



BE HEALTHY. BE SAFE. BE READY.

2011 Annual Report



ECHO Asked....

What is your hope for you and your family's future?

...and Minnesota's Diverse Communities Answered

family
community
freedom
happiness
American Dream
contribute
language
job
education

health
longevity
peace
wealth
home
success
independence
comfort

safety
future

From the Executive Director: New Mission, New Model, New Measurements

Greetings Friends of ECHO,

Change is inevitable - growth is optional. To find our way, ECHO spent this year evaluating new strategies to balance growing community needs with an uncertain economic future. A grant funded, strategic planning consulting team guided staff, board, and cultural leaders to charter our next 3-5 year course of action. Our mission: "to collaborate with diverse communities to deliver programs and services that help people be healthy, contribute and succeed." I think of ECHO as the "connector to self-sustaining opportunities" for both limited English speaking and diverse populations benefitting from our programs to better understand complex or cultural issues. We help people navigate health care with or without insurance, find housing or food shelters, address a government shutdown, or know what to do to stay safe during severe weather. And now, ECHO is encouraging limited English speaking and diverse populations to be civically engaged by putting diverse skills to work in our communities as a volunteer, activist, or community leader.

Six new strategies are aimed at strengthening ECHO's foundational work in health and safeties, increasing capacity and visibility locally and geographically, as supported by a diversified funding model begin work in 2012. We tweaked our business model to include direct service programs with more measurements and our nonprofit Board agreed to get involved in fundraising initiatives by building, over time, individual, and corporate connections favoring a more balanced public and private portfolio.

Everyone knows Minnesota is growing more diverse with new census data calculating an increase in minority populations from 11.7% in 2000 to 17% in 2010 which is just under the national norm. But did you know Asian and Latino consumers combined spent 11 billion dollars in Minnesota (Twin Cities Business Journal, 2010). Limited English speaking and diverse populations are starting businesses, diversifying schools, and adding culture to our social fabric. With help from ECHO's resources and connections, people become self-sufficient and that can make a difference economically and socially. Integration is not simply mastering a new language, it is navigating complicated systems providing healthcare, education, and a workforce. Conversely, integration is the responsibility of newcomers as well as our established American born citizens as we all learn to live and work together.

Our strategy paces our growth as interest increases in our work. More than 1.3 million viewers watched ECHO in eight languages on television, and nearly 100K streamed our YouTube media. Smart phones are changing the way people want daily and emergency information so part of our strategy involves keeping tabs on technology. Throughout this annual report, we highlight more measurements including new face-to-face efforts to reach families preparing for childbirth. But it's the stories we hear from our LEP communities that fuel our passion to keep our work going as we help each other integrate in our diverse communities. The strategy is set and with your continued support, ECHO will continue to help people find their way. We thank you for believing in our work.



Lillian McDonald
Executive Director

ECHO's New Mission & Program Updates

In 2011, ECHO began the process of creating a new and updated strategic plan, and with collaborated between staff and board members built a new mission statement We are proud to promote it to ECHO friends and Partners here.

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



We thank you for your interest in ECHO and invite you to join us in living this mission in the work that we do.

To further align ECHO's activities with this mission, we have reorganized ECHO's programs and services into five key program areas, they are as follows:

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 and ELL community members.



2011 Programmatic Highlights

Health & Safety Education

“Carbon Monoxide and Smoke Alarms,” a new full-length video program produced in eight languages, was funded by the Minnesota State Fire Marshal and had an estimated viewership of over **53,000** people on Twin Cities Public Television.

“Obesity and Your Health,” a new full-length video program and 30-second public service announcements (PSAs) produced in seven languages, was funded by BlueCross BlueShield of Minnesota and had over **15,000** views on YouTube in Somali alone.

“Prenatal Health,” a new full-length video program and behavioral assessment produced in four languages, was funded by March of Dimes and Medica Foundation and over **94%** of pregnant women participating in the assessment found the program to be “very useful.”

“Community Strength and Preparedness,” a new full-length video program about resiliency produced in four languages was funded by Twin Cities’ Metro PHEC (Public Health Emergency Coordinators)

Flooding PSAs on four flood-related topics in up to eight languages that received nearly **4,000** combined views on YouTube.

“Emergency Sirens” and “Extreme Heat” PSAs were created in four languages and had over **450** hits on ECHO’s website.



Civic Engagement & Self Sufficiency

“Understanding Snow Emergency,” a new full-length video program produced in seven languages was funded by the City of Minneapolis and the City of Saint Paul and **1,000** program DVDs were distributed to community members.



