



BE HEALTHY. BE SAFE. BE READY.

Emergency and Community Health Outreach

April 5, 2011 (MDH Metro Task Force)

English ພາສາລາວ Soomaali Español Lus Hmoob
ខ្មែរ Tiếng Việt English ພາສາລາວ Soomaali Español ខ្មែរ Tiếng Việt English ພາສາລາວ Soomaali Español
Lus Hmoob ខ្មែរ Tiếng Việt English ພາສາລາວ Soomaali Lus Hmoob ខ្មែរ Tiếng Việt English ພາສາລາວ Soomaali
Español Lus Hmoob ខ្មែរ Tiếng Việt English ພາສາລາວEspañol Lus Hmoob ខ្មែរ Tiếng Việt English ພາສາລາວ
Soomaali Español Lus Hmoob ខ្មែរ Tiếng Việt English ພາສາລາວEspañol Lus Hmoob ខ្មែរ Tiếng Việt English
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ECHO's mission...

“To leverage partnerships to develop and deliver vital health, safety, emergency and civic engagement information to help the ever-changing and diverse population integrate and become successful in our communities.”



496,042 Minnesotans have “Limited English Proficiency”

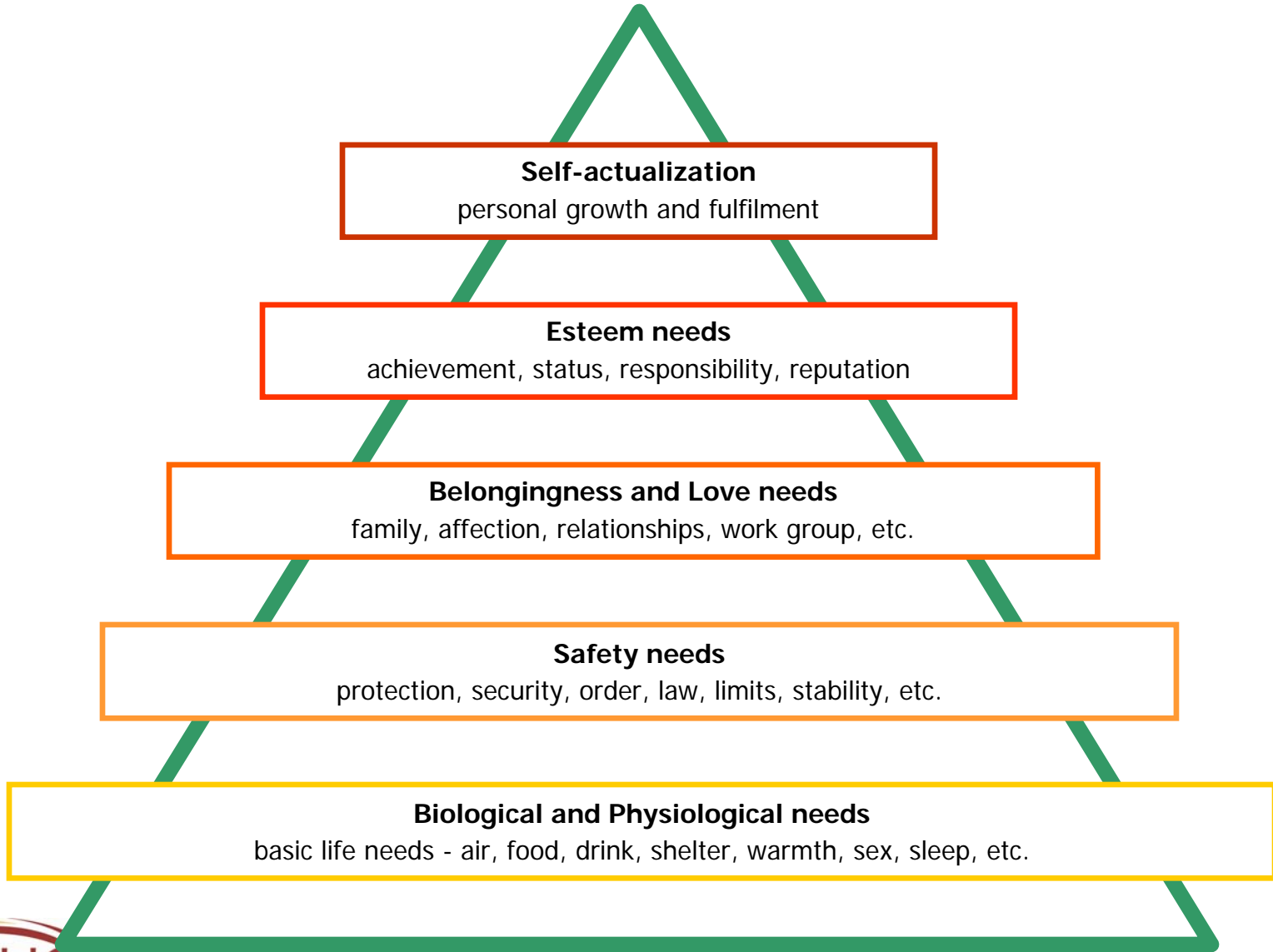
***ECHO has a unique capacity to reach
426,231 Minnesota residents
speaking one of 9 languages (other than English)***

