



BE HEALTHY. BE SAFE. BE READY.

2012 Annual Report

From the Executive Director:

Community and Outreach – two of the words in the acronym ECHO – were really the highlights of ECHO’s work in 2012. In our fourth year of service as a nonprofit organization, ECHO had established a strong network of 150 partnering organizations statewide and 60 bilingual spokespeople. With those tremendous assets, ECHO was able to put into place a sustainable community outreach model that brings ECHO’s educational materials directly to limited English proficiency community members through thoughtful engagement.

Two examples of new projects developed in 2012 highlight ECHO’s innovative community outreach. With Hennepin County, ECHO created a Cultural Services Unit in Brooklyn Center, which came to fruition in 2013 to support community recovery outreach efforts to limited English proficiency and New American communities. Another project developed in 2012 was the Home Fire Safety Visit effort to limited English proficiency households in Hopkins. Together with the Hopkins Fire Department, ECHO’s bilingual spokespeople planned to approach and visit homes to ensure proper fire safety precautions and detectors are in place.

Together with the staff and board of directors, I couldn’t be more proud of the dedication of each of ECHO’s spokespeople and partners. As a community we were able to mobilize existing community groups and efforts to make a difference in the preparedness, safety, and health of so many new Americans.

As ECHO grows in popularity for New Americans in Minnesota and beyond, we are excited to be a part of the educational movement that is helping so many immigrants and refugees to learn critical health, safety, emergency preparedness, and civic engagement information.

Thank you for your support of ECHO’s work and for helping our community to be healthy, be safe, and be ready!



A handwritten signature in black ink, appearing to read 'Lillian'.

Lillian McDonald
Founding Executive Director

ECHO's Strategic Plan

In 2012, ECHO unveiled a new three-year strategic plan. The board of directors, staff, spokespeople and volunteers collaborated to follow the goals of this strategic plan, which are to:

1. Deliver vital programs and services to help people with limited or low English proficiency become healthier, safer, prepared for emergencies and self-sufficient.
2. Reach more people in ECHO's target communities efficiently and effectively.
3. Expand ECHO's geographic reach.
4. Grow ECHO's visibility and brand.
5. Build ECHO's organizational capacity to support and sustain growth.
6. Ensure ECHO has the financial resources to sustain its growth.



ECHO's mission is to collaborate with diverse communities to deliver programs and services that help people be healthy, contribute, and succeed.

ECHO's 5 Program Areas

1

Health & Safety Education

These programs present foundational information in a culturally relevant and accessible way to motivate behavior change.

2

Civic Engagement & Self-Sufficiency

As individuals acquire education and knowledge, they also acquire the ability to speak on their own behalf and on behalf of their community.

3

Community Engagement & Outreach

ECHO partners with people and organizations to discuss community challenges and find ways to address them that are culturally and linguistically appropriate.

4

Emergency Response & Preparedness

ECHO maintains an emergency communication infrastructure so when needed, critical information can be delivered to LEP communities statewide.

5

Training & Research

ECHO offers cultural competency training, community surveying, risk assessment, and focus group services to those trying to better reach and serve LEP community members.



2012 Programmatic Highlights

Health & Safety Education

These programs present foundational information in a culturally relevant and accessible way to motivate behavior change.

“Understanding the Emergency Room” was a television program and classroom curriculum teaching proper use of the ER.

Impact on Cultural Communities

- The ER program and associated curriculum resulted in a marked increase in the number of students who understand the appropriate uses for primary care clinics, urgent care, and emergency rooms.
- There was an increased awareness about the importance of establishing primary care and availability of multicultural and low-income resources to 887 diverse community members through a holistic multicultural public awareness campaign.
- ECHO provided 548 DVDs to hospitals and clinics as a multicultural ER education tool.



Civic Engagement & Self Sufficiency

These programs empower LEPs by going beyond basic health and safety needs and increasing self-sufficiency.