“Community Action in Minnesota,” a new full-length video program produced in four languages was funded by Minnesota Community Action Partnership with over **73,000** viewers on Twin Cities Public Television.

“MN Government Shutdown and You,” a new full-length video program created to give guidance to community members during the Minnesota government shutdown produced in four languages was funded by the Saint Paul Foundation.

2011 Programmatic Highlights (continued)

Community Engagement & Outreach

Attended over **45** community events, meetings, and activities to distribute free ECHO DVDs, present, and network.

Added **40** ECHO Partner organizations who participate on varying levels including, Supporting Partners, Distribution Partners, and Emergency Partners, bringing total ECHO Partners to **115** organizations at year end.

Programming Survey to shape ECHO's 2012 program topics was conducted and reached **282** community members and service providers to gather feedback on programming topic ideas and requests.

"The New American Vote" a panel discussion about the power of the new American vote and its effect on Minnesota and the nation. Over **130** guests were in attendance.



Emergency Response and Preparedness

"Operation Fast Start," a monitored emergency exercise funded by MMRS that tested ECHO's staff and multilingual Spokespeople's abilities to respond to and create resources for a fictional emergency. Over **55** ECHO Staff and Spokespeople participated.

Emergency Preparedness Starter Kits containing multilingual resources on a variety of topics were created as resources for counties and cities in collaboration and with funding from the Minnesota Department of Health. Over **50** kits were distributed.

Emergency Preparedness Phone Recordings on **11** different emergency topics, funded by the Minnesota Department of Health, were recorded in **12** languages.

"Protect Your Family from Measles," a PSA and short video project produced in four languages was funded by the Minnesota Department of Health and has received over **1,000** views on YouTube.

National Alert System Test in which ECHO had the opportunity to run a television crawl and record PSAs in four languages explaining the test.

Training & Research

BlueCross BlueShield of Minnesota Cultural Competency training in alignment with "Obesity and Your Health" program.

"Communicating Without English in an Emergency: A webinar for government and community organizations," was funded by the Minnesota Department of Health and consisted of a planning guide, template, and webinar which has received a total of **675** views.

Impact Measurements

ECHO has the ability to measure the bulk of our multimedia tools. We know that we have reached:

1,355,067 estimated viewers through programs broadcasting on Twin Cities Public Television - up 11 % from 2010.

94,047 viewers on YouTube, over 80% of which were in Somali - up 33% from 2010.

650 followers on social media tools including Facebook and Twitter - up 40% from 2010.

12,555 program DVDs were distributed to the community - up 17% from 2010.

81,346 page views at echominnesota.org - up 11% from 2010.

All of that aside, we were challenged to answer the big question - to what degree does ECHO's programming affect knowledge and behavior? Through a partnership with West Side Community Health Services (La Clinica) and funding by March of Dimes and Medica Foundation, ECHO was able to conduct an assessment in conjunction with the "Prenatal Health" program.

The project's goal was to increase knowledge and awareness on the importance of prenatal health and influence future behavioral intentions among Latinas at a higher risk for having late or no prenatal care.

The project involved:

- Weekly, hour-long meetings where pregnant women viewed ECHO's 30-minute educational Spanish video program, "Prenatal Health."
- Childcare options, interpretation, and Spanish materials to mitigate barriers to participation.



After viewing the Spanish-language program, 94% of participants found the ECHO program to be "very useful."

Participants who were able to state specific danger signs that pregnant women should watch for increased by 28% after seeing the DVD.

After viewing the program, 100% of participants said they were planning on having more prenatal care appointments than in



Financials:

Statement of Activities for the Year Ended December 31, 2011

	2011		
	Unrestricted	Temporarily Restricted	Total
Revenue, gains, and other support:			
Public support & revenue			
Contributions and grants	\$ 152,348	\$ 110,000	\$ 262,348
Service fees	131,143		131,143
Sponsorship grants	358,768	-	358,768
Total public support	<u>642,259</u>	<u>110,000</u>	<u>752,259</u>
Other revenue			
Product sales	8,397		8,397
Investment income	3,260		3,260
Other	7,050		7,050
Total other revenue	<u>18,707</u>		<u>18,707</u>
Net assets released from restriction			
Satisfaction of program restrictions	<u>58,252</u>	<u>(58,252)</u>	
Total revenue, gains, & other support	<u>719,218</u>	<u>51,748</u>	<u>770,966</u>
Expenses:			
Program Services	221,908		221,908
Educational productions	184,341		184,341
Emergency preparedness	41,325		41,325
Community outreach	447,574		447,574
Total program services			
Support services			
Management and general	157,681		157,681
Fundraising	66,373		66,373
Total support services	<u>224,054</u>		<u>224,054</u>
Total expenses	<u>671,628</u>		<u>671,628</u>
Changes in net assets	47,590	51,748	99,338
Net assets, beginning year	<u>379,714</u>	<u>58,252</u>	<u>437,966</u>
Net assets, end of year	<u>\$ 427,304</u>	<u>\$ 110,000</u>	<u>\$ 537,304</u>