***~18k new arrivals
immigrate to Minnesota annually!***

Sources: 2006 American Community Survey - Census; Minnesota Department of Education 2006-2007 Home Language; Department of Homeland Security

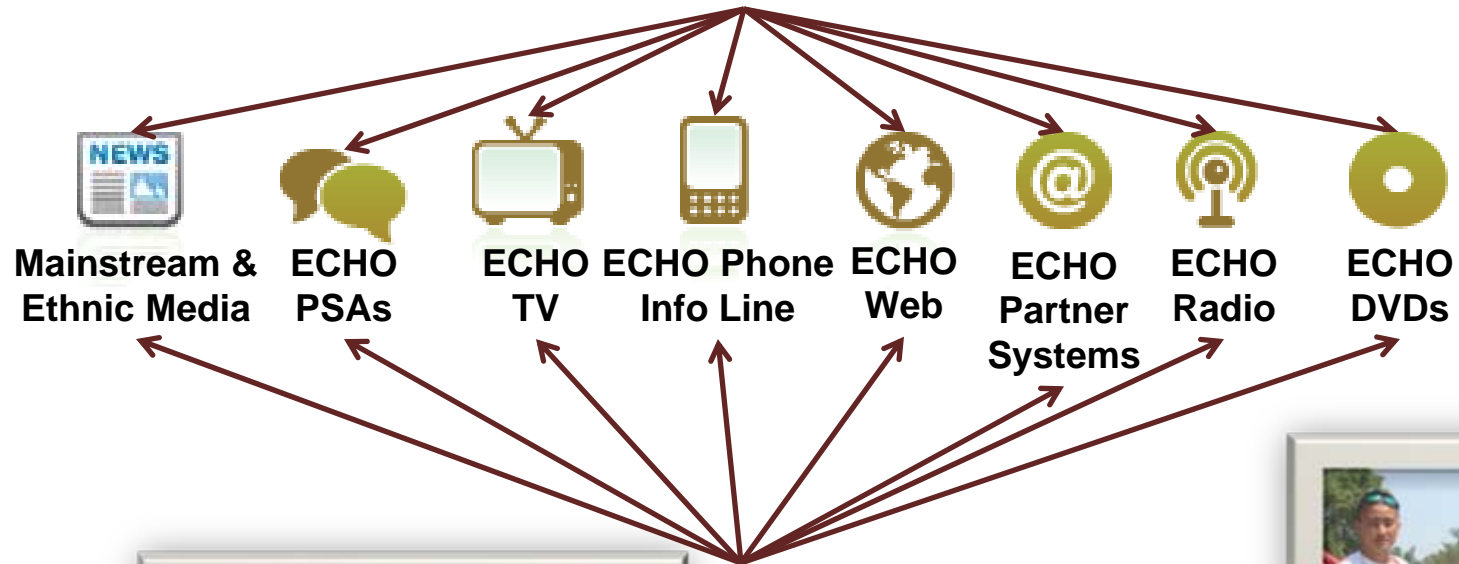


Maslow's Hierarchy of Needs



Our model...

