



## Section 2:

# Outreach Tools and Tips



## Section 2: Outreach Tools and Tips

### Message Development Tip Sheet

Successful events and partnerships are a key way to gather potential supporters to learn more about children's mental health initiatives. Compelling messages will further motivate those audiences to think, feel, or act on your behalf. Potential National Children's Mental Health Awareness Day messages should highlight the strengths-based "Thriving in the Community" theme. If your program has a social marketing plan, be sure that your National Children's Mental Health Awareness Day messages are consistent with your plan's goals.

The most effective messages clearly and concisely deliver important information about the successes and needs of your program and inspire your audience to think, feel, or act on your issues. To have the most impact, your messages should:

- show the importance, relevance, and magnitude of children's mental health issues—and the value of your program to the larger community;
- put a "face" on local children's mental health issues;
- tie the issue of children's mental health to specific audience values, beliefs, or interests;
- reflect an understanding of what would motivate the audience to think, feel, or act regarding children's mental health;
- be family-driven and youth-guided;
- be culturally and linguistically relevant and sensitive; and
- be memorable.

#### Tailoring a Message to Your Program

What do you stand for? More important, what is the one thing you want your audience to think about you? This is your message. Your basic message should match the goals of National Children's Mental Health Awareness Day:

- to raise awareness of effective programs for children's mental health issues;
- to demonstrate how children's mental health initiatives promote recovery and resilience; and
- to show how children with mental health issues thrive in their communities.

In other words, your message should communicate and build on the idea that children and youth with mental health needs and their families are thriving in the community. You can develop a more targeted set of messages that are relevant to your program and the community it serves. Your program's message will also depend on the level of audience understanding about children's mental health and children's mental health initiatives.

- If you are working to reduce stigma among educators or parents, your message might be, "Children's mental health is essential to their overall health."
- If you are communicating to juvenile justice about the effectiveness of mental health services and supports for children and youth, your message might be, "A coordinated approach of mental health services and supports can keep children and youth safe, at home, in school, and as productive members of the community."
- If you are conducting outreach to policymakers to increase support for children's and youth's mental health services and supports, your message could be, "A collaborative approach to mental health services and supports for children, youth, and families can be cost-effective."



## Section 2: Outreach Tools and Tips

### A Checklist and Timeline for Planning Your Events

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 National Children's Mental Health Awareness Day on May 8, 2006.

#### Planning

- Identify and involve partners.
- Submit your National Children's Mental Health Awareness Day pledge form.
- Set up a planning committee, including families, youth, and community organizations, and meet regularly.
- Develop event goals: What do you want to accomplish?
- Choose your marketing methods.
- Develop your public relations plan.
- Send out a "Save the Date" notice via mail, e-mail, or fax.
- Establish evaluation criteria and methods: How will you know you have reached your goals?
- Identify your target audiences: Whom do you want to attend and/or pay attention?
- Determine the type, size, and atmosphere of the event.
- Develop a preliminary budget.
- Develop a preliminary timeline.
- Set up your record-keeping process, and create an event binder.
- Recruit and secure sponsors, if necessary.
- Select location and plan logistics (room setup, food, audiovisual equipment, accessibility to the physically challenged, etc.).
- 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.
- Finalize the budget.
- Begin setting the agenda.
- Identify and invite speakers.
- Begin developing your materials.
- Call potential speakers to seek confirmations.
- Touch base with sponsors to update them on your progress.
- Determine meal and food service needs.
- Choose a caterer.
- Determine your catering selections.
- Provide your caterers with a head count by the deadline.



## Section 2: Outreach Tools and Tips

- 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 in the final week before the event).
- Decide whether you will invite media.
- Distribute invitations.
- Determine audiovisual needs and make arrangements with the event venue.
- Other: \_\_\_\_\_

### Development

#### Week One

- 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: \_\_\_\_\_

#### Week Two

- 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: \_\_\_\_\_

#### Week Three

- Finalize the agenda and have it printed.
- Verify details with venue; confirm audiovisual needs; 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.



