resources and Services Administration
Indian Health Services Head Start
U.S. Department of Education
U.S. Department of Justice
National Child Traumatic Stress Network, CMHS
Safe Schools/Healthy Students, CMHS
American Art Therapy Association
Annie E. Casey Foundation
American Association for Marriage and Family Therapy
American Association of Children's Residential Centers
American Association of School Administrators
American Dance Therapy Association
American School Health Association
Learning Disabilities Association of America
National Assembly on School-based Health Care
National Association for Children's Behavioral Health
National Council for Community Behavioral Healthcare
The Association for Behavioral Health and Wellness
American Legion Auxiliary
American Occupational Therapy Association
American School Counselor Association
Children and Adults with Attention Deficit/Hyperactivity Disorder
Directors of Health Promotion and Education
National Association of School Psychologists
National Council of Urban Indian Health
National Indian Education Association
School Social Work Association of America

PLEDGE FORM – COMMUNITY PARTNERS TEMPLATE

Each year, the creativity and enthusiasm of communities across the country serve to increase understanding of the social and emotional needs of children and their families through the communities' participation in National Children's Mental Health Awareness Day.

(SOC SITE NAME) will be doing (ACTIVITY) on (DATE) to promote this very important event in our community. (SOC SITE NAME) is seeking community partners for this event.

The goals of Awareness Day are:

- ✱ To raise awareness of effective programs for children's mental health needs;
- ✱ To demonstrate how children's mental health initiatives promote positive youth development, recovery, and resilience;
- ✱ To show how children with mental health needs thrive in their communities.

CONTACT INFORMATION

Name of Organization/Program: _____

Name of Organization/Program Contact: _____

Mailing Address: _____

E-Mail Address: _____

Phone Number: _____

Please check the areas your organization/program would like to be involved:

_____ Media outreach (press releases, media interviews, etc)

_____ Distribute information about Awareness Day (local posters, flyers, on your web site)

_____ Provide volunteers during Awareness Day event

_____ Provide funding for Awareness Day event for (specific needs)

_____ Other: _____

FACT SHEET – TEMPLATE

(Use the template below to develop an Awareness Day fact sheet about your organization.)

[INSERT YOUR PROGRAM LOGO HERE]

GETTING INVOLVED: Oklahoma Systems of Care and National Children's Mental Health Awareness Day

What is National Children's Mental Health Awareness Day?

In 2006, the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Mental Health Services launched an annual national initiative called "National Children's Mental Health Awareness Day." Awareness Day is designated as a day in May of each year to coincide with May Is Mental Health Month. This day presents an opportunity for children's mental health initiatives within SAMHSA and Awareness Day cosponsors and supporters to promote positive youth development, resilience, recovery, and the transformation of mental health services delivery for children and youth with serious mental health needs and their families.

The theme of the fifth annual celebration of Awareness Day is "Thriving in the Community." In 2010, Awareness Day will focus on early childhood for the first time with the key message that "positive mental health is essential to a child's healthy development from birth." Children's mental health initiatives will hold similar events and other activities throughout the country to build awareness that children's mental health needs are real and that progress is being made toward developing effective strategies for achieving the vision of a life in the community for everyone.

(Here are some questions you or your staff can answer to give this a personal spin.)

Why is the [LOCAL SOC NAME] participating in Awareness Day?

How can [COMMUNITY PARTNER NAME] get involved?

Where can I get more information about Awareness Day?

Information and materials on Awareness Day are available online at www.samhsa.gov/children.

You can also call [LOCAL SOC TELEPHONE NUMBER] or visit [LOCAL SOC WEB SITE] for details.

PLANNING EVENT CHECKLIST AND TIMELINE

Planning an event can be stressful, but it can also be a lot of fun. Being prepared and organized is key to a successful National Children's Mental Health Awareness Day event.

This checklist outlines some general planning steps from now until Awareness Day arrives.