Public Health Education & Emergency Communication



ECHO's Elements...



- LEP Communication “Network”
- Redundant communication tools
- Common content but tailored for cultural information needs

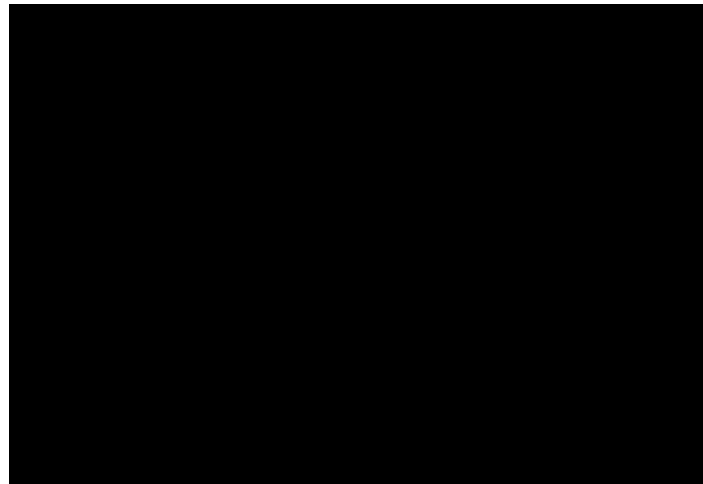
- Bridges communication gap between “officials” and “cultures”
- Builds trusted resource for LEP’s
- Aids emergency communications



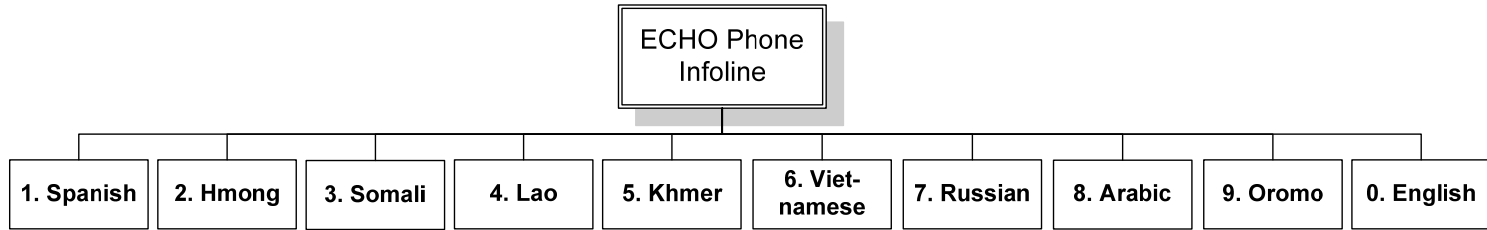
1-888-883-8831



Sample ECHO – TV



ECHO Phone: 1-888-883-8831



“This is the ECHO Information Line.”

“Si desea obtener información en español, marque el uno (1).”

“Yog xaav nov ua lug Moob, nyem ob (2)”

“Haddii aad af Soomaali rabto, taabo lambar saddex (3)”...etc.

“A potentially dangerous disease outbreak has been identified by health authorities...”

