



BE HEALTHY. BE SAFE. BE READY.

Building Bridges for the Future

2010 Annual Report



About Emergency, Community and Health Outreach (ECHO)

Emergency, Community and Health Outreach is a nonprofit with headquarters in Saint Paul, Minnesota. The mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency, and civic engagement information to help the ever-changing, diverse population integrate and become successful in Minnesota's communities.

Pushing for Continued Preparedness

Like many Americans, I paused to reflect that 2011 will be the 10th anniversary of September 11, 2001. Media coverage and tributes documented that tragic day when nearly 3,000 people lost their lives and our nation's sense of safety was dashed by terrorist acts in New York City, Pennsylvania, and the Pentagon.

A lion's share of Minnesota's subsequent \$400 million dollars in federal emergency preparedness funding was directed to help public health and emergency management departments enhance their emergency response capabilities and prepare the people in their communities for a widened range of potential emergencies. Those departments chose to invest a portion of those funds to improve their shared means of communicating emergency preparedness alerts to some of Minnesota's most vulnerable populations – those with limited English proficiency (LEP). Together, we created the Emergency, Community, Health and Outreach (ECHO) model based on a collaborative effort comprised of cultures and officials communicating about the very health, safety, emergency, and civic topics we collectively fear the most. ECHO reaches many of the state's fast-growing cultures including Africans, SE Asians, Hispanics and many others with one goal: To help families be informed about health, safety and emergency issues and civically engaged for the good of everyone.

In 2010, ECHO delivered programs on dozens of health, safety, emergency and civic topics broadcast on public and cable TV, community based radio, toll free phone, echominnesota.org, social media and in person promoting health and emergency measures at dozens of community events and in English Language Learning (ELL) classrooms, clinics and libraries. Last year's health and safety officials also enlisted ECHO to inform LEP's about the H1N1 fatal virus (and vaccine mass dispensing), minimize a food borne illness threat found in fish sold in African markets and prepare for flood warnings along the Red and Mississippi rivers about potential mass evacuations. Combined, ECHO's multi-media and multi-lingual programs were accessed approximately 1.3 million times (mostly by Minnesotans). And we did this work for 86 cents per LEP resident in Minnesota based on the latest census records.

Today's tough economy poses many challenges and as memories fade it's important to remember our 9/11 investment and efforts to avoid compromising our advances in crisis communication. ECHO is trying to offset potential government cuts with funding from non-government partners. We're doubling the number of grants we seek and we're building avenues to for individual, event and philanthropic donations. Everyone plays a role in emergency preparedness and ECHO was created to help and we are here to stay – thanks to our partners who initiated ECHO's work right after 9/11. We shall never forget.



Lililan McDonald
Executive Director

Table of Contents

2	About ECHO
3	Letter from the Executive Director
4	Six Years of Service
5	Information for All
6-7	The Proof is in the Numbers
8-9	2010 Highlights
10-11	Building Bridges with New Programming
12	Future Plans
13	Financial Statements
14-15	ECHO Tools Report
16	Board of Directors
17	Spokespeople and Staff
18-19	Partners

Six Years of Service

Six years ago, public agencies charged with securing public safety and ensuring public health recognized that thousands of Minnesotans faced a critical communications gap.

Over 500,000 limited English speakers across the state found themselves at-risk due to the lack of reliable health and safety resources available in the languages that they understood best.

In 2004, public health and safety agencies founded ECHO Minnesota as a collaborative effort to bridge the communications gap and empower limited-English speaking Minnesotans with the information they need to be healthy, safe, and ready while they integrated.

Today, ECHO is a leading authority on multi-language health, safety, and civic engagement education and emergency response communication. ECHO collaborates with health and safety experts, community leaders and bilingual spokespersons to create and distribute educational resources, to maintain an efficient and effective emergency response infrastructure, and to provide targeted community outreach services in multiple languages.



Somali Independence Day, June

Information for All

We believe in getting important health, safety, emergency, and civic information to everyone that needs it. Though this can prove to be a challenging task, ECHO has accomplished it by creating a communications toolkit that includes a broad-range of effective communication channels:



ECHO TV is a ground-breaking series broadcast statewide on Twin Cities Public Television's LIFE and MN channels, with different monthly topics presented by community spokespersons and bilingual guest experts. Also available on ECHO Web.



ECHO Public Service Announcements (PSAs) are 15 to 60 second audio and video clips for radio and TV focusing on critical information and additional resources for a variety of topics.



ECHO Phone (1.888.883.8831) is a toll-free information line featuring tips on health, safety, emergency and civic engagement topics in 10 languages. Updated monthly.