## Section 2: Outreach Tools and Tips

### Week Three (continued)

- Print name tags, if applicable.
- Draft a press release describing the event for release on May 8.
- 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: \_\_\_\_\_

#### National Children’s Mental Health Awareness Day (May 8, 2006):

- 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

- Conduct wrap-up meeting with event 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 potential collaboration.
- Send thank-you cards and notes of appreciation to committee members, volunteers, presenters, sponsors, staff members, and others involved with the event.
- Other: \_\_\_\_\_



## Section 2: Outreach Tools and Tips

### Working With the Media

“May Is Mental Health Month” and “Children’s Mental Health Week” have traditionally been the time to actively raise awareness about mental health of children and youth, and to build relationships with local media, partners, and other interested parties. Building strong relationships with local media is a great way not only to promote your National Children’s Mental Health Awareness Day, “National Children’s Mental Health Week,” and “May Is Mental Health Month” activities, but also to establish your program as a resource for information about children’s mental health in your community year-round.

The media are responsible for educating the public on important issues affecting the community, as well as reporting on issues of public safety and/or crisis. As such, they want news that is fresh and will attract large audiences. National Children’s Mental Health Awareness Day provides that fresh angle and allows you to initiate relationships with reporters who can be your allies in the future.

The media can play an important role in spreading the message that children and youth with mental health needs make significant contributions to the community. Thematically, “Thriving in the Community” may attract media interest. The opportunity to feature stories of children prevailing “against the odds” is a popular angle for journalists.

#### The Art of “Pitching”

Getting reporters and the local media interested in National Children’s Mental Health Awareness Day and children’s mental health is an important part of event planning. Remind yourself and those who are helping with your media outreach effort that you have a compelling story to tell—one that empowers mental health consumers and advocates and affects the entire community.

There are several ways to obtain media coverage for National Children’s Mental Health Awareness Day. You can “pitch” (request) feature stories, expert resources, drop-in articles, calendar items on National Children’s Mental Health Awareness Day activities, coverage of a National Children’s Mental Health Awareness Day proclamation, freelance pieces, and op-eds. Your “pitch” can focus on an academic event such as a spelling bee, artistic event such as an art exhibit, athletic event such as a track and field day, and/or a vocational event such as a community service project.

Be creative in your pitch; it is one of the best ways to bring the media on board. Work with the reporter, provide a story angle and data that relate to the reporter’s audience. A sample pitch letter/ e-mail that can easily be adapted for your National Children’s Mental Health Awareness Day pitching is included in this notebook and on the CD-ROM.

Here are some ways to improve your pitch for National Children’s Mental Health Awareness Day:

- **Understand Reporters’ Needs**

While you are planning your National Children’s Mental Health Awareness Day activities and events, deadlines will be a priority. Remember that reporters have deadlines, too. Here are some ways to show your consideration:

- Contact the reporter or editor to find out about specific deadlines.
- Introduce yourself and the National Children’s Mental Health Awareness Day activities and messages you are promoting.



## Section 2: Outreach Tools and Tips

- Remember that different media outlets have different requirements for the way information is presented. For example, the focus of a TV story is visual, while a radio piece would likely rely on an interview with your spokesperson.

- **Develop a Relationship**

If you already have relationships with local reporters who cover mental health or community issues, your National Children's Mental Health Awareness Day activities should be an easy sell. If you do not already have these relationships, here are some ways to build one:

- Find out which reporters cover mental health topics, and introduce yourself and your activities.
- Mention any friends, colleagues, or editors who may have referred you to that specific reporter.
- Position yourself as a resource for information on mental health, and follow through with information when the reporter needs it. This will help you maintain these relationships after your National Children's Mental Health Awareness Day activities, "Children's Mental Health Week," and "May Is Mental Health Month" have passed.

Reporters' beats—issues and areas they cover—also change regularly, so it is good to stay on top of what reporters are covering and how. By staying informed and presenting yourself as a resource for information on mental health year-round, a reporter may also call on you as an expert for other relevant stories.

- **Be Creative**

No story has just one angle. Consider the many angles a reporter could take on a mental health story such as National Children's Mental Health Awareness Day, and offer evidence and examples to back them up. Brainstorm how you can tie National Children's Mental Health Awareness Day activities and your "Thriving in the Community" message to other important local topics. Here are some examples:

- A story about a National Children's Mental Health Awareness Day concert may work for a music, education, or lifestyle reporter.
- A story about a National Children's Mental Health Awareness Day essay contest may work for an education, family and parenting, or youth reporter.

