Emergency, Community & Health Outreach

Be Healthy. Be Safe. Be Ready.

Lillian McDonald – Executive Director 651-789-4342
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Our mission...

To develop and communicate educational and emergency information about issues affecting the health and safety of limited-English proficient populations.
Our vision…

People with limited or no English speaking skills will have access to critical health information during a crisis or emergency.

**EMERGENCY HEALTH ALERT!**

Seven cases of mushroom poisoning reported in Twin Cities Hmong community

Seven members of the Twin Cities Hmong community have been hospitalized after picking poisonous mushrooms in Keller-Phalen Regional Park in St. Paul and eating them Saturday evening, September 9.

Four of the seven patients are still hospitalized and receiving treatment for stomach pain, vomiting, diarrhea, kidney and liver damage.

The Minnesota Department of Health is urging anyone who may have consumed the poisonous mushrooms to see a doctor immediately.

The Amanita mushrooms consumed by the seven Hmong patients grow in the late summer or fall and can be easily mistaken for non-poisonous species. A picture of the mushroom is available online at [www.ansci.cornell.edu/plants/toxicagents/amanita/amaweb.html](http://www.ansci.cornell.edu/plants/toxicagents/amanita/amaweb.html).

These illnesses serve as a warning that wild mushrooms should not be eaten unless identified as nonpoisonous by a mushroom expert, health department officials said.
Minnesota Demographics:

496,042 Minnesotans speak other than English!

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
Our model...

Public Health Education & Emergency Communication

Limited English Proficiency (LEP) Populations

- English-language media & Non-English-language media
- ECHO TV (Public Television)
- ECHO Phone Info line
- ECHO eBulletin
- ECHO Website Streaming TV & Advisories (www.echominnesota.org)
- ECHO Partner Systems

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2004</td>
<td>Model developed</td>
</tr>
<tr>
<td>2005</td>
<td>ECHO TV &amp; Web launched</td>
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<tr>
<td>2006</td>
<td>ECHO Phone launched</td>
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<tr>
<td>2007</td>
<td>E-subscribe launched</td>
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<td>2008+</td>
<td>Identifying Partners and a Process for Activation/Use</td>
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**ECHO elements…**

- **ECHO TV**
  - Monthly health education shows
  - Emergency alert programming
- **ECHO Phone (888-883-8831)**
  - Info line with recorded health protection advisories
- **ECHO Partners & e-Bulletins**
  - Ethnic agencies, clinics and other ECHO “partners” provided situation advisories and emergency alerts
- **ECHO Web**
  - Multi-language health education, emergency alerts & ECHO TV video clips @ [www.echominnesota.org](http://www.echominnesota.org)
- **ECHO DVD Distribution**
  - Clinics, classrooms and communities!
ECHO Partners (E-Alerts)

Public Health Emergency Risk Communication

- English-language media & Non-English-language media
- ECHO TV Public Television
- ECHO Phone Info line
- ECHO Partner E-Alert
- ECHO Website Streaming TV & Advisories (www.echominnesota.org)
- ECHO Partner Systems

Limited English Proficiency (LEP) Populations
ECHO Partners

• CommonBond Communities
• Comunidades Latinas Unidas en Servicio (CLUES)
• Confederation of Somali Community
• Council on Asian-Pacific Minnesotans
• Hmong American Mutual Assistance Association
• Lao Assistance Center of Minnesota
• Minneapolis Public Housing Authority
• Neighborhood House
• Pillsbury United Communities
• Project for Pride in Living
• Red Cross – Twin Cities Area Chapter
• Riverside Plaza
• Sub-Saharan African Youth and Family Services
• United Cambodian Association of Minnesota
• West Side Community Health Services (La Clinica)

2007: Exploring “new partners” (health plans, employers, schools, etc.)

Trusted sources of information,
w/Systems already in place,
and Motivated to be actively involved.
ECHO Partners “Inform Locally”

- Community Libraries
- Extension Service
- Clinics & Hospitals
- Local Employers
- Non-Government Agencies
- Cable TV
- Internal POC's

WIC, Home Visits, EH, HAN, Health Educ., etc.
Statewide health emergency response (proposed)
Demo Reel
Communication Activity

ECHO Communication Tool Usage 2009

- TV: Household - 70,000
- Phone: 5,833
- Monthly Newsletter: 9,084
- E-Alerts: 12,112
- Web: 131,250

Number of Unique Messages Received
Communication Activity

ECHO Subscribers by Language

- Vietnamese: 1,143
- Spanish: 1,210
- Somali: 1,263
- Russian: 175
- Lao: 970
- Khmer: 963
- Hmong: 1,043
- English: 2,465

Total Subscriptions
Social Media

• Twitter
  • http://twitter.com/ECHOminnesota
Social Media

- YouTube
- http://www.youtube.com/user/ECHOminnesota
ECHO so far...

- Common content; tailored to fit cultures
- Bridges gap between “officials” & “cultures”
- Over 50+ topics ECHO Multi-Media
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