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You Can Shape ECHO's 2012 Programming

You can help to shape ECHO's educational and emergency programming by taking this brief survey. Your opinions are ANONYMOUS and your input is important! Last year, the responses we received were infitely helpful; in fact, they influenced ECHO's programming for this year.

We ask you to take a few minutes to complete either the "Community Member Survey" which is for all members of Minnesota's communities, or the "Service Provider Survey" which is for individuals who work in government, education, non-profit, or for-profit industries that serve Minnesota's communities.

Please share this survey with your network and invite them to also share their feedback and suggestions with us. A summary of results will be posted later this year. Any questions should be directed to info@echominnesota.org.

You're Invited to Attend "Communicating Without English in an Emergency: A webinar for public health planners."

In a disaster or a health crisis, Minnesotans with limited command of English are at high risk of illness, injury or death.

This free, one-hour webinar, co-hosted by ECHO and the Minnesota Department of Health, will take place on **Wednesday, June 8 from 3-4 p.m. CST**. The webinar will walk you through a simple planning guide that will ensure your community is prepared for an emergency - in any language.

Learn how to form effective working relationships with immigrant and refugee community leaders in your area, building the trust and connections that will lead to effective emergency communications. Registration is required to attend, [click here to register](#).

New PSAs Available

April, ECHO took a break from producing television programs and set to creating five new public service announcements (PSAs) which are now available free of charge for radio, TV, and ECHO Partners at your request. File formats available for all of the following are: Mpeg2, MP3, Mpeg4, AIFF, and Quicktime.

1. **Tornado Safety:** A 60-second PSA that gives people a basic understanding of what a tornado is and how to be safe during one. Available in 7 languages: English, Spanish, Hmong, Somali, Vietnamese, Lao, and Khmer. [View](#)
2. **Obesity and Your Health:** A 30-second PSA that emphasizes the importance of eating healthy and exercise. Available in 7 languages: English, Spanish, Hmong, Somali, Vietnamese, Lao, and Khmer. [View](#)
3. **ECHO Promo –Web:** A 30-second PSA promoting ECHO's website as a resource for educational information. Available in 4 languages: English, Spanish, Hmong, and Somali. [View](#)
4. **ECHO Promo –General:** A 30-second PSA that introduces viewers to ECHO and available resources. Available in 4 languages: English, Spanish, Hmong, and Somali. [View](#)
5. **ECHO Promo – Emergency Resource:** A 30-second PSA promoting ECHO as a resource in the event of an emergency. Available in 4 languages: English, Spanish, Hmong, and Somali. [View](#)

ECHO TV in May

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

Hepatitis B Prevention and Treatment

Hunger Relief Services

Does my child have a hearing loss?

Affordable Housing

Obesity and Your Health

ECHO Phone in May (888.883.8831)

Mental Health Help

Tornadoes

Help us to spread the word about ECHO by telling your friends and colleagues. Together we can empower Minnesota's non-English speaking immigrant and refugee communities to be healthy, safe, and ready! Send an email to Joanna Olson at olson@echominnesota.org detailing the PSA titles, languages, and file types you wish to receive.

Emergency Exercise Demonstrates Ability to Reach Limited or Low Literacy Residents in Emergencies



In April ECHO conducted its second functional emergency exercise titled "Operation Fast Start." The purpose of the exercise was twofold: first, to train in and refresh staff and spokespeople and second, to exercise the organization's ability to respond to an emergency response activation using ECHO's

Emergency Operations Plan and Field Operations Guide ([view them here](#)) and produce information in four different languages across five different mass media and community outreach channels.

The simulated emergency was a flooding situation in a fictional part of Minnesota. In response, ECHO's team of 51 participants developed a 60-second video and audio public service announcement, a 90-second phone message, emergency web pages, situation reports, and community meeting flier (all in Spanish, Hmong, Somali, and Vietnamese). In addition to these items, ECHO produced some English-only messages for service providers including, a news release, email updates, and social media updates. All of this was done in a total of five hours!

ECHO's exercise highlighted a number of strengths including outputting more communication in different formats compared to ECHO's first functional exercise in 2008. Locating the exercise at Twin Cities Public Television improved the efficiency of outputs, and ECHO's bilingual spokespersons responded with enthusiasm and skill. ECHO Hmong Spokesperson, Tzianeng Vang, commented that, *"The context of the emergency and the context of our culture came together to create a stronger communication."*

Of course, the purpose of "Operation Fast Start" was to find problems with the system. The problems discovered have prompted ECHO to further develop the "approval process" with agencies requesting emergency materials. Also, ECHO must also continue to build up capacity to respond by securing more funding to support additional resources including bilingual spokespersons and equipment. It was also noted that branding of ECHO as an emergency response tool in Minnesota's communities and among service providers needed improvement.

If you want to learn more about how ECHO can help your organization, city, or county be prepared for an emergency, take a look at ECHO's EOP and FOG or call Lillian McDonald, Executive Director, at 651-789-4342.

Introducing ECHO's Associate Director

With a BA from the University of Minnesota and a MBA from the University of St. Thomas, Rose Lindsay brings over 11 years of sales/fundraising, strategic marketing and management experience to ECHO Minnesota. Rose helped launch LCN Media, a Spanish-language Latino media company that produces print, online and broadcast media as well as community events. Before joining ECHO, she spent four years working at a consulting firm specializing in assisting nonprofits meet their annual fundraising, outreach and awareness objectives.



ECHO Attends IHA Health Literacy Conference

Earlier this month, ECHO was invited to attend the 10th Annual Health Literacy Conference for the ELL work done in conjunction with ECHO's program, "Breast Cancer: Detection, Prevention, and Treatment" which was sponsored by the Susan G. Komen Foundation. Susan Bockrath who wrote the curriculum, represented ECHO and was one of 70 presenters.



This event is that nation's premiere health literacy conference and features both reasearch and best practices. We are proud to say that this was the second time in three years that ECHO has had work featured at the conference.

ECHO is currently in the thick of the latest work in health literacy and aligns closely with three of the five goals of the [National Action Plan to Improve Health Literacy](#). If you are an educator and wish to request a free copy of the ELL curriculum mentioned above, email olson@echominnesota.org.

"Prepare for Emergency Evacuation" Broadcasts in June

When an emergency threatens your area, the best way to stay safe is to know ahead of time what to do. This 20-minute ECHO program in Spanish, Hmong, Somali, Vietnamese, Lao, and Khmer helps Minnesota's communities be prepared. Watch the program on *tptLIFE* Sunday, June 5 and 12 at 7 p.m. or online [here](#).