- Recorded line
- 2 topics/month
- More languages (12)
- Faster messaging



ECHO – Phone Sample

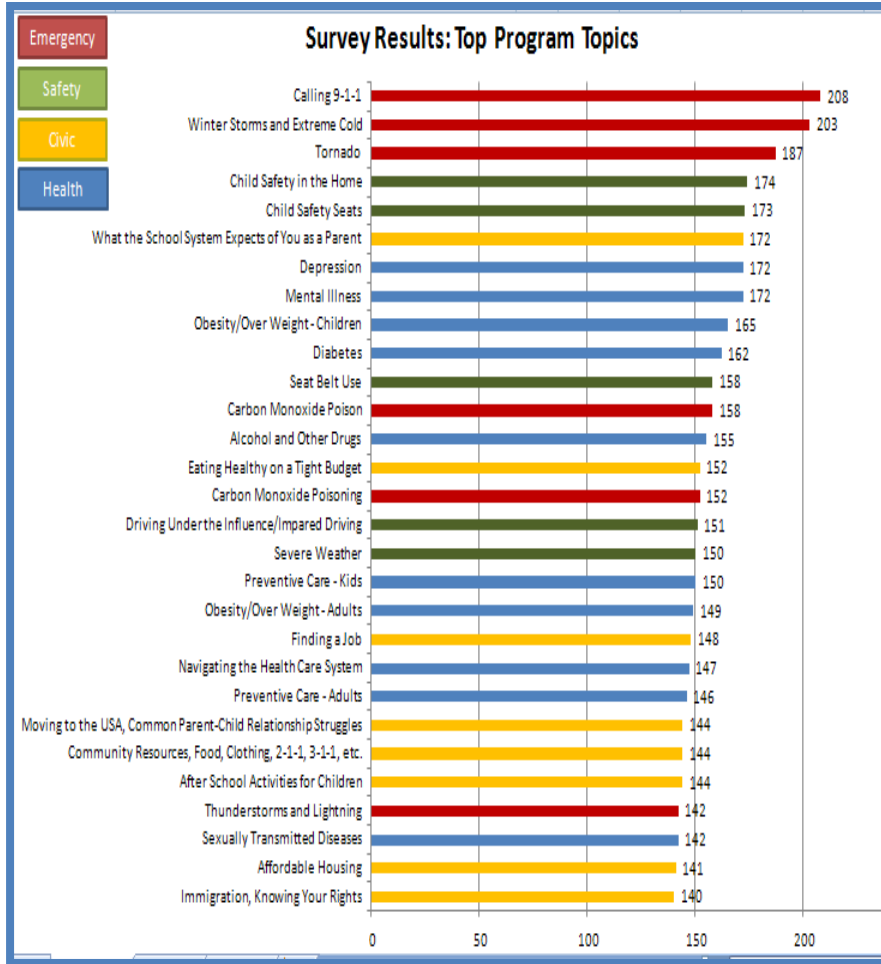


ECHO Web - www.echominnesota.org

- Streaming video / audio – All ECHO outputs
- DVD distribution & print downloads
- Health advisory
- Common use: Info and ESL curriculum
- e-bulletins /e-subscribe



ECHO “Top Ten” Survey



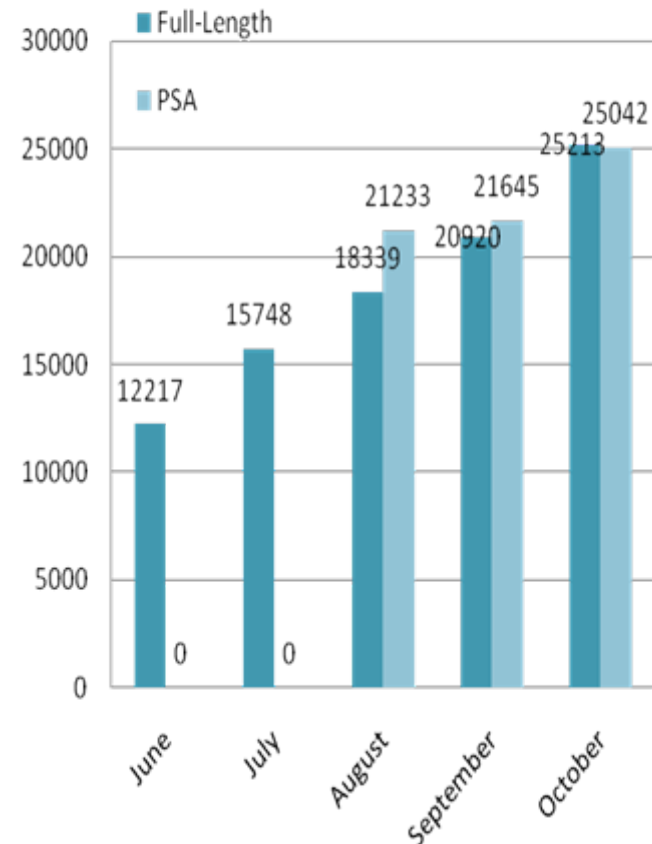
1. Tornado safety
2. Child safety at home
3. What school expects of parents
4. Depression
5. Obesity
6. Diabetes
7. Seat belt use
8. CO poison prevention
9. Alcohol abuse
10. Eat healthy on tight budget