ECHO Web (www.echominnesota.org) is an online resource library containing television programs, PSAs, scripts and more on over 70 topics in up to seven languages.



ECHO eNewsletters, Facebook, and Twitter are a great way to stay up to speed on the latest programs and tools created by ECHO.



ECHO Partner Relay is a communications network through which ECHO's community partners in local public health and safety agencies, ethnic and nonprofit organizations and educational institutions.



ECHO DVDs are available for each program and each season of ECHO programming. They are widely distributed to ECHO Partners and at community events. They are also available by request.



*Public Health's job
would be much more
difficult without ECHO
presentations! I cannot
thank you enough for the
services you provide.*

- Karen A., PHN Kandiyohi County Public Health

The Proof is in the Numbers: Immigration Statistics for Minnesota

Growing Strength of Immigrants

- According to the 2008 U.S. Census Bureau, Minnesota was home to 340,657 immigrants in 2008, which is nearly the population of St. Louis, Missouri.
- 44.5% of immigrants (or 151,485 people) in Minnesota were naturalized U.S. citizens in 2008 - meaning that they are eligible to vote.
- According to the U.S. Department of Homeland Security, in 2009 Minnesota Somali immigrants were the top immigrant group by birth county to obtain legal permanent resident status with 4,173 people.

Roughly 1 in 13 Minnesotans are of Latino or Asian Descent

- The Latino share of Minnesota's population grew from 2.9% in 2000, to 4.1% (or 214,036 people) in 2008 according to the U.S. Census Bureau.
- The Asian share of the population grew from 2.9% in 2000, to 3.5% (or 182,714 people) in 2008, according to the U.S. Census Bureau.
- Minnesota's Asian and Latino population is estimated to reach 943,000 by 2035 according to the MN Dept. of Administration, Office of the State Demographer.

Deep Impact: Immigration and Minnesota's Economy

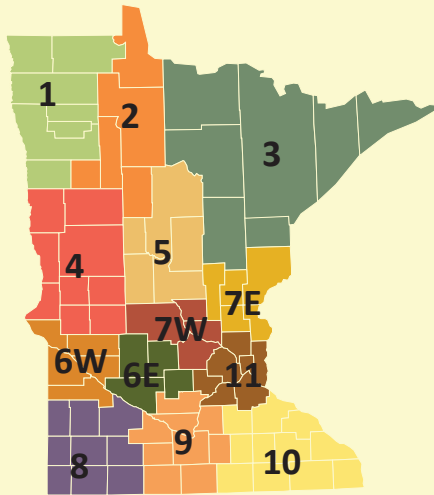
- The 2009 purchasing power of Minnesota's Asians community totaled \$5.4 billion and the Latino buying power totaled \$4.8 billion according to the Selig Center for Economic Growth at the University of Georgia.
- According to a 2004 report by the Minneapolis Foundation:
 - More than 1,000 Mexican-American businesses operated in Minnesota, generating an estimated \$200 million in sales.
 - Minnesota was home to 60,000 Hmong, whose businesses generated an estimated \$100 million in revenue.
- Minnesota is home to the country's largest Somali population, which numbered roughly 15,000 people as of 2002. Somalis in Minnesota accounted for \$164 million in buying power and owned 600 businesses as of 2006 according to the Immigration Policy Center.

The Will to Work: Immigration and Minnesota's Workforce

- In the Twin Cities metro area, 138 immigrant-owned businesses created 386 new jobs and spent \$5.6 million on payroll, rent, and supplies in 2002, according to a study from the University of Minnesota.
- Immigrants comprised 7.5% of Minnesota's workforce in 2008 (or 224,273 workers), according to the U.S. Census Bureau.



Hmong Freedom Celebration and Soccer Tournament, July



	Black Alone	Asian, Hawaiian, Pacific Islander	Hispanic or Latino
Region 1	330	780	3,410
Region 2	420	630	1,350
Region 3	3,450	2,630	3,830
Region 4	1,470	1,540	5,420
Region 5	860	660	2,930
Region 6E	600	880	10,060
Region 6W	570	620	1,420
Region 7E	1,650	1,640	3,760
Region 7W	6,470	8,180	9,240
Region 8	1,210	2,820	7,750
Region 9	3,300	3,050	12,150
Region 10	11,730	13,770	24,390
Region 11	232,820	186,120	172,530

What does this mean?

Immigrants from a variety of countries who come to Minnesota each with a different story, have a profound impact on the state’s economic, social and demographic framework. Foraging access for immigrants and refugees to integrate and succeed in their new home fosters stability and growth for all Minnesotans.