- **Be Persistent**

If one reporter cannot cover your National Children's Mental Health Awareness Day activities, another reporter may be able to. Here are some things to keep in mind about the media:

- Most media outlets have large staffs of reporters that cover different topics.
- If one reporter says no, move on to the next.
- An arts reporter may not be interested in covering your National Children's Mental Health Awareness Day art exhibit, but an education reporter may want it to discuss the importance of art as a valuable learning tool for schools.
- A political reporter may not be interested in covering your National Children's Mental Health Awareness Day legislative briefing, but a community reporter may want it to discuss the importance of youth and family involvement in your local government.



## Section 2: Outreach Tools and Tips

- A national news reporter may not be interested in covering your National Children's Mental Health Awareness Day proclamation, but a features reporter may want it to discuss how the mental health movement has grown and why it is essential that local governments embrace this movement.

Ultimately, the key to media coverage is to tie your National Children's Mental Health Awareness Day activities and the "Thriving in the Community" message to whatever media topic and reporter you contact and who then follows up with you. Persistence pays.

- **Show Respect**

While you want the media in your community to cover all aspects of your National Children's Mental Health Awareness Day activities, make sure your first contact with them is about something newsworthy.

- Be prepared with information about your events such as your National Children's Mental Health Awareness Day "Hands Around City Hall" event and with exclusive information about your program.
- While all of the information you have about children's mental health is important, if you develop a strong relationship with a reporter, you will become a resource for children's mental health information when that reporter does a relevant story in the future.
- Many times, the best person to talk to is the beat reporter or assistant, who might have more time to talk about issues. The beat reporter or assistant can then pitch your story about successfully improving the mental health of children, youth, and families and the importance of children's mental health awareness in the community to their editors.

- **Stay Aware**

Remember that although your primary goal is to promote your National Children's Mental Health Awareness Day activities and messages, a reporter's primary goal is to write a compelling story. Here is some advice if a reporter asks a question that you would rather not answer:

- Remember, when a reporter is writing a story on any issue, any comment you make during an interview is fair game. If you do not want to see something in the story, do not say it. Keep the focus on National Children's Mental Health Awareness Day.
- Be honest and let the reporter know if you are facing a confidentiality issue.
- Avoid telling reporters anything you do not want to see in print the next day, no matter how friendly the reporter may seem or how long you have been working together.
- When you are interviewed, avoid saying "no comment."

- **Offer Your Opinion**

As a rule, the media want to see stories presented factually, without opinion. There is an exception to that rule—the op-ed page. Found "opposite the editorial page" (hence its name), this page provides space for local residents to express their views on topics of local or national importance. National Children's Mental Health Awareness Day creates a prime opportunity to write an op-ed about mental health services and supports for children, youth, and families in your community.





## Section 2: Outreach Tools and Tips

- **Be Prepared**

If you offer a spokesperson for your story, be sure that the person is willing and ready to talk to the media. Promising a quotable and well-informed source for a story and being unable to deliver could derail your efforts by inviting negative coverage or hurting your relationship with the reporter.

- **Embrace Diverse Outlets**

Children's mental health initiatives represent the spectrum of cultural and ethnic diversity. For example, your program might serve populations with more than a dozen Asian languages, or you might work in an isolated rural environment. This diversity presents a need and an opportunity. Approaching only mainstream media with story ideas could mean that you will eliminate a large portion of your target audience. Consider all of the media outlets that your target audience could use, and learn how to work with them. Here are some questions to ask yourself:

- Will you need to produce materials in more than one language?
- Will the editor or reporter be bilingual, or will you have to speak in a different language?
- Does the recipient have the technology to support a PDF, or should you include a Microsoft® Word file with information?

Be flexible with the type and format of the information you provide, and follow up to ensure that reporters have the information they need.

- **Blog Away**

A blog (short for Weblog) is basically a journal that is available on the Web. It is updated frequently and intended for general public consumption, and it usually represents the personality of the author or the Web site. Blogs are a great way to share National Children's Mental Health Awareness Day activities and mental health information with the media and your community. Because blogs often contain passionate debates and dialog that explore virtually every facet of an idea or concept, reporters see them as valuable sources of information and public opinion. So blog about your National Children's Mental Health Awareness Day talent show, poetry contest and/or fair, encourage your community to share feedback, and invite the media to visit your blog and get involved.

- **Be Quotable**

Reporters are always in search of "quotable" quotes to bring their stories to life. Think about the best way to describe National Children's Mental Health Awareness Day or key children's mental health issues, and prepare some short sentences that can be used to answer these inevitable questions. Be sure to include the "Thriving in the Community" message and important National Children's Mental Health Awareness Day goals and expectations.