Planning (Phase One)

- Determine the type, size, and atmosphere of the event.
- Select location and plan logistics (room setup, food, audiovisual equipment, accessibility to the physically challenged, etc.).
- Finalize the budget and timeline.
- Begin setting the agenda.
- Send out a "Save the Date" notice via mail, e-mail, or fax.
- Identify and invite speakers.
- Begin developing your materials.
- Determine what materials and services you will need from outside vendors. Do not forget food and beverages; room setup, including tables and chairs; signs and banners; decorations, including flowers; entertainment; and attendee giveaways.
- Research the names and addresses of individuals and organizations you would like to invite.
- Recruit and secure sponsors, if necessary.
- Set up your record-keeping process and create an event binder.
- Determine meal and food service needs.

Planning (Phase Two)

- Call potential speakers to seek confirmations.
- Touch base with sponsors to update them on your progress.
- Choose a caterer.
- Determine your catering selections.
- Provide your caterers with a head count by the deadline.
- Determine transportation access.
- Determine medical or mobility needs.
- Arrange for a central office space during the event.
- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).
- Decide whether you will invite media.
- Distribute invitations.
- Determine audiovisual needs and make arrangements with the event venue.
- Other: _____

Development

Three Weeks Out

- If you are seeking media coverage, draft a media advisory.
- Contact speakers to discuss their presentations and see if they need additional information or support.
- Compile a list of media outlets that may be interested in covering your event.
- Other: _____

Two Weeks Out

- Send out your media advisory.
- Start calling reporters to interest them in the event.
- Make a list of materials to be taken to the location and begin packaging them.
- Make staff assignments (including registration staff, note taker, audiovisual coordinator, and speaker greeter) and explain duties to all staff members.
- Other: _____

One Week Out

- Finalize the agenda and have it printed.
- Verify details with venue, confirm audiovisual needs, and send venue your room layout and any special instructions.
- Conduct a site walk-through.
- Continue calling reporters to encourage attendance.
- Touch base with speakers to make sure that they have the correct date and location of the event, as well as the time they are expected to speak. Give speakers the name of a contact person who will greet them upon arrival.
- Assemble materials for distribution to participants; send them to the venue.
- Print name tags, if applicable.
- Draft a press release describing the event for release on Awareness Day.
- Other: _____

Implementation

The Day Before

- Make sure that all materials arrived at the venue.
- Pack an "emergency kit" with any miscellaneous materials you may need (tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.).
- Other: _____

Awareness Day

- Arrive early and check that the location is set up correctly and that audiovisual materials are available as requested. Check all microphones, projectors, audio equipment, and computer connections.
- Check the registration area. Make sure name tags and supplies are plentiful. Plan to have staff members at registration approximately an hour before the start of the event.
- Make sure staff are in correct locations and that all areas are covered for the entire event.
- Allow time for run-throughs if requested by your speakers or needed by entertainers.
- Make sure that signs directing people to the event are posted.
- Distribute the news release.
- Other: _____

After the Event

- Take time to say "Thank you" and celebrate your success with your partners.
- Conduct wrap-up meeting with planning committee.
- Prepare written summary and evaluation of event.
- Complete event binders and records.
- Review invoices and send payment.
- Contact organizations that attended the event to discuss collaboration for next year's Awareness Day and other activities throughout the year.
- Send thank-you cards and notes of appreciation to committee members, volunteers, presenters, sponsors, staff members, and others involved with the event.
- Other: _____

WORKING WITH THE MEDIA

How to Place a Drop-In Article

Drop-in articles, also known as repro-proofs or camera-ready news, are an effective, cost-efficient way to spread information on children's and youth's mental health needs, as well as your success stories. A drop-in article is a type of news article that is written for direct insertion in community and weekly newspapers. Similar to a feature story in content, your National Children's Mental Health Awareness Day drop-in article should focus on soft news and have a longer shelf life than more time-sensitive news releases.

What Makes a Good Drop-in?