With resources in up to 12 languages, ECHO provides access to health, safety and civic information needed by immigrants, refugees and LEP populations to succeed in making informed decisions affecting their overall well-being. Home to the country’s largest Somali population, and thriving Hmong and Latino communities, a large portion of Minnesota’s immigrants reside in the seven county Metro area. However, key regions throughout the state continue to grow including Latino and Southeast Asian communities in Southern and Central Minnesota and, expanding Somali communities in Western and North Central Minnesota.

As ECHO continues to serve the Latino, Southeast Asian and African communities, we look to changing immigration trends that bring new populations to Minnesota, such as the Karen people, and assess their needs when considering future program planning and scope of reach.



“I give the ‘Lead Free Housing Equals Lead Free Kids’ program to each family that I visit. I cannot tell you how helpful I think it is.”

*Stephanie H., PHN, MSN,
St. Paul-Ramsey County Department of Public Health*

2010 Highlights

Communications

In early 2010, we added social media as a communications tool to promote our work and the work of our partners. Facebook updates and Tweets go out to ECHO's followers at least once daily and in 2010 we reached over 11,000 people using these new tools! In listening to the feedback of the community and ECHO Partners, we invested in having the ECHO website redesigned to be more user-friendly, intuitive, and available in seven languages. We currently average about 300 visitors daily. Throughout the year, ECHO appeared in 15 Twin Cities news sources and journals including: Metro Doctor, Asian American Press, KFAI Radio, Minnesota Women's Press, Hmong Times, and more.

Emergency Preparedness

ECHO's board approved updates to the Emergency Operations Procedure (EOP) and Field Operations Guide (FOG) for integration and use by local public health and other organizations. Many partners committed to emergency preparedness relay of information to limited English proficiency populations in the event of an emergency. ECHO was activated for a number of emergencies including H1N1 Flu, Fargo/Moorhead flooding, and a food





ECHO's "Immigration Matters" Panel Discussion and Recognition Breakfast, November

Community Outreach

An integral component of ECHO's mission, the outreach team strives to bring valuable resources and culturally appropriate information to Minnesota's immigrant and limited English proficient populations. With the help and distribution network of over 100 partnering organizations and agencies, ECHO's programming reaches communities across Minnesota and parts of North Dakota, Wisconsin, Illinois, Kansas, Ohio, Utah, California, Vermont, Washington, Georgia, and Texas. In 2010, ECHO conducted a program survey asking service providers and community members to identify key health, safety, emergency, and civic topics critical to the growth and sustainability of Minnesota's communities. The direction provided by the survey results has set a path for 2011 programming.

To increase ECHO's visibility within Latino, Southeast Asian and African communities, the outreach team participated in 43 events and meetings in the Twin Cities where they distributed 1,000 DVDs to attendees. Educational materials were also sent to greater Minnesota communities including St. Cloud, Willmar, Red Wing, New Ulm, and Walker for distribution at health fairs, cultural celebrations, conferences, and community based hubs.

A "Partner Drive" was launched in early 2010 in an effort to renew ECHO Partnerships and engage new organizations. Since then, ECHO Partners have grown by 64 committed agencies representing public health, government, education, safety, and various cultural nonprofits. In 2011, ECHO hopes to expand its partner reach to Minnesota's newer immigrant populations and faith-based organizations serving multicultural audiences.

***"Without ECHO
Minnesota's quick
ability to translate
and disseminate our
messages on this topic,
we would not have
been able to share
this information with
those key audiences as
quickly or effectively as
we did."***

***-Gene Hugoson, Commissioner,
Minnesota Department of Agriculture***



Filming of “Breast Cancer: Detection, Prevention, and Treatment” Program at *tpt*.

Building Bridges with New Programming

ECHO produced nine new television programs and 68 public service announcements on eight topics including breast cancer and H1N1 Flu in up to 10 languages. We created off-the-shelf resources for use in explaining medicine mass dispensing sites via television, radio, web, and on-location at the mass dispensing site.

Breast Cancer: Detection, Prevention, and Treatment

Ground-breaking breast cancer education materials including a television program in four languages, survivor interviews, and an English Language Learning curriculum. The program is dedicated to basics of detection, prevention and treatment of breast cancer, and the different barriers which may make it more difficult for cultures and providers to seek effective health care solutions. This program was developed with a grant from the *Susan G. Komen Foundation Minnesota Affiliate*.

Does My Child Have a Hearing Loss?

This program features a conversation with a diverse group of parents of children with hearing loss from communities across Minnesota, who share their experiences and discuss the different communication styles that they have chosen for their children. Created in collaboration with the *Minnesota Department of Health*, the *Minnesota Department of Human Services - Deaf & Hard of Hearing Services Division*, the *Minnesota Department of Education*, *MN Hands and Voices at Lifetrack Resources*, and the *Commission of Deaf, DeafBlind and Hard of Hearing Minnesotans*.