- **Let the Community Know**

Do not forget about the community calendar. These calendars usually run free on local television channels and in community newspapers, and they are perfect places to tell your community about National Children's Mental Health Awareness Day activities.

- **Say "Thank You"**

It is not a reporter's job to make you or your program happy, but reporters do appreciate praise. Write a note, or make a quick phone call to pass along your thanks for National Children's Mental Health Awareness Day coverage that affects your program in a positive way.



## Section 2: Outreach Tools and Tips

- **Be Patient**

“May Is Mental Health Month” and National Children’s Mental Health Awareness Day activities are important, but they might not be the right fit for a media outlet at the time. Be patient, thank the reporter for taking an interest in your story, and be sure to follow up with future story ideas.

### **Not Everyone Gets News From the Local Paper**

Involving members of your site in your National Children’s Mental Health Awareness Day activities can help energize potential partners and stakeholders about your program. Many community organizations that work directly with children, youth, and families have newsletters or public bulletin boards where you can post details about your National Children’s Mental Health Awareness Day activities and general “May Is Mental Health Month” information. Some examples are:

- Schools, including colleges and universities
- Public government buildings and courthouses
- Community and neighborhood associations
- Churches, synagogues, and other faith-based organizations
- Shopping malls, supermarkets, and drug stores
- Youth centers
- Health clubs
- Spas, salons, and barbershops
- Civic organizations
- Local businesses
- Hospitals, clinics, and health centers
- Libraries
- Zoos
- Museums
- Bus stops, train stations, and other public transportation facilities
- Venues for sporting events, concerts, and theater productions
- Laundromats



## Section 2: Outreach Tools and Tips

### Public Service Announcement Tip Sheet

Public service announcements (PSAs) offer you the opportunity to promote your National Children's Mental Health Awareness Day activities and your program to the general public—for free. Radio stations make time available for PSAs as a way to show their commitment to the communities they serve. This planning notebook includes scripts for 15-, 30-, and 60-second radio PSAs you can use as a basis for promoting National Children's Mental Health Awareness Day activities, as well as tips for promoting your program all year long. The scripts are called "live announcer," meaning they will be read on the air by a radio personality. A sample PSA pitch letter/e-mail is included in this planning notebook, and, like the radio PSA scripts, electronically on the CD-ROM. All can easily be adapted to reflect the activities of your program.

#### Motivating Public Service Directors and Producers

Most radio stations have public service directors who decide which PSAs will air. Public service directors are busy people who receive many PSAs every day. They are most likely to use PSAs that they believe are of local interest to their communities, and they often favor issues and causes related to health and children's issues. Because children's mental health is an important issue that affects many families in your community, public service directors will likely find National Children's Mental Health Awareness Day PSAs highly appealing. In addition, they will likely find the "Thriving in the Community" theme just as interesting, especially if you tie it to other events you have planned. Educating local public service directors about the strengths of children and youth and the harmful effects of stigma can also encourage them to read your scripts on the air.

The following tips will help you get your PSAs placed on radio stations:

- **Know Who Is in Charge**

Radio station public service directors may have various titles, including community affairs director, advertising manager, or general manager. Often, the on-air personalities or the producers decide which PSAs will air. Call the station and ask whom you should contact about placing your National Children's Mental Health Awareness Day PSAs.

- **Write a Letter of Introduction**

Once you have determined whom to contact, send a letter of introduction that includes the following information:

- The importance of children's mental health—that according to SAMHSA, in 2004, 22.5 percent of youth aged 12 to 17 received treatment or counseling for emotional or behavioral problems in the previous year.<sup>2</sup>
- Your success stories and how they have made an impact on your community.
- Your plans for National Children's Mental Health Awareness Day.
- A call-to-action: Ask the radio station to support your activities by running PSAs.

---

<sup>2</sup> Results from 2004 National Survey on Drug Use and Health Series H-28, page 97, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Office of Applied Studies.



## Section 2: Outreach Tools and Tips

Remember to keep it local. The people in charge of PSA placement want to know how the issue affects their community. A sample pitch letter is included in this planning notebook in Section 3.

- **Meet Face to Face**

Follow up your letter by scheduling meetings with the public service directors at the radio stations where you want your PSAs to air. These meetings put a face on the issue and provide an opportunity for you to educate public service directors about issues related to children's mental health. It generally takes a few weeks for radio stations to put PSAs on the air, so you should schedule your meetings well in advance of National Children's Mental Health Awareness Day. Then, ask the radio station to run your PSAs before National Children's Mental Health Awareness Day.