ECHO Media Tools 2010 Highlights

- Average viewers tptMN & tptLIFE: 1,000 per program (metro only measured)
 - Plus **Add Cable TV audiences**
 - **75 avg.** ECHO broadcasts **monthly**
 - **50,000+** YouTube (Programs & PSAs)
 - **888-883-8831** low (requires promotion)
- **Radio** use limited to **emergencies** H1N1 and special programs
 - **2,000+** avg/mo hits echominnesota.org
- **Somali & Spanish** speakers fastest growing (social media, smart phones)

Cumulative YouTube Views for PSA's and Full-Length Programs



ECHO Partners...

- Connects local officials to local LEP residents
- Builds relationships between cultural leaders & officials
- Supports “non-tech” delivery of content
- 75+ partners to date – ECHO plans to expand private sector partnerships in 2011

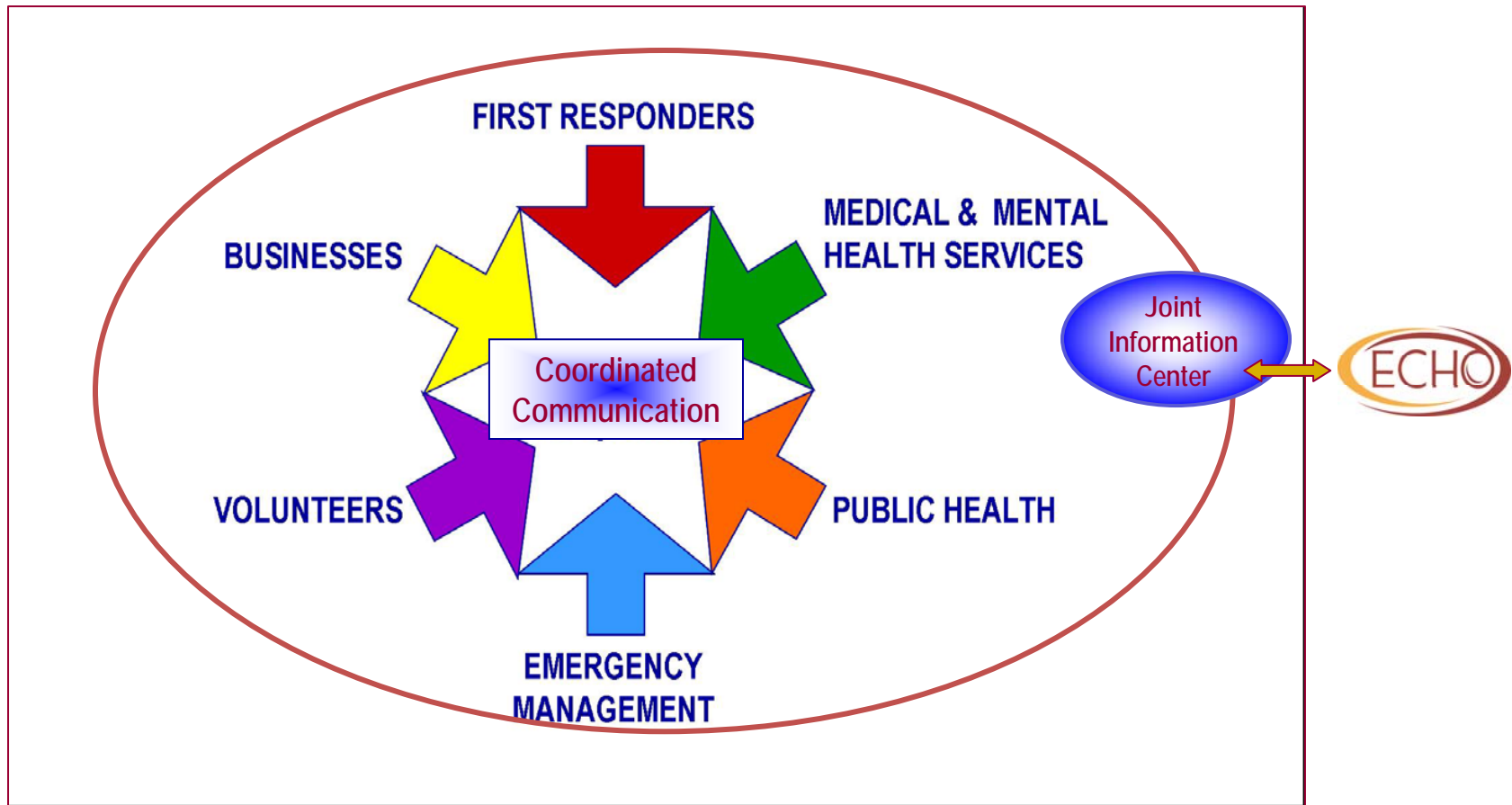


Emergency Activation

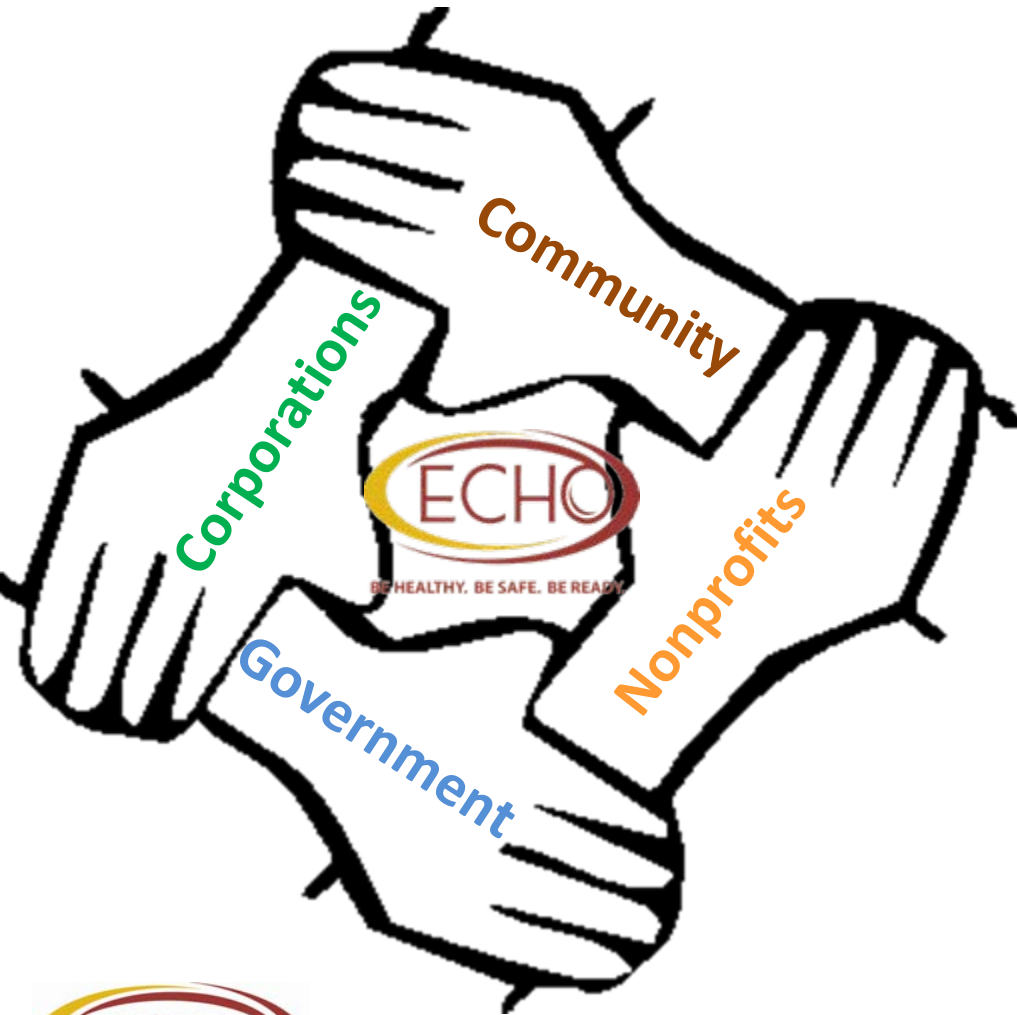
- **Consistent** messaging at all levels of response (government agencies)
- **Centralized** resource removing language barriers so people receive critical information in an emergency
- **Credible** “go to information” resource for cultures and government agencies as the branding of ECHO’s work grows in each community served
- **Capable** of activation during local, regional and statewide emergency use (as capacity is strengthened)