“Domestic Abuse and Your Safety” was a new multicultural program on domestic and family violence. After viewing the “Domestic Abuse and Your Safety” program and completing the related curriculum, students demonstrated the following outcomes:

- There was a **25% increase** in number of students able to correctly identify what constitutes domestic abuse.
- **100%** of the students were able to correctly identify examples of sexual assault, an **increase of 20%**.
- **35% more** students were able to correctly identify what to do if someone was in immediate danger of domestic abuse.

“Voting and the Democratic Process” was an educational TV/DVD program was developed in four languages.

- After watching the video, correct answers for the question of “how do you register to vote?” **increased by 23%**.

*“I can help someone else to vote. I can interpret.
I can volunteer and campaign.”*

-Latino Resident, Willmar

2012 Programmatic Highlights (continued)

Community Engagement & Outreach

ECHO partners with people and organizations to discuss community challenges and find ways to address them that are culturally and linguistically appropriate.

ECHO attended a total of 86 events in 2012, including 12 Health & Safety Events, 28 Ethnic Events, and 46 Community Meetings.

ECHO added **36** Partner organizations who participate on varying levels including; Supporting Partners, Distribution Partners, and Emergency Partners; bringing the total of ECHO Partners to **151** organizations at year end.



Emergency Response and Preparedness

ECHO maintains an emergency communication infrastructure so when needed, critical information can be delivered to LEP communities statewide.

“Operation Medicine Delivery” was an exercise that aimed to see how fast medicine could be delivered to people’s homes in an emergency. ECHO was contracted by the Minnesota Department of Health (MDH) to develop pre-event multilingual communications and activities so non-English speaking community members living in the ZIP codes were aware of the exercise and emergency preparedness initiatives.

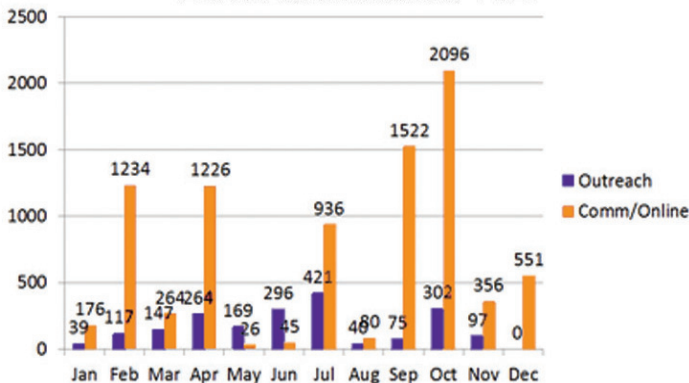
Training & Research

ECHO is unique as it’s the only organization in Minnesota that regularly brings together up to eight different cultures to discuss critical concerns of each community and look for ways to enhance communication and information dissemination.

ECHO provided cultural awareness training for some Medica staff focusing on considerations for ethnic groups and medical care and also provided them with a “Cultures at a Glance” worksheet.

Impact Measurements

DVDs distributed YTD



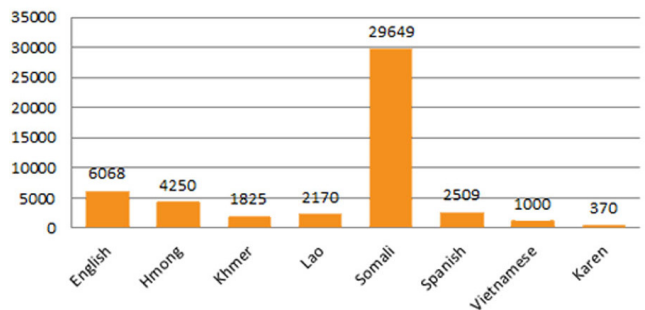
ECHO distributed a total of 10,479 DVDs in 2012.

19% of these DVDs were distributed via outreach events.

81% of these DVDs were distributed via communications/online orders.

Somali was the most popular language in which YouTube videos were viewed with nearly 62% of the total views. Second most popular was English with 13% of the total views.

YouTube Program Views by Language



ECHO's short PSAs and Videos received a total of 26,415 views in 2012.

ECHO programs played 1,256 times on tptLIFE and tptMN in 2012. ECHO averaged 2,116 viewers PER language program broadcast.

There were a total of 28,050 visits to the website. Of these 71% were new visits.