- **Say "Thank You"**

Follow up your visits and meetings with thank-you notes. Acknowledge radio stations once they use the PSAs. Send thank-you notes, and let them know you are delighted that they were able to help raise awareness about children's mental health and your National Children's Mental Health Awareness Day activities.

- **Use Your Connections**

Perhaps you or someone in your program already knows someone in a management position at a radio station. Take advantage of that connection to encourage your contact to use your National Children's Mental Health Awareness Day PSAs.

- **Approach Radio Stations That Use PSAs**

Not all radio stations use PSAs. So listen to the radio stations in your community and approach those stations that already air PSAs. If you live in a large metropolitan area, it might be challenging to get your PSAs placed on the most popular radio stations. On the other hand, there are probably several less popular radio stations that will be willing to air your PSAs.

- **Look for Community Calendar Opportunities**

Many newspapers and radio and TV stations have community calendars or bulletin boards that feature listings of local events. Be sure to have National Children's Mental Health Awareness Day listed on the calendar or bulletin board.

- **Seek a Media Partnership**

Often the media, including TV and radio stations, newspapers, and magazines, will sponsor community events. When they do, they actively promote the event by giving PSAs premium placement and even producing PSAs—and they usually ask that the organization co-brand the event. For example, they might ask you to name the event "The Channel 4 National Children's Mental Health Awareness Day." There is one downside to a media-sponsored event: Competing media will not use your PSAs. This downside could be far outweighed by the benefits of gaining premium PSA placement and visibility with the media outlet with which you form the partnership.

- **Reaching Diverse Audiences With PSAs**

Media serving diverse communities offer an outstanding opportunity for PSA placement, especially if you offer in-language PSAs. This is because there is often a lower demand for paid advertising among these media—many mainstream advertisers simply overlook media



## Section 2: Outreach Tools and Tips

reaching ethnic or specialized audiences, or consider the cost of adaptation to be too high—so there is usually a higher-than-average availability for PSA time. In addition, not all PSAs are adapted for ethnic or specialized media, so there is less competition for PSA placement than in mainstream media. The key to placement in ethnic and specialized media is to make all communications meet the needs of that outlet's target audiences.

- If you are focusing on Hispanic radio stations, for example, make sure you provide both Spanish and English versions of the PSAs—there has been a growing trend toward Spanish media using both languages. Be sure any correspondence to the media outlet is in Spanish. Although public service directors at Spanish-language radio stations are likely fluent in both English and Spanish, they will appreciate the sincerity of your pitch if it is in Spanish, and the gesture will increase your opportunity for placement. Sample Spanish-language PSAs have been included as part of this planning notebook.



## Section 2: Outreach Tools and Tips

### Speechwriting Tip Sheet

If you are conducting National Children's Mental Health Awareness Day activities, there is a good chance that someone from your program will deliver your message through a short speech or presentation. A detailed outline can provide the framework for an organized and compelling speech. Outlines allow you to plan and order your points for maximum impact on your audience. Preparing with an outline also helps you remember your speech by creating a visual image of your speech's "bones." As a result, you will be able to focus on the emotion of your presentation, rather than on trying to read a script.

The first step? Write down your topic, purpose, audience, and audience attitude. For example:

*Topic: Thriving in the Community*

*Purpose: Persuasive*

*Audience: Educators*

*Audience Attitude: Busy, concerned about mental health impacts on classroom and learning*

Next, build the framework for your outline. Remember that the body of your speech will contain three main ideas, which support the topic and purpose. Under each main idea should be subheads that relate to the main heads. Revise, reword, and rearrange your ideas. Go back to your outline to make sure that items are parallel and logical. Make sure you have **sufficient support** for each of the statements you've included.

Below is a general speech outline that you might be able to adapt to suit the special needs of your audience.

- I. Introduction
  - A. Grab your audience's attention
  - B. State your topic and purpose
  - C. Preview your speech
- II. Body
  - A. State first main idea
  - B. State second main idea
  - C. State third main idea
- III. Conclusion
  - A. Restate your main ideas
  - B. Add a memorable conclusion

## Section 2: Outreach Tools and Tips

### Do's and Don'ts of Speechwriting

#### Do:

- Find out everything you can about the group you are speaking to, the venue, the event, etc.
- Ask how much time you have to give your speech.
- Check to see if they have what you need for visual aids—overhead projector, LCD projector, etc.
- Prepare an outline of your speech before you start to write it.
- Preview your speech to someone before the event.
- Give facts and figures with references to back them up.
- Have a clear objective in giving the speech, i.e., what you want the audience to know and take away from the speech.
- Concentrate on your message.
- Visualize yourself giving the speech.