Affordable Housing

A program in four languages about available government and community resources for obtaining housing in Minnesota. Created in partnership with the *Minnesota Community Foundation* and *The Saint Paul Foundation*.

Hunger Relief Services

A program that drives home the important point to viewers that whatever their financial situation is, food services are available to them. Created in partnership with the *Minnesota Community Foundation* and *The Saint Paul Foundation*.

Navigating the Health Care System

A program that explains the daunting task of getting health care by providing basic information on health care coverage, types of providers, and individual health care needs explained by subject matter experts and community members. Created in partnership with the *Minnesota Community Foundation* and *The Saint Paul Foundation*.

Prepare for a Mass Evacuation

A life-saving program that covers basic information about the cause of emergency evacuations, how to evacuate safely, and emergency kits. Created in partnership with *Minnesota Medical Response System (MMRS)*.

Prevention of Kitchen Fires

A foundational home-safety program in four languages that communicates the basic rules of kitchen fire prevention, the steps to take if one starts, and tips to remain safe. Created in partnership with the *Minnesota Department of Public Safety*.

Understanding Vaccines

A program that tackles the controversial topic of vaccines by providing vital information about why vaccines are needed, how they work, and where they can be found. Created in partnership with the *Minnesota Department of Health Immunizations Division*.



Xiong My Ly, Breast Cancer Survivor and Guest on “Breast Cancer: Detection, PRevention, and Treatment” program pictured with her granddaughter, Grace.

“I believe that each member of our community has the moral responsibility to help those less fortunate, in this particular case, folks that do not speak the English language. There is no greater reward in life than to utilize your skills and talents on behalf of human kind.”

Leo Espinoza, ECHO Spokesperson



Future plans

2011 is a year in which ECHO's goals can be summed up with one word: GROWTH. It is every organization's hope to grow and ECHO is set up already in the beginning of the year to do just that. We plan to grow our work in Minnesota's communities with more outcome-based programs and services; we will place added emphasis on setting clear goals around and tracking each program. We also have an emergency preparedness exercise planned, more educational programs and materials to produce, more outreach activities, and many potential partners to reach. Is your organization a partner yet?

Financials: Statement of Activities for the Year Ended December 31, 2010

	2010			2009
	Unrestricted	Temporarily Restricted	Total	Total
Revenue, gains, and other support:				
Public support & revenue				
Contributions	\$ 156,642		\$ 156,642	\$ 111,633
Grants	1,000	\$ 39,340	40,340	200,769
Service fees	121,005		121,005	96,577
Sponsorship grants	133,650	190,000	323,650	253,566
Total public support	<u>412,297</u>	<u>229,340</u>	<u>641,637</u>	<u>662,545</u>
Other revenue				
Product sales	16,823		16,823	19,563
Investment income	5,265		5,265	4,832
Total other revenue	<u>22,088</u>		<u>22,088</u>	<u>24,395</u>
Net assets released from restriction				
Satisfaction of program restrictions	<u>245,416</u>	<u>(245,416)</u>		
Total revenue, gains, & other support	<u>679,801</u>	<u>(16,076)</u>	<u>663,725</u>	<u>686,940</u>
Expenses:				
Program Services				
Educational productions	355,156		355,156	200,940
Emergency preparedness	15,515		15,515	53,599
Community outreach	137,659		137,659	106,171
Total program services	<u>508,330</u>		<u>508,330</u>	<u>360,710</u>
Support services				
Management and general	110,983		110,983	79,932
Fund raising	44,364		44,364	57,061
Total support services	<u>155,347</u>		<u>155,347</u>	<u>136,993</u>
Total expenses	<u>663,677</u>		<u>663,677</u>	<u>497,703</u>
Changes in net assets	16,124	(16,076)	48	189,237
Net assets, beginning year	<u>363,590</u>	<u>74,328</u>	<u>437,918</u>	<u>248,681</u>
Net assets, end of year	<u>\$ 379,714</u>	<u>\$ 58,242</u>	<u>\$ 437,966</u>	<u>\$ 437,918</u>