- A drop-in article should **briefly articulate messages and facts** about your program and children's and youth's mental health needs in an interesting way. Try to avoid listing straight facts and figures, but offer solutions to the problem and/or issue you are posing.
- **Familiarize yourself** with the article format and style found in weekly and community newspapers. As an insertion piece, your drop-in is more likely to be placed if it mirrors other articles written by newspaper staff.
- **Make your article engaging and newsworthy.** Raise your audience's awareness while pulling at their heartstrings by highlighting the challenges children, youth, and families face in dealing with mental illnesses and the success Oklahoma Systems of Care has achieved in providing services to these families. Emphasize strengths by highlighting the "Thriving in the Community" theme.
- **Keep it short,** sweet, and easy to read. Limit your article to no more than 600 words and tailor it to an eighth grade reading level. Use bullet points to pull out important topics, and format the information so that the most important information is in the first part of the article. **(Editors cut copy from the bottom up, so it is important to put your most critical messages at the beginning of the drop-in.)**
- Give your article a **direct link to the local audience.** Focusing your drop-in article on children's mental health needs in your area will amplify the local appeal, increasing your opportunity for placement.

Who Wants This Intriguing Article?

Community newspapers tend to have much smaller staffs than larger daily papers, sometimes only an editor and several staff or contributing writers. Providing the paper with a drop-in article that provides newsworthy information on children's and youth's mental health and the valuable contributions your program makes to your area will save the newspaper staff time and get your mental health messages out there.

- When building a media list for drop-in distribution, be sure to collect the name, address, e-mail, and fax number for the editor-in-chief, editorial assignment editor, and feature editor or whichever of the three are on staff with the papers you are targeting. Smaller community papers might only have a publisher or editor as a point of contact.
- Before sending your article, find out what format the publications prefer. Some prefer to receive camera-ready materials on slick paper, while others prefer electronic layouts, usually in PDF format. Still others prefer to lay out the articles themselves, so they will want to receive articles as Microsoft® Word documents.
- Do not be afraid to target a wide range of outlets for drop-in distribution. The more places that receive your drop-in, the higher the odds for placement.

The following is a list of examples for alternative drop-in article placement:

- School newsletters or newspapers
- Supermarket news handouts
- E-blasts or fax blasts to your mailing list
- Faith-based organization publications
- Publications for ethnic minorities
- Mental health journals
- Business journals
- PTA/PTO newsletters
- School administration publications

HOW TO WRITE AND PLACE OP-EDS

Op-eds is short for "opposite the editorial page" and can be a great way to speak directly to your audiences through the media about your program. Your op-ed can make a direct appeal to local newspaper readers. It can ask them to pay attention to the strengths of children, youth, and families and to support your program as an effective and efficient way to help children and youth with mental health needs.

Specifically, you should cover:

- why this day is important to children, youth, families, and your community;
- brief, general information about your activities or event to show why your op-ed is newsworthy;
- whom you help;
- what your program does and how it is unique; and
- your program's successes.

In addition to these basics, you should end with a **call to action**. You may urge your readers to attend your National Children's Mental Health Awareness Day activities to learn more about your services and supports, to refer a child or adolescent who might be overcoming mental health needs, or to educate State or local representatives. These suggestions are meant to stimulate ideas; feel free to develop a call to action of your own that meets your program's specific needs and goals.

FOR MORE ASSISTANCE

The Oklahoma Department of Mental Health and Substance Abuse Services/Oklahoma Systems of Care provides this and other helpful documents online at www.ok.gov/odmhsas. Follow these instructions to access the OSOC Marketing forms and resources:

- Click “Consumer Services”
- Click “Children, Youth and Family Services”
- Click “Systems of Care”
- Under Useful Links, click “SOC Forms and Resources”
- Documents are listed under the heading “SOC Marketing and Publicity”

For more information, assistance or to share your ideas regarding communications, event planning and social marketing, contact:

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ODMHSAS/Oklahoma Systems of Care
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REFERENCE

Substance Abuse & Mental Health Services Administration . (2010, March 30). *Awareness Day 2010*. Retrieved from SAMHSA: www.samhsa.gov/children