#### Don't:

- Use humor unless you are positive about what the reaction will be.
- Assume the audience knows all of the background information about your topic.
- Use jargon or confusing phrases.
- Exaggerate, stretch the truth, or lie.
- Write more than you need to.
- Rely too much on visual aids to sell your message.
- Talk down to the audience.
- Use the same speech for every venue.

A good length for the average speech is 10 to 20 minutes. If you need more time to make your point, do not be afraid to take it. Because your audience cannot go back and review confusing parts of your speech, it is important for you to deliver a clear, organized presentation and repeat your central points. If you use this three-part structure, your speech will be clear, organized, and powerful.

- 1. Introduction: Tell 'Em What You're Going to Tell 'Em.** In the first part of your speech, tell your audience your themes and major points. This is your speech's introduction, and it should take 1 to 3 minutes.
- 2. Body: Tell 'Em.** In the middle of your speech, illustrate all the points that support your theme. This is the body of your speech and it should take about 8 to 15 minutes.
- 3. Conclusion: Tell 'Em What You Told 'Em.** At the end of the speech, recap. Be sincere, be brief, be seated. This is the conclusion of your speech, and it should take 1 to 2 minutes.



## Section 2: Outreach Tools and Tips

### Public Speaking Tip Sheet

Countless speechwriters have experienced the disappointment of handing over an interesting, compelling presentation to a speaker who is ill-prepared, hesitant, or downright boring. National Children's Mental Health Awareness Day is a time that partners and other audiences hear directly from your program. Motivate your audience to pay attention to your message through a compelling delivery.

The best communicators are those who believe in what they are saying and whose sincerity and dedication to their topic are readily apparent. Before you choose your National Children's Mental Health Awareness Day speakers, consider your audience. What messenger will they best respond to? Since the National Children's Mental Health Awareness Day theme highlights the strengths of children and youth with mental health needs, it could be most appropriate to ask a youth from your program to present a speech. Family members and partners also make great spokespeople for your event.

No matter whom you choose, the speaker needs to convey expertise, experience, interest, and commitment to the mental health needs of children, youth, and families. These tips can help you prepare your spokespeople to present a confident and compelling National Children's Mental Health Awareness Day speech.

- **Content.** Share information about yourself up front. This personalizes you to the audience and makes listeners feel that they know you. The introduction should be 15 percent of your speech, the body of your speech about 75 percent, and the conclusion 10 percent. This is also the opportunity to share your own experiences with your children's mental health initiatives.
- **Eye Contact.** The reason you maintain eye contact with your audience is for feedback. The only way you will know if your audience is getting the message is through eye contact. Look for eyes and heads nodding with you.
- **Smile.** Did your face say you were approachable? It did if you smiled (at appropriate times).
- **Facial Expression.** It is impossible to hide your feelings when you talk about something you really care about. The kind of passion people feel and exhibit when they talk about their loved ones, their mates, or their children is the same passion that should be harnessed when talking about your issues. That kind of passion gives off energy, and energy makes you convincing.
- **Gestures.** Gestures help tell the story. Remember, 50 percent of what people retain is through your body language. Gestures reinforce and highlight your story and give you energy in your delivery.
- **Voice.** You have six different octaves—use them. Avoid non-fluencies such as “ums,” “ahs,” and “you know’s.” Never try to camouflage a regional dialect. All you have to do is tell people where you are from and they will expect you to sound the way you do.
- **Pauses/Silence.** There are four good times to pause: when you move from one subject to another, when you want the message to sink in, when you want or need to collect your thoughts, and when you receive laughter or applause.





## Section 2: Outreach Tools and Tips

- **Use of Humor.** Jokes and anecdotes make for an entertaining speech, but make sure you practice them. Choose material carefully, and *never* tell “off-color” jokes.
- **Avoid Distractions.** Do not fiddle with your hair, shuffle your feet, sway back and forth, jingle change in your pockets, or play with your eyeglasses.
- **Practice.** Practice, practice, practice. If possible, spend time alone just prior to your speech; take some deep breaths and think about your central theme.
- **Do Not Forget That Being Nervous Is Normal.** Try and “reframe” your fear into excitement and enthusiasm.
- **You Are the Expert on Your Own Story.** People have come to hear you talk about what you know.