ECHO in the Joint Info Center (JIC)...



ECHO Today: Community-Based



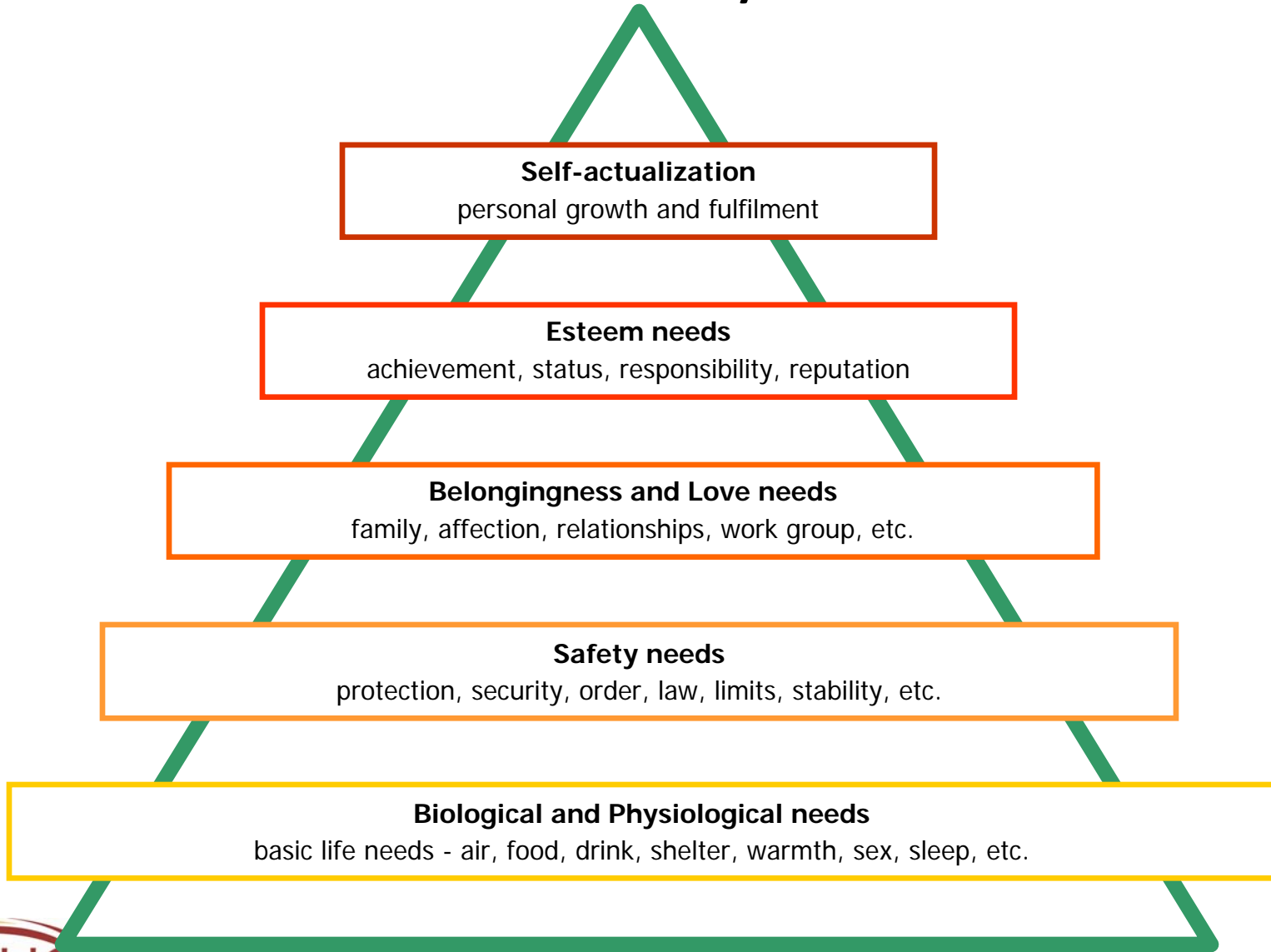
- 2008 transitioned from “all government” to “community-based”
- IRS approved 501c3
- Bolstering our “public/private/community” partnership model
- Diversifying our leadership
- Strengthening our capacity
- Broadening our programming

