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ECHO's New Materials for Flood Season

Flood season is just around the corner and with forecasts predicting significant flooding this spring, Minnesota faces the threat of flooding along rivers and tributaries throughout the state. In preparation for flooding, ECHO, in partnership with the Minnesota Department of Health, is preparing five new messages available in 8-12 languages in the form of television and radio PSAs (public service announcements) and phone messages.

These items are on schedule to be available and posted online at echominnesota.org by the end of the month, expect more information toward the end of the month. The topics are:

1. **"Watch for Flooding"** - Summary of flood causes, definitions of flood warning and flash flood, instructions for evacuation, general safety tips, and where to get more information.
2. **"Flooding: Health and Safety"** - Basic tips for keeping yourself safe and healthy during floods.
3. **"Flooding: ReEnter Home"** - Safety issues to look for before or during reentering a home after a flood.
4. **"Flooding: Basic Cleanup"** - Some instructions on staying safe while cleaning up after a flood.
5. **"Flooding: Food Safety"** - Explains the importance of food safety after a flood and provides tips for determining what is safe to eat and what is not. (Available in phone message only.)

The public service announcements will be available in 8 languages, low-literacy English, Spanish, Hmong, and Somali, Vietnamese, Lao, Khmer, and Karen. The phone/audio messages will be available in 12 languages; the aforementioned with the addition of Arabic, Amharic, Russian, and Oromo.

Helping Another Cultural Group be Healthy and Safe - ECHO's New April Program in Karen!

Carbon monoxide (CO) and smoke inhalation account for nearly **5,000** deaths in the United States each year. More than **10,000** injuries occur annually from CO, a colorless, odorless and tasteless gas.*

To educate Minnesotans on these two potential killers, ECHO and the Minnesota State Fire Marshal Division have created a television special, "Carbon Monoxide and Smoke Alarms" in eight languages. The program shows viewers simple steps they can take to protect their homes against CO and the toxic smoke associated with fire. The show will broadcast on **tptMN** April 3, 10, and 17 at 7 p.m.

For the first time, this full-program will also air in Karen. Many Karen families who fled Burma and Thailand have settled in Saint Paul making it home to the largest population of Karen outside south-east Asia. We're excited that we are able to make this life-saving information available to them!

"How exciting that ECHO is featuring its very first DVD in Karen!, said Sara Chute, Board Member at the Karen Organization of MN and Refugee Health Consultant with the MN Dept. of Health, "This information will help our growing refugee community from Burma to be safe and healthy as they adapt to their new homes in Minnesota."

Visit this program's webpage on echominnesota.org [here](#). The video will be posted in early April; however, you can view and download promotional fliers, scripts, and more now.

*The Journal of the American Medical Association and the national Fire Protection Association.

March on ECHO TV

Check the **tptMN** and **tptLIFE** channels, PBS Listings, or watch online by clicking the title below.

From Household Poisons to Hazardous Chemicals

Understanding Colon Cancer

Healthy Teeth for Children

**March on ECHO
Phone (888.883.8831)**

Get Fit, Eat Smart and Be Well

Flood Safety

Recognizing National Poison Prevention Week



National Poison Prevention Week, the third week in March each year, is a week nationally designated to highlight the dangers of poisonings and how to prevent them.

In recognition of this important week, ECHO program, "From Household Chemicals to Hazardous Poisons" will broadcast on *tptMN* March 20 and 27 at 7 p.m. and March 21 and 28 at 7 a.m. The program is also available online [here](#).

Tell us what you think about ECHO DVDs by taking a 30 second survey!

In an effort to gather feedback from those individuals and organizations that use ECHO DVDs, we've put together a very short survey to determine where people get ECHO DVDs, how they use them, if they're useful, and what they think about them in their own words.

[Click here to take the survey.](#)

This information is vital to us so we can better serve those individuals and organizations that use ECHO DVDs. So far in 2011, ECHO has distributed 1,570 DVDs and we want to be able to keep up the momentum!

Hellos and Goodbyes at ECHO

We're saying goodbye and thank you to Maria Osborne, ECHO's Outreach Coordinator for nearly a year. Maria has moved on to UCare where she will work in the communications department. In her time at ECHO, Maria helped the organization group partnerships, reach out to new organizations, and advance emergency preparedness.

We're also preparing to say hello and welcome to Erin Parrish, ECHO's new Associate Director who comes to us from the Minnesota Women's Consortium. Erin will join ECHO in early March, look for more information about her in April's Eye on ECHO!

ECHO's March Events

African Mardi Gras Party, March 5, 9 p.m.-2 a.m. hosted by WellShare International at International Institute 1964 Como Ave, St. Paul, MN 55108

46th Annual Governor's Homeland Security and Emergency Management Conference, March 8 & 9 at Crowne Plaza, St. Paul. For more information and registration details click [here](#).

Resource Fair for People with Limited English, March 10, 10 a.m.-12:30 p.m. at the Blaine Human Service Center, 1201 89th Avenue NE, Blaine, MN 55434.