### Is Your Presentation Culturally Competent?

Presenting to audiences from cultural backgrounds different from your own can feel intimidating. But the benefits of reaching out to a broad spectrum of community organizations make it worth a little extra planning and research. Here are some tips from the National Center for Cultural Competence at Georgetown University:

- Consult with people from the community about customs and taboos in speaking and presenting. Keep an open mind and do not assume anything about practices and customs. Is it acceptable to look a person in the eye when they are speaking? Is it considered rude to shake hands before someone else introduces you?
- Consider asking someone from that community who can effectively deliver your message to co-present or conduct the entire presentation.
- Think about your message. Is it crafted in a way that is relevant (and not offensive or condescending) to your audience?
- Be open to suggestions, and be willing to adapt and modify your message and presentation style to your audience.
- If you have to use an interpreter, keep these points in mind:
  - Talk directly to the audience and not the interpreter. Give the presentation as if they speak your language, and try to connect with them.
  - Do not use clichés or jargon that might trip up the interpreter or may not be translatable.
  - Jokes are seldom funny when translated, and they may be culturally offensive.
  - Give the interpreter as much information ahead of time as possible. If you have a copy of the speech, share it even if you know you won’t follow it to the letter.
  - Notice the pace and manner of the interpreter. Practice with the individual if possible. Try to adjust your speech to that pace.
  - If you want to put in a few words or phrases in the audience’s language, make sure you can pronounce them properly, that you are saying what you mean to say, and that the interpreter knows what you are trying to say beforehand.



## Section 2: Outreach Tools and Tips

### 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 issues, 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 issues 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 your program 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 issues 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.



## Section 2: Outreach Tools and Tips

- 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



## Section 2: Outreach Tools and Tips

### How To Write and Place Op-Eds

Op-eds—short for “opposite the editorial page”—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 issues, 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.



## Section 2: Outreach Tools and Tips

# How To Make Your Own National Children's Mental Health Awareness Day T-Shirts

Your CD-ROM contains four images that you can use to create T-shirts featuring the National Children's Mental Health Awareness Day logo and the "Thriving in the Community" theme. You can wear these T-shirts to promote your National Children's Mental Health Awareness Day event, or you can distribute them on National Children's Mental Health Awareness Day. Here's how to make a fashion statement about children's mental health:

### You will need:

- a plain, white, cotton T-shirt;
- a color printer (either inkjet or laser);
- transfer paper, available at most office supply or art supply stores. Transfer paper comes in inkjet and laser printer-specific types, so make sure to get paper that matches your printer type;
- an iron;
- a pillowcase; and
- the National Children's Mental Health Awareness Day icon transfer images found on your CD-ROM:
  - English icon with text: Reversed icon.jpg;
  - Spanish icon with text: Icon español al revés.jpg.

### Instructions:

1. Print the file of your choice onto a sheet of transfer paper. (Make sure it prints onto the blank side.) The image will look "backward" on your screen and on the paper, but it will transfer onto the T-shirt correctly.
2. Let the printout dry—do not touch the paper while the ink is drying.
3. Preheat your iron for about 8 minutes, using the high cotton setting. Do not use steam.
4. Place the pillowcase on a flat, non-porous surface, such as a countertop. Do not use an ironing board or a glass, metal, or wood surface. Iron the pillowcase so that it lays flat with no wrinkles.
5. Place the T-shirt on the pillowcase, centering the area where you want to place the image. Heat the shirt for a few seconds with the iron and allow it to cool.
6. Cut out the image from the transfer paper and place it face down on the T-shirt.
7. Iron the transfer onto the shirt using heavy pressure until the transfer sticks. Then continue ironing for 60–90 seconds, using circular motions and covering every part of the transfer.



## Section 2: Outreach Tools and Tips

8. Wait a few seconds and remove the backing paper. Your new National Children's Mental Health Awareness Day T-shirt is ready to go.

### **Washing Your T-Shirt:**

- Wait 72 hours after transferring before washing your T-shirt for the first time.
- Always turn the T-shirt inside out before washing.
- Do not use bleach.
- If you need to iron the T-shirt, place a sheet of baking parchment paper (not wax paper) over the transfer. Do not iron directly on the transfer.