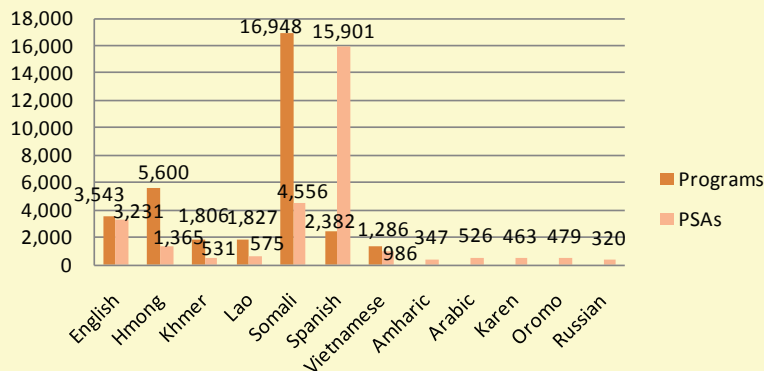
Note: ECHO Minnesota's audit and Form 990 for 2008 are available upon request.

ECHO's Communication Tools

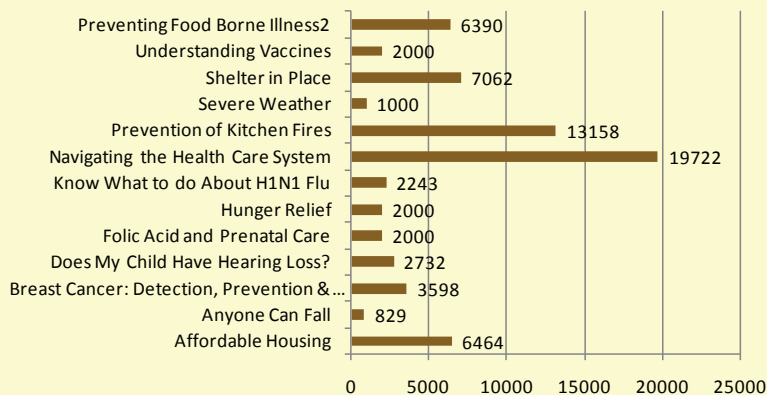
Facebook and Twitter: These are new communications tools for ECHO, they were started in June. Facebook closed the year with 92 followers and Twitter with 296.

YouTube: This has proven to be a great way for ECHO to get full-length programs and public service announcements out to the community. These items were made available on YouTube in August. So far, ECHO programs have had 33,392 views and PSAs 29,401. The Somali community has proven to be a big consumer of YouTube resources.

YouTube Program and PSA Views



Viewers for Programs Airing on tptLIFE



ECHO TV: ECHO programs air on *tptLIFE* and *tptMN*. Currently, ECHO and *tpt* only have the ability to track viewer counts on *tptLIFE*. This is because Nielsen Ratings* are only available for *tptLIFE*. In 2010, ECHO aired 35 different programs 1,146 times on both *tpt* channels. We know that on the trackable *tptLIFE* channel ECHO aired 65 programs had a total of 68,369 viewers. Knowing this, we can estimate that each ECHO program has an average of 1,050 viewers making ALL ECHO program views for 2010 approximately 1,203,300.

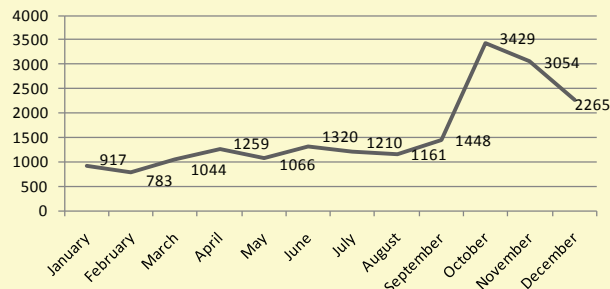
*Nielsen ratings are audience measurement systems developed by Nielsen Media Research, in an effort to determine the audience size and composition of television programming in the United States.

One of our priorities is to raise awareness about cancer prevention among our new immigrant and medically under-served populations, who lack easy access to health information in their native languages. ECHO fills that void in Minnesota, and we are thrilled to partner with them in this unique venture.

- Roshan Paudel, Health Disparities Manager, American Cancer Society

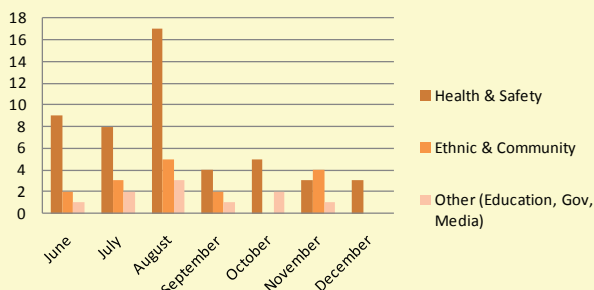
ECHO Web: ECHO's new website was launched in early June. Since the launch we have seen web traffic increase by 60%. Much of this is due to the popularity of the "Breast Cancer: Detection, Prevention, and Treatment" program. In 2010 ECHO's websites saw a total of 21,437 visits, 72,763 pageviews. Visitors usually visit three pages per visit. 46% of traffic comes from referring websites, 27% are direct visits, and 27% are from search engines. The most popular pages include: the Homepage, About ECHO, Health and Safety Topics, ECHO TV, and the Somali breast cancer page.

