2015 Advocacy Leadership Awards

Call for Entries Preparation Materials
Submission Deadline: November 19, 2014

Organizational Achievement in Advocacy

Submit your application online at www.thenationalcouncil.org/awards.
Need help? Please contact Awards support, awards@thenationalcouncil.org, 202-684-7457 or 866-362-0505.
2015 ADVOCACY LEADERSHIP AWARDS

The Advocacy Leadership Awards, supported by Sunovion Pharmaceuticals, recognize outstanding achievements in legislative and regulatory policy advocacy that expand access to behavioral healthcare. These awards celebrate the accomplishments of advocates in the community behavioral health field from across the nation, highlighting their successes and the myriad ways they influence public policy at the national, state, and local levels.

INSTRUCTIONS FOR SUBMITTING AN ONLINE APPLICATION

There are five sections to your Advocacy Leadership Awards application. All sections must be complete before you are able to submit your application. Once you have completed your online submission, you will receive a confirmation email. If you do not receive a confirmation email, there may be an issue with your final submission; please do not hesitate to contact the National Council to confirm receipt. Applications must be filled out online; the National Council cannot accept paper applications.

Online application technical assistance is available by contacting:
awards@thenationalcouncil.org
202-684-3745

Honorees will be notified in January 2015. Winners of the 2015 Advocacy Leadership Awards will receive:
- A $10,000 grant, to be provided to the non-profit organization of the honoree’s choice. Award monies will be distributed directly from the National Council to the non-profit organization.
- A trophy, inscribed with the honoree’s name and category.
- The National Council will cover travel expenses for the honoree and one guest to the 2015 Celebration of Excellence in Orlando, FL.
- Advocacy Leadership Awardees will be highlighted in National Council communications.

AWARD FOR ORGANIZATIONAL ACHIEVEMENT IN ADVOCACY

Honors an organization that has demonstrated exemplary efforts and results over the last 12 months in advocating for legislative or regulatory policies that increase access to mental health and substance use services.

Organizations that advocate for increased access to behavioral healthcare services, and have engaged in outstanding work in behavioral health policy and advocacy, are encouraged to apply for this award. This includes, but is not limited to, mental health and addiction treatment organizations, state associations of behavioral healthcare providers, consumer or family advocacy groups, or other organizations.

Past winners have demonstrated excellence in fighting for changes to state laws to support mental health services for children, winning increased budget appropriations for mental health and addiction treatment services, and engaging multiple stakeholders to inform state and federal public policies related to behavioral health. Note that achieving an actual change to federal, state or local laws is not the only benchmark for success; other achievements might include raising public awareness of a legislative issue, building a powerful grassroots coalition to lobby elected officials for change, or other outcomes related to behavioral health public policy.

For more information about the 2014 honorees, click here.

Section 1: Demographics
The information to be provided in this section is related to the awards nominee – your organization or another organization.

Section 2: Short Answer
This section asks you to provide a summary of the nominee’s advocacy work, including the legislative or regulatory public policy that the nominee’s advocacy was designed to change and the outcome of the nominee’s advocacy efforts.

Section 3: Essay Question
This is the largest part of your submission, and your opportunity to explain why the nominee is the best choice for this award. Your essay gives you the chance to tell the nominee’s story, including information about their exceptional leadership, innovative efforts, community impact, and more.

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Section 4: Optional Attachment
This is not required for a complete application. Applicants wishing to do so may submit a 3-page attachment supporting their nomination.

Section 5: Consent/Submit
A consent and release statement must be “signed” in order to complete your entry. This statement recognizes your participation in the Awards of Excellence program, acknowledges your responsibilities if you or the nominee are selected as an honoree, and allows the National Council to utilize these materials and any other collected if you are chosen as an honoree in program and promotional materials.

APPLICATION PREVIEW: ORGANIZATIONAL ACHIEVEMENT IN ADVOCACY

Please complete your application online at www.thenationalcouncil.org/awards. The National Council cannot accept paper applications for the Advocacy Leadership Awards.

Section 1: Demographics
The information in this section relates to the award nominee.

1. Organization: organization name, address, email, phone
2. Person completing the application: name, title, email, phone

Section 2: Short Answer
This section asks you to provide a summary of the nominee’s advocacy work. More detailed information may be provided in the essay section of your application.

1. Briefly describe the legislative or regulatory public policy that the nominee’s advocacy was designed to change.
2. During what time frame did the nominee’s activities take place? (Note that this award recognizes activities that have taken place over the last 12 months.)
3. Provide a brief summary of the advocacy work the nominee engaged in to build support for their position.
4. What was the outcome of the nominee’s advocacy efforts? (Note that achieving actual policy change is not the only benchmark for success. Your answer should demonstrate that the nominee’s efforts resulted in significant forward movement toward the policy goal; for example, raising public awareness of a legislative issue or building a powerful grassroots coalition to lobby elected officials for change.)