ECHO and the Public/Private Sector

- ECHO materials have national reach via internet (website, facebook, twitter, streaming video)
- Partners and sponsors extend distribution through their websites and locations
- ECHO's capabilities can be used by:
 - Marketing: by sponsoring programs to educate your customers (e.g. Eat healthy on a budget, banking basics, diabetes, etc)
 - Social Responsibility: by sponsoring outreach that aligns with your foundations' priorities (e.g. healthy children, K-12 education, etc.)
 - Crisis Management: as part of your response when you need to rapidly reach consumers in LEP communities (e.g. drug recalls, food recalls, etc)



Maslow's Hierarchy of Needs



ECHO's Hierarchy for the Integration of Limited English Proficiency (LEPs)

ENGAGED, ACTUALIZED, CITIZENS

LEP's are fully integrated, prospering citizens giving back to our communities

ECHO has become:

1. Community outreach "issues" HUB - FULLY BRANDED Locally, Statewide, Nationwide
2. Education and emergency DISTRIBUTION CENTERS (Clinics, Schools, NGO's, Gov't, etc.)
3. Critical component of local and state EMERGENCY RESPONSE SYSTEMS

ENCOURAGING ENGAGEMENT & DEVELOPING ASSETS

LEP's are focusing on building a quality life for themselves and their families

ECHO NEEDS: *More* multi-media programming; More distribution sites; More partnerships; More staff; More bi-lingual spokespersons; A Community media and outreach center

ECHO HAS: *Some* Multi-Media Programs (TV, Phone, Web,); Some Bi-Lingual Spokespeople; Some Distribution Sites, Some emergency response capacity, Some Branding, etc.

BASIC HEALTH, SAFETY, CIVIC ENGAGEMENT AND EMERGENCY PREPAREDNESS

MN LEP's struggling to build a foundation of health and safety to support their integration and civic development

ECHO NEEDS: *More* Measurement/Evaluation; More efficient distribution; More outreach; More branding; More Capacity. etc.

ECHO HAS: *Started* multi-media programming (TV, Radio, Web, etc.); Started community outreach; Started emergency response systems; Started distribution process; Started branding itself as educational & emergency LEP resource, etc.



Questions / Discussion?



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