Visits to echominnesota.org



ECHO E-Alerts and Newsletters: ECHO ended the 2010 year with approximately 2,000 subscribers to the email distribution system. This number is 80% higher than 2009's year end total.

New ECHO Partners



ECHO Partners: ECHO launched a partner drive mid-year 2010 to get new partners and renew existing partnerships. Partnerships extend two years and at the end of two years need to be renewed. In 2010 ECHO grew and renewed 45 partners within three sectors: health and safety, ethnic and community organizations, and education, government and media.

ECHO Phone: ECHO Phone holds two topics, each in ten languages. The two topics, one general awareness the other emergency preparedness are changed each month and are relevant to the season. In 2010 ECHO Phone received a total of 193 calls totalling over four hours of call time.

ECHO DVDs Distributed: ECHO orders 1,000 DVDs for each program produced throughout the year. In 2010, ECHO ordered and distributed through our partner network and through sponsors 9,000 individual program DVDs. 1,400 DVDs of our 2009 season were distributed to ECHO partners, at community events, etc.



ECHO Board of Directors



Lillian McDonald
Jill DeBoer
Troy Dickinson
Valerie Donovan
Arturo "Jay" Elepano
Robert Herman



Chris Kuhlman
Sandy Lein
Kristen Norman-Major
Astrid Ollerenshaw
Julie Ring
Kevin Verzal

Jill DeBoer

Co-Chair, Activation & Emergency Prep. Committee
Ms. Jill DeBoer is the Director of the Academic Health Center's Office of Emergency at the University of Minnesota. She is also the Associate Director at the Center for Infectious Disease Research and Policy (CIDRAP). Ms. DeBoer has served as a consultant to the U.S. Department of Homeland Security, the CDC, and numerous state and local health departments regarding public health emergency planning and response.

Troy Dickinson

Member, Programming Committee

Originally from Minot, N.D., Troy Dickinson began working with ECHO in 2009 as a volunteer and currently serves as a board member and a member of the programming committee. Troy lives in Cottage Grove and is a Process Improvement Analyst at Blue Cross and Blue Shield of Minnesota. He is also a Certified Lean Practitioner, and is an MBA student at the University of St. Thomas. "It is a pleasure to be part of an organization that is truly a valuable asset in the communities that it serves."

Valerie Donovan

Activation & Emergency Prep Committee Chair

Valerie Donovan, Vice President of Enterprise Resiliency & Response with UnitedHealth Group, drives a variety of programs to help prepare for, and minimize, business disruption. To drive resiliency, she leads cross-organizational teams and directs the corporate response to major events, from hurricanes to public health emergencies.

Arturo "Jay" Elepano

Vice Chair, Executive Committee

Originally from Quezon City in the Philippines, Jay got involved with ECHO in 2009 through MAP and is now Vice-Chair of ECHO's Board of Directors. Jay currently is a Global Product Marketing Manager for Nikon Metrology in the Twin Cities. "As an immigrant, I realize the struggles and stresses that come along with a new country and culture. I am blessed to be working to help others on their journey.

Robert Herman

Member, Programming Committee

Originally from Minneapolis, Minn., Robert began working with ECHO in 2008 through MAP and currently serves as a board member. Robert is a Managing Partner at The Lucidity Group in the Twin Cities. "We are a country of immigrants, and Minnesota is no exception. All new immigrants face challenges in adapting to their new home, ECHO helps these people integrate and become productive members of our community. I feel privileged to work with ECHO in this important task."

Chris Kuhlman

Member, Programming Committee

Originally from the Minneapolis/Saint Paul area, Christopher Kuhlman has been involved with ECHO since 2009 as a board member. Christopher is a private practice attorney who strongly believes in ECHO's goals of providing needed resources and information to Minnesota's ever-changing diverse population.

Sandy Lein

Chair, Programming Committee

With more than 20 years of health care industry experience, Sandy Lein is currently a regional coordinator in the State Public Programs division at Medica. In addition to managing county relationships for the Minnesota Health Care Programs products, Sandy is also responsible for educational programming initiatives. Sandy has served on a great number of local, city, county, and state-wide collaboratives throughout her tenure with Medica.