ECHO grew English Twitter followers by 66% in 2012. ECHO had 209 retweets and mentions that reached 285,482 people.

ECHO sent 58 emails in 2012 to a total of 105,056 people.

Financials:

Statement of Activities for the Year Ended December 31, 2012

	2012			2011
	Unrestricted	Temporarily Restricted	Total	Total
Revenue, gains, and other support:				
Public support & revenue				
Contributions and grants	\$ 37,371	\$ 110,000	\$ 147,371	\$ 262,348
Service fees	36,700		36,700	131,143
Sponsorship grants	366,755		366,755	358,768
Total public support	<u>440,826</u>	<u>110,000</u>	<u>550,826</u>	<u>752,259</u>
Other revenue				
Product sales	23,930		23,930	8,397
Investment income	1,694		1,694	3,260
Other				7,050
Total other revenue	<u>25,624</u>		<u>25,624</u>	<u>18,707</u>
Net assets released from restriction				
Satisfaction of program restrictions	<u>110,000</u>	<u>(110,000)</u>		
Total revenue, gains, & other support	<u>576,450</u>		<u>576,450</u>	<u>770,966</u>
Expenses:				
Program Services			239,192	221,908
Educational productions	239,192		58,248	184,341
Emergency preparedness	58,248		99,282	41,325
Community outreach	99,282		396,722	447,574
Total program services	<u>396,722</u>			
Support services				
Management and general	112,932		112,932	157,681
Fundraising	72,255		72,255	66,373
Total support services	<u>185,187</u>		<u>185,187</u>	<u>224,054</u>
Total expenses	<u>581,909</u>		<u>581,909</u>	<u>671,628</u>
Changes in net assets	(5,459)		(5,459)	99,338
Net assets, beginning year	<u>427,304</u>	<u>110,000</u>	<u>537,304</u>	<u>437,966</u>
Net assets, end of year	<u>\$ 421,845</u>	<u>\$ 110,000</u>	<u>\$ 531,845</u>	<u>\$ 537,304</u>

Note: ECHO Minnesota's audit and Form 990 for 2012 are available upon request.

Board, Staff, and Spokespeople

Board

Noreen Buhmann
Volunteer Resources Manager,
Three Rivers Parks District

Heidi Conrad
Vice President and CFO,
Regions Hospital

Troy Dickinson
Improvement/Business Rules Analyst,
BlueCross BlueShield of Minnesota

Valerie Donovan
Vice President, Enterprise Resiliency &
Response
United Health Group

Jay Elepano
Business Development Mgr.,
Nikon Metrology

Robert Fulton
Retired

Connors Lau

Richard Lau
Attorney,
Redmon Law

Sandy Lien
Regional Coordinator,
Medica

Joe Mathews
Senior Financial Management Analyst,
Hennepin County

Jeannine Mueller Harmon
Assistant Professor,
College of St. Catherine

Ann Rogers
External Relations Manager,
UCare

Michael Olesen
Enterprise Resiliency and Response
Manager,
UnitedHealth Group

Julie Ring
Legislative Coordinator,
Association of Minnesota Counties

Staff

Lillian McDonald
Executive Director

Danushka Wanduragala
Community Outreach and Assessment Coord.

Rose Lindsay
Associate Director

Paul Moore
Associate Producer

Joanna Olson
Communications and Marketing Specialist

Volunteers

Holly Bui
Katherine Ehrenreich
Amanda Pearson

Evelyn Rwema
Khaonou Vang
Kathryn Weenig
Lisa Ziegler

Spokespeople

Amharic
Abraham Solomon

Cambodian
Sinuon Leiendecker
Sokurt Suos
Chamreun Tan
Henry Ung

Chinese
Peter Hao

English
Calvin Worthen

Hmong
Mitch Ogden
Mao Thao
Mang Truong
Bee Vang

Hmong (continued)
Tzianeng Vang
Kaying Thao

Karen
Saw Morrison
See Nay
Moo Zar

Lao
Bounleuth Gowing
Somly Sitthis
Khambay Sivongsay

Oromo
Surraa Tolasa

Somali
Abdi Ali
Mohamed Hassan
Ahmed Farah
Hodan Hashi
Huda Farah
Ahmed Jahweyn
Abdillahi Aden
Abdillahi Ganey
Fathia Absie