Section 3: Essay Questions (500 words max.)
This is the largest part of your submission, and your opportunity to tell the nominee’s story. Your essay should explain why the nominee is the best selection for this award. We encourage you to tell the nominee’s story, including information about the following elements:

- **Leadership:** the nominee’s leadership in carrying out a thoughtful, strategic, and well-designed policy campaign.
- **Innovation:** how the nominee’s efforts were exceptional, innovative, or instrumental to achieving legislative or regulatory policy changes at the local, state, or national level.
- **Stakeholder Engagement:** the nominee’s successes in engaging other stakeholders (e.g. other interest groups, consumers, state or local elected officials, etc.)
- **Community Impact:** how the policy achievements resulted or will result in meaningful change in the lives of consumers, providers, family members, or other stakeholders.
- **Planning for the Future:** the nominee’s plans to build on his/her/their success with future policy and advocacy activities that will achieve further progress toward the policy goal.
- **Any additional details** you would like to provide that demonstrate the nominee’s excellence in advocacy.

Section 4: Optional Attachment
Applicants are limited to one attachment of no more than 3 pages. The attachment must be a pdf document. Examples of attachments could include a statement of support from a community leader or a person affected by the policy change the nominee promoted; examples of advocacy materials used; or other relevant materials. This is not required for a complete application.

Section 5: Consent/Submit
Submit your application online at www.thenationalcouncil.org/awards.
Need help? Please contact Awards support, awards@thenationalcouncil.org, 202-684-7457 or 866-362-0505.
By checking the box below, I confirm the following:

1. I participated voluntarily in the Awards of Excellence programs (Impact Awards, Inspiring Hope Awards, and Advocacy Leadership Awards).
2. I permit the National Council for Behavioral Health and/or another vendor, to contact me regarding my status as an applicant of the above referenced program and with regard to any subsequent issues/questions that may arise related to my status of said program.
3. If I am chosen as a recipient of an Award of Excellence (Impact Award, Inspiring Hope Award, and Advocacy Leadership Award), I am open to working with the National Council and/or another vendor in planning my attendance/participation at the Awards event, April 21, 2015.
4. If I am chosen as a recipient of a National Council Award of Excellence, I understand materials may be created highlighting my program/organization/activities, etc. that may be distributed to the media and/or general public.
5. Further, by signing this form, I agree that the National Council and/or Lilly or Sunovion, may contact me for purposes of providing me basic training on interacting with various types of media or to ask my permission for other uses of my personal images or for my participation in other types of projects.
6. By signing this form, I agree that the National Council may use my photograph and application materials in promotion of the Awards of Excellence program and promotions. The National Council may also video and record my voice as part of my participation.
7. I understand that if I am a recipient of the 2015 Awards of Excellence (Impact Awards, Inspiring Hope Awards, or Advocacy leadership Awards) or any prior year, the materials noted in the above bullet may state that I am a mental health consumer (if applicable) and may be nationally distributed to the general public.
8. If I am chosen as a recipient of an Award of Excellence, I am permitting the National Council and/or Lilly or Sunovion to interview, photograph, film, or videotape me, and/or have my voice recorded.
9. I give permission to the National Council and/or Lilly or Sunovion to crop or edit copy/images, or use them in any other lawful uses in any way that it may determine in its sole discretion.
10. I release both the National Council and Lilly or Sunovion, its agents, employees, licensees and assigns, from and against any and all claims which I have, or may have, for invasion of privacy, defamation, or any other cause of action arising out of any contract related to the programs or arising out of general public understanding that the programs are open to those battling mental illness, as well as to those who provide treatment and services to those battling mental illness.
11. I waive all rights I may have to claims for payment or royalties in connection with any exhibition, televising, internet posting, or other publication of my personal images, irrespective of whether a fee for its use is charged by any third party.
12. In the event that I change my mind about future contact with the program, the National Council and/or Lilly or Sunovion, I will advise in writing and submit, as noted, to: Awards of Excellence, National Council for Behavioral Health, 1701 K Street NW, Suite 400, Washington DC 20006; 866-362-0505. Within ten (10) days of receipt of such notice, the National Council and/or Lilly agree that we will take reasonable steps to stop any further contact with you.
13. I understand that taking the above noted step will immediately disqualify me as a potential recipient of any monies/winning status granted by the programs.
14. I understand that signing this form does NOT ensure that I will receive funding or be chosen as a recipient of the programs, simply that I am open to be contacted regarding my status.
15. [For applicants in the Artistic Expression category only]: The artwork I am submitting is original (not copied from or based upon or derived from any other artwork or materials) and I am the sole owner of the artwork. If the entry is photography, DVD, or other likeness of any person, I assert that all persons included in my submission have given permission for this creative work to be entered.

Please note: If you are completing this application on behalf of someone else, you will be required to “sign” the document, if your winner is selected as the awardee, the National Council will have further paperwork to confirm.

RECOMMENDATIONS

1. Build your application in a word document prior to completing your submission online, in order to avoid any issues or interruptions that may result with the online submission process. We do not want you to lose your work! You will be able to cut and paste into the online application.
2. The online application DOES allow you to save your work and return to complete your application later, so take your time. Submit your best application.
3. Be brief. Less is more.
4. Tell a story. Include short vignettes or quotes, but only if it adds to the overall summary/content.

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5. Whatever the focus of your application, don’t just tell us about the good work you’ve done. Show us. Use data, metrics, or numbers to show the impact you or your organization have had.

6. Grammar. Make sure you spend time editing your submission – verb tense, punctuation, spelling, etc. It matters. If you are uncertain of your own grammatical capabilities, have someone look over your application prior to completing your submission.

7. We strongly encourage you to keep a copy of all submitted materials.