Kristen Norman-Major

Chair, Executive Committee

Kristen Norman-Major is an assistant professor in the Graduate School of Management at Hamline University where she teaches courses in public administration, public policy and social policy. Before joining Hamline she worked in the Early Childhood Division of the MN Department of Children, Families and Learning (now Education), directing an early childhood program integration project.

Astrid Ollerenshaw

Member, Programming Committee

Originally from Colombia, South America, Astrid became involved with ECHO in 2010 as a member of the board. She moved to the Twin Cities recently and became involved with ECHO as part of her commitment to give back to community and to support diversity and development. One of her main objective as a professional is the promotion, growth and advancement of Hispanics, and other diverse youth, adults, families and community.

Julie Ring

Secretary, Executive Committee

Since June 2005, Julie Ring has served as the Director of the Local Public Health Association (LPHA) of Minnesota, managing day-to-day operations and serving as a liaison between local public health departments and state agencies. Prior to joining LPHA, Julie was a program planning supervisor in the Minnesota Department of Health's Office of Public Health Practice.

Kevin Verzal

Treasurer, Executive Committee

Kevin joined the ECHO Executive Committee as Treasurer in 2008. Originally from Chicago, IL, Kevin moved to the Twin Cities in 2005 to work in the medical device industry. Kevin holds a Master of Science in Mechanical Engineering and an M.B.A. from the University of Illinois Urbana-Champaign. "I enjoy work that directly impacts people's lives and has large ambitions. ECHO will continue to grow and influence our communities in meaningful ways."

ECHO Staff and Spokespeople

ECHO Staff

Lillian McDonald, Executive Director



Lillian McDonald has been the Executive Director for Emergency and Community Health Outreach (ECHO) since 2004. Prior to working with ECHO, she coordinated risks and crisis communication response plans, media relations, internal and public relations work for as the Public Information Officer (PIO) for Saint Paul—Ramsey County Public Health. Lillian worked for over 20 years as a news reporter, producer and assignment editor for major market radio and television stations in the Midwest, including KARE-TV and FOX-9.

Joanna Olson, Marketing & Communications Specialist



Joanna's work with ECHO includes a wide variety of marketing and communications strategies and tactics including promotion of all ECHO tools, web and social media management, and collateral creation. Joanna has coordinated marketing and public relations efforts in the global outsourcing, financial services, and theatre industries.

Paul Moore, Producer



Paul Moore is a writer, producer and communications consultant with a diverse background that includes television news and video producing, high school teaching and corporate, government and school communications. During his 25-year career, Paul has worked for some of Minnesota's most storied institutions: WCCO-TV, the U of M, and Target Corp.

Danushka Wanduragala, Community Outreach Coordinator



Born in Sri-Lanka, Danushka's work with ECHO includes creating partnerships with organizations in the community, assisting in production of ECHO TV and Phone, and working with community members. He is a graduate student completing his masters at the U of M School of Public Health with a concentration in global health as well as health disparities.

Maria Osborne, Community Outreach Coordinator



Maria is responsible for bringing resources and vital information into the various communities ECHO serves. Prior to joining ECHO, Maria worked in communications, intercultural learning, and education. Maria holds a master's degree in international studies from the University of Denver and a bachelor's degree from the U of M.

Steve LeBeau, Producer



Steve LeBeau is a producer, writer and editor with more than 30 years of experience in radio, television and print. His entire media career has been in the Twin Cities and includes such venues as KSTP-AM, WCCO-AM, SPNN-TV, Fox 9-TV, The Minneapolis-St. Paul Business Journal and the Star Tribune.