Spanish
Ericka Bergthold
Leo Espinoza
Silvia Galarza
Verónica Jaralambides
Morgan Michilot
Andrea Baptista

Vietnamese
Cam Le
Elisa Le
Khiem Le
Trinity Platz
Michael Nguyen

ECHO Funders

**Also an Official ECHO Partner*

Anoka County Community Health and Environmental Services*
Becker County*
Benton County Human Services*
Bloomington Public Health*
Blue Earth Community Health Board*
Brown County Public Health*
Carver County Public Health*
CentraCare Health Foundation
Chisago County*
City of Minneapolis
Codonomicon Ltd.
Confidential Labs
Countryside Community Health Board*
Crow Wing County Public Health*
Douglas County Public Health*
Freeborn County Public Health*
Hardenbergh Foundation
Hennepin County
Hennepin County Attorney's Office
Hopkins Fire Department*
Isanti County Public Health Services*
Jackson County Public Health*
Kanabec Public Health*
Knight Foundation
Le Sueur County Public Health*

Lincoln-Lyon-Pipestone Public Health*
Marbrook Foundation
March of Dimes
Mardag Foundation
McLeod County Public Health*
Medica Foundation
Meeker County Public Health*
Minneapolis Foundation
Minnesota Department of Health
Morrison County Public Health*
Nicollet County Public Health*
Nobles Rock County Public Health*
Otter Tail County Public Health*
Otto Bremer Foundation
Polk County Public Health*
Pope County Public Health*
Public Health Madison and Dane County
Ramsey County Attorney's Office
Rice County Public Health*
Saint Paul Foundation
Scott County Public Health*
Secure360 Conference
Sherburne County Public Health*
Sibley County Public Health*
Southern Nevada Health District Staff
St. Cloud Hospital

St. Louis County Public Health*
Stearns County Public Health*
Stevens Traverse Grant Public Health*
Todd County Public Health*
Ucare
University of Minnesota Extension
Archie D and Bertha H Walker Foundation
Waseca County Public Health*
Washington County Public Health*
Wright County Public Health*

ECHO Individual Donors

R. Craig Acomb
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Pam Anderson
Lynn Anderson
Joseph Arel
Ken Bence
John Benninghoff
Duncan Bethel
Bonnie Bleskacheck
Ann Bryan
Noreen Buhmann
Kim Bushaw
Byron Callies
Steve Chinander
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Beth Stump
Benjamin Sunderlin
Becky Supeyo
Renee Tessier
Mary Treacy
Henry Ung
Patricia Welte
Phyllis Wiener
Coralie Wilson
Joshua Wurst

ECHO In-Kind Donors

Huge Improv Theater
Mango Bar and Grill
Mill City Merchants
Mixed Blood Theatre Company
The Art Shoppe @ Midtown Global Market

The ComedySportz Improv Theater
Theatre in the Round
Three Rivers Park District

ECHO Official Partner Organizations

Health Agencies

Anoka County Community Health and Environmental Services
Brown-Nicollet Community Health Board
Carver County Public Health
CLEARCorps
Clearwater County Nursing Service
Dakota County Public Health Department
Freeborn County Public Health
Hennepin County Public Health
Kandiyohi County Public Health
LeSueur County Public Health
Marathon County Health Department
McLeod County Public Health
Meecker County Public Health
Minneapolis Department of Health and Family Support
Minneapolis Department of Health and Family Support
New Mainers Public Health Initiatives
Nobles Co. Community Services
Olmsted County Public Health Services
Otter Tail County Public Health
Polk County Public Health
Portage County HHS/ Public Health
Rock Springs Public Health
Saint Paul Ramsey County Public Health
Scott County Public Health
Sherburne County Public Health
Steele County Public Health
Todd County Public Health
University of Washington School of Nursing/Cross Cultural Community Health
Washington County Department of Public Health and Environment
Wellshare International
Winona County Community Health
Wright County Public Health

