

ECHO's Reach in 2013



In 2013, ECHO (Emergency, Community, Health, and Outreach) and its 65 bilingual ambassadors and 200 partnering organizations helped to share over 100 programs about critical health, safety, emergency, and civic engagement information throughout Minnesota and beyond. The following statistics demonstrate how far our multilingual education resources can go!



ECHO TV

261 shows aired statewide on Twin Cities Public Television's MN Channel.
30,842 household views (measured from 15 shows in 2013)



ECHO WEB

26,911 visits to echominnesota.org in English, Spanish, Hmong, Somali, Vietnamese, Lao, and Khmer. 72% were first-time visitors from across the world



SOCIAL MEDIA

970 followers of ECHO's English and Spanish Twitter pages saw tips and news about health and safety.
346 fans of ECHO's English and Spanish Facebook were engaged in their communities through ECHO activities.



YOUTUBE

41,328 video views in English, Spanish, Hmong, Somali, Vietnamese, Lao, Khmer, Oromo, Russian, Arabic, and Karen. 21% viewed on a mobile device, and 100's of views were from as far as Somalia, Sweden, and Colombia.



ECHO PHONE

301 people called ECHO's multilingual hotline, **1-888-883-8831**, with seasonal health and safety tips in English, Spanish, Somali, Vietnamese, Lao, Khmer, Oromo, Amharic, and Russian. The public received news of this hotline during critical moments: flu season in February, the heat advisory in August, and the snow emergency in December.



ENGLISH LANGUAGE LESSONS

100 adult students were educated on ECHO health, safety and engagement topics through a partnership with the Minnesota Literacy Council. Additionally, three curricula were created in 2013 for use in 2014 English Language Learner classrooms. Topics included Staying Alert Using Weather Radios and Proper Use of the E.R.



OUTREACH

36 multicultural and bilingual residents of Minneapolis and Brooklyn Center were trained through a partnership with Hennepin County to liaise to the community in the event of an emergency. The **Cultural Services Unit** is set to expand to other cities. Also, 52 Somali and Latino families in Hopkins received free home fire safety visits.



DVD DISTRIBUTION

5,866 DVDs were distributed across Minnesota and beyond, sharing multilingual programs about health, safety, emergency preparedness, and civic engagement with New Americans and those who work with them. Health workers, culturally specific organizations, employers, and many others benefited from ECHO's DVDs in 2013.



EYE ON ECHO

4,078 email subscribers received monthly announcements and urgent notifications about ECHO's multilingual health, safety, emergency preparedness, and civic engagement resources in 2013. ECHO also attended nearly 100 public events in 2013, sharing resources in-person with New Americans across Minnesota.