ECHO Spokespeople

Cambodian Team
Sinuon Leifendecker
Sokurt Suos
Chamreun Tan
Henry Ung

Lus Hmoob

Hmong Team
Mitch Ogden
Mao Thao
Mang Truong
Bee Vang

ພາສາລາວ

Lao Team
Lasamy Mila
Chongchith Saengsudham
Somly Sitthis
Khambay Sivongsay

Soomaali

Somali Team
Zuhur Ahmed
Abdirahman Ali
Ali Warsame

Español

Spanish Team
Ericka Bergthold
Leo Espinoza
Verónica Jaralambides
Morgan Michilot

Tiếng Việt

Vietnamese Team
Donny Chau
Elisa Le
Khiem Le

ECHO Partners

Public Health and Safety Agencies

Anoka County Health & Environmental Services*	Freeborn County Public Health	Olmsted County Public Health*
Becker County CHB*	Hennepin County Public Health*	Otter Tail County Public Health Services*
Benton County CHB*	Isanti-Mille Lacs County CHB*	Polk County CHB*
Blue Earth County Community Health*	Itasca County Public Health*	Pope County Public Health*
Brown-Nicollet County CHB*	Kanabec-Pine County CHB*	Rice County Public Health*
Carver County Public Health*	Kandiyohi County CHB*	Roseau County Public Health*
Cass County CHB*	LeSueur-Waseca County CHB*	Safe Kids Anoka
Chisago County CHB*	Lincoln-Lyon-Murray-Pipestone County CHB*	Saint Paul Ramsey County Public Health*
City of Bloomington CHB*	Marathon County Health Department, WI	Scott County Public Health*
City of Edina CHB*	McLeod-Meeker-Sibley County CHB*	Sherburne County Public Health*
City of Richfield CHB*	MDH Communications Office	Spring Lake Park, Blaine, Mounds View Fire Department
Cottonwood-Jackson County CHB*	MDH Refugee Health Program	Stearns County Emergency Management
Countryside CHB (Big Stone, Chippewa, Lac qui Parle, Swift, Yellow Medicine)*	Minneapolis Department of Health and Family Support*	Washington County Department of Health and Environment*
Crow Wing County CHB*	Morrison-Todd-Wadena County CHB*	Wellshare International
Dakota County Public Health Department*	Nobles-Rock County CHB*	Winona County Community Health*
Dodge-Steele County CHB*	North Country CHB (Beltrami, Clearwater, Hubbard, Lake of the Woods)*	Wright County CHB*
Douglas County CHB*		

Health Plans/Clinics/Private Health Organizations

Community HealthCare Center	Minnesota Council of Health Plans	Sanford Medical Center Luverne
HealthPartners	MN Diabetes and Heart Health	SUNRx
Life Care Medical Center	Neighborhood Health Care Network	UCare
Medica	Preferred One	West Side Community Health Services

Community and Nonprofit Organizations

The Advocates for Human Rights	Center for Hmong Studies	Migrant Health Services
African Health Action Corporation	Coalition of African Community Services	Minnesota Food Association
American Cancer Society	CommonBond Communities	MORE Multicultural School for Empowerment
American Red Cross: Carver County Chapter	Comunidades Latinas Unidas En Servicio (CLUES)	Neighborhood House
American Red Cross: Twin Cities Chapter	Hmong Youth Education Services	Saint Paul Neighborhood Network (SPNN)
Association for the Advancement of Hmong Women in Minnesota	Immigrant Bridges Email Network	Somali Education and Social Advocacy
Association of Minnesota Counties	Intercultural Mutual Assistance Association	Sub-Saharan African Youth And Family Services
Busymoms Telecons	Midwest Community Development, Inc.	Vietnamese Social Services of Minnesota
		Zambian International Health Alliance

"Many students told me that they watched the [Breast Cancer: Detection, Prevention, and Treatment] DVD the night before class with their families. We discussed how we are now ambassadors to our communities and need to share what we have learned. The entire class was grateful for the information."

Teacher, Minnesota Literacy Council

Civic Engagement

Centers for Public Health Education and Outreach (UMN)
Commission of Deaf, Deaf Blind and Hard of Hearing Minnesotans

Metro North ABE – Elk River
MN Department of Education – Adult Basic Education
MN Literacy Council

Northwest Hennepin Human Services Council
Ronald M. Hubbs Center
Rondo Community Outreach Library
St. Louis Park Public Schools

Media

Burnsville Community Television
KFAI Radio

Multicultural Diversity Resource Magazine
Twin Cities Public Television (*tpt*)

Foundations

Amherst H. Wilder Foundation
Otto Bremer Foundation

Robert Wood Johnson Foundation

Saint Paul Foundation

Become an ECHO Partner

The ongoing support of our partners is critical to the success of our mission. Becoming an ECHO Partner is FREE. ECHO partners are in local public health and safety agencies, ethnic and nonprofit agencies, libraries, educational institutions and other organizations. If you share our commitment to closing the communications gap that confronts limited English speaking Minnesotans, then we want to partner with you, too.

ECHO Partners receive priority access to ECHO materials, e-alerts, bulletins, emergency communications, and much more. Partnering with ECHO helps your organization reach limited English proficiency populations by providing resources in multiple languages, thus ensuring access to information across communities.

To learn more about a free partnership with ECHO, contact us at 651.789.4342 or info@echominnesota.org today to complete a partner commitment form.





BE HEALTHY. BE SAFE. BE READY.

**Emergency, Community, and Health Outreach
125 Charles Avenue, St. Paul, MN 55103**

2010 Annual Report

**For more information
visit www.echominnesota.org,
email info@echominnesota.org,
or call 651-789-4342**