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

Balance Sheet

December 31, 2011

	2011		
	Unrestricted	Temporarily Restricted	Total
Assets			
Current Assets			
Cash	\$ 588,031	0	\$ 588,031
Accounts Receivable	77,150	0	77,150
Prepaid Expenses	2,037	0	2,037
Total current assets	667,218	0	667,218
Fixed Assets			
Land	0	0	0
Building	0	0	0
Equipment	4,720	0	4,720
Total Fixed Assets	4,720	0	4,720
Less Accum Depreciation	(1,620)	0	(1,620)
Net Fixed Assets	3,100	0	3,100
Total Assets	\$ 670,318	0	\$ 670,318
Liabilities & Fund Balance			
Current Liabilities			
Accounts Payable	112,801	0	112,801
Accrued Liabilities	20,213	0	20,213
Deferred Revenue	58,252	0	58,252
Total current liabilities	191,266	0	191,266
Fund Balances			
Unrestricted	481,276	0	481,276
Restricted	0	(2,224)	(2,224)
Fund Balances	481,276	(2,224)	479,052
Total Liabilities & Fund Balance	\$ 672,542	\$ (2,224)	\$ 670,318

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

Board, Staff, and Spokespeople

Board

Chair

Jay Elepano
Business Development Mgr.
Nikon Metrology

Troy Dickinson
Improvement/Business Rules Analyst
BlueCross BlueShield of Minnesota

Chris Kuhlman
Attorney
Kuhlman Law, PLLC

Joe Mathews
Senior Financial Management Analyst
Hennepin County

Laura Pigott
Former Contractor
MarComm

Secretary

Julie Ring
Director
Local Public Health Association

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

Richard Lau
Attorney
Redmon Law

Jeannine Mueller Harmon
Assistant Professor
College of St. Catherine

Ann Rogers
External Relations Manager
UCare

Rose Lindsay
Associate Director

Paul Moore
Associate Producer

Treasurer

Kevin Verzal
Mechanical Design Engineer
Envoy Medical

Phil Kruger
Executive Officer and President
Phil Kruger Consulting, LLC

Sandy Lien
Regional Coordinator
Medica

Michael Olesen
Enterprise Resiliency and Response
Manager
UnitedHealth Group

Joanna Olson
Communications and Marketing Specialist

Staff

Lillian McDonald
Executive Director

Danushka Wanduragala
Community Outreach and Assessment Coord.

Volunteers

Michelle Berg
Jennifer Bjork
Mollie Bremer

Dan Buettner-Salido
Matthew Butler
Morgan Chalmiers

Erin Keefe
Amy Koopman
Andrew Magill

Mailee Moua
Ho Nguyen
Amanda Pearson

Evelyn Rwema

Spokespeople

Amharic
Blen Shoakena
Abraham Solomon

Cambodian
Sinuon Leiendecker
Sokurt Suos
Chamreun Tan
Henry Ung

English
Calvin Worthen

Hmong
Cha Her
Mitch Ogden
Mao Thao
Mang Truong
Bee Vang

Hmong (continued)

Tzianeng Vang
Licho Xenaxai

Karen

Eh Taw Dwe
Eh Tha Khu
See Nay
Ko Nay Oo
Moo Zar

Lao

Bounleuth Gowing
Lasamy Mila
Somly Sitthis Thammavong
Khambay Sivongsay

Oromo

Negassa Ayana
Alemu Geba
Surraa Tolasa

Russian

Vladimir Bronshteyn

Somali

Zuhur Ahmed
Abdirahman Ali
Fowzi Hassan
Mohamed Hassan
Ahmed Jahweyn Farah
Liban Sabrie
Abdi Warsame

Spanish

Ericka Bergthold
Leo Espinoza
Silvia Galarza
Verónica Jaralambides
Morgan Michilot