Safety Agencies

Hennepin Regional Poison Center/Minnesota Poison Control System
Hopkins Fire Department
Lake County Emergency Management
Minnesota Ambulance Association
Plymouth Fire Department
Safe Kids Anoka
Spring Lake Park Blaine Mounds View Fire Dept.
Stearns County Emergency Management
U-SEEE Preparedness and Emergency Response Learning Center (PERL) at the University of MN
Virginia Dept of Emergency Management

Health Plans/Clinics/ Private Health Organizations

Community HealthCare Center
HealthEast Roselawn Clinic
HealthPartners
Hennepin East Lake Clinic
Life Care Medical Center
Medica
Minnesota Council of Health Plans
MN Diabetes & Heart Health Collaborative
Neighborhood Health Care Network
Preferred One
Sanford Medical Center Laverne
SUNRx
Swedish Health Services
UCare Minnesota
West Side Community Health Services

Community & Nonprofit Organizations

Adult Options in Education
African Health Action Corporation
Ahmed
Asian Women United of Minnesota
Association for the Advancement of Hmong Women in Minnesota
Association of Minnesota Counties
Big Lake Early Childhood Family Education
Cambodian Association of Rochester Minnesota
Center for Hmong Studies
Centers for Public Health Education and Outreach, UofM
Coalition of African Community Services
Community Connections of New York
Comunidades Latinas Unidas En Servicio (CLUES)
Council Accommodating Refugee Employment and Settlement
Dawah Islamic Center
Fairview Alternative High School / Roseville Adult Learning Center
Hmong American Mutual Assistance Association (HAMAA)
Hmong Youth Education Services
Immigrant Bridges Email Network
Intercultural Mutual Assistance Association (IMAA)
Karen Organization of Minnesota (KOM)
Lao Assistance Center of Minnesota
Latino Economic Development Center
Lewiston Public Library
Lutheran Social Services of MN
Lutheran Social Services (Milwaukee, WI)
Metro North ABE - Elk River
Midwest Community Development, Inc.
Migrant Health Services, Inc.

Minnesota African Women's Association (MAWA)
Minnesota Food Association
MN Department of Education - ABE
MORE Multicultural School for Empowerment
Noah's Ark Preschool
ResonateNow
Ronald M. Hubbs Center
Rondo Community Outreach Library
Somali Bantu Liberation Movement
Somali Education and Social Advocacy Center
St. Louis Park Public Schools
St. Paul Foundation
Sub-Saharan African Youth and Family Services of Minnesota (SAYFSM)
The Advocates for Human Rights
The English Learning Center
Vietnamese Social Services of Minnesota
Wilder Foundation
World Harvest Mission (Nairobi, Kenya)
Zambian International Health Alliance ZIHA

Civic Engagement

Chisago County
Commission of Deaf, Deaf Blind and Hard of Hearing Minnesotans
MDH Communications Office
MDH Refugee Health Program
MN Department of Agriculture
North Star Estates MHC
Northwest Hennepin Human Services Council
Oaks of Apple Valley
Salaam Urban Village Association

Media

Burnsville Community Television
CTV North Suburbs
Hmong Galaxy Communication, Inc.
Hmong TV Network
HmongUSA TV
KFAI, Fresh Air, Inc.
Latino Communications Network (LCN)
St. Paul Neighborhood Network (SPNN)
Twin Cities Public Television (TPT)
Vbeatzm.com

We regret any accidental omissions and appreciate your contacting ECHO so we may update our records accordingly.

Thank You!

Thank you from ECHO Staff and Spokespeople for your continued support and making ECHO's work possible. Learn more about ECHO and stay up to speed on current projects at echominnesota.org, on Facebook and Twitter, and by signing up for our email listerv.



Become an Official ECHO Partner

ECHO Partnership is free and entitles organizations to numerous benefits such as complimentary full length TV programs and public service announcements on health, safety, emergency, and civic engagement topics in up to eight languages on DVD. Learn more and sign up at echominnesota.org/get-involved/become-a-partner



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ECHO (Emergency, Community, Health, and Outreach)
125 Charles Avenue
St. Paul, MN 55103

echominnesota.org