Vietnamese

Holly Bui
Cam Le
Elisa Le
Khiem Le

ECHO Funders

**Also an Official ECHO Partner*

Aitkin-Itasca-Koochiching County CHB*
Anoka County CHB*
Anoka County Health & Environmental Services*
Becker County CHB*
Blue Earth County Community Health*
BlueCross and BlueShield of Minnesota
Brown-Nicollet Counties CHB*
Business Continuity Planner Association (BCPA)
Carlton-Cook-Lake-St. Louis County CHB*
Carver County Public Health*
Cass County CHB*
City of Bloomington CHB*
City of Edina CHB*
City of Minneapolis
City of Minneapolis CHB*
City of Richfield CHB*
City of Saint Paul
Cottonwood-Jackson County CHB*
Countryside CHB (Big Stone, Chippewa, Lac qui Parle, Swift, Yellow Medicine)*
Crow Wing County CHB*
Dakota County Public Health Department*
Douglas County CHB*
Eddington's Soup and Salad Restaurant
Minneapolis

Freeborn County Public Health*
Hennepin County Public Health*
Hopkins Fire Department*
InfraGard Minnesota
Isanti-Mille Lacs County CHB*
Islamic Civic Society of America (ICSA)*
Itasca County Public Health*
Jessen Press
Kanabec-Pine County CHB*
Kandiyohi County Public Health*
LeSueur County Public Health*
LeSueur-Waseca County CHB*
March of Dimes
McLeod County Public Health*
McLeod-Meeker-Sibley County CHB*
Medica
Medica Foundation
Meeker County Public Health*
Metro Public Health Emergency Coordinators (PHEC)
Metropolitan Medical Response System (MMRS)
Mid-State CHB (Grant, Pope, Stevens, and Traverse)*
Minneapolis Department of Health and Family Support*
Minnesota Community Action Partnership

Minnesota Department of Health
Minnesota State Fire Marshall
Morrison-Todd-Wadena County CHB*
Mower County CHB*
Nobles County Community Services*
Nobles-Rock County CHB*
North Country CHB (Beltrami, Clearwater, Hubbard, Lake of the Woods)*
Olmsted County Public Health*
Otter Tail County Public Health*
Otto Bremer Foundation
Polk County Public Health*
Redwood-Renville County CHB*
Saint Paul Foundation
Saint Paul Ramsey County Public Health*
Scott County Public Health*
Sherburne County Public Health*
Stearns County CHB*
UCare
U-SEEE Preparedness and Emergency Response Learning Center (PERL) at the University of Minnesota*
Vbeatmn.com*
Washington County Department of Public Health and Environment*
Wright County Public Health*

ECHO Individual Donors

Kenneth Bence
Troy Dickinson
Valerie Donovan
Jay Elepano
Janis L Ewart
Deborah L Hendricks
Maria Jaralambides
Debra A Larsen
Steven LeBeau
Sandra A Lien

Kristin Norman Major
Victoria Olson
Catherine Patterson
Laura Pigott
Julie Ring
Ann Rogers
Kathleen S. To
Marcella de la Torre
Coralie A Wilson



ECHO Official Partner Organizations

**Some partner agencies are listed in ECHO Funders section, please refer to previous pages.*

Health Agencies

CLEARCorps
Clearwater County Nursing Service
Marathon County Health Department
(Wasau, WI)
MDH Communications Office
MDH Refugee Health Program
New Mainers Public Health Initiatives
(Lewiston, ME)
Portage County HHS / Public Health
(Stevens Point, WI)
Rock Springs Public Health
(Rock Springs, WY)
Steele County Public Health
Todd County Public Health
University of Washington School of
Nursing/Cross Cultural Community
Health (Seattle, WA)
Wellshare International
Winona County Community Health

Safety Agencies

Hennepin Regional Poison Center/
Minnesota Poison Control System
Lake County Emergency Management
Minnesota Ambulance Association
NYC Office of Emergency Management
(NYC, New York)
Plymouth Fire Department
Safe Kids Anoka
Spring Lake Park, Blaine, Mounds View
Fire Department
Stearns County Emergency
Management
Virginia Dept. of Emergency
Management (Richmond, VA)

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 and Heart Health
Collaborative
Minnesota Hospital Association
Neighborhood Health Care Network
Preferred One
Sanford Medical Center Luverne
SUNRx
Swedish Health Services
UCare
West Side Community Health Services

Community & Nonprofit Organizations

The Advocates for Human Rights
African Health Action Corporation
American Cancer Society
American Red Cross: Carver County
Chapter
American Red Cross: Twin Cities
Chapter
Asian Women United of Minnesota
(AWUM)
Association for the Advancement of
Hmong Women in Minnesota
Busymoms Telecons
Cambodian Association of Rochester
Minnesota
CAPI
Center for Hmong Studies
Coalition of African Community Services
CommonBond Communities
Community Connections of New York
(Buffalo, NY)
Comunidades Latinas Unidas En
Servicio (CLUES)
Council Accommodating Refugee
Employment and Settlement
(CARES; St. Cloud, MN)
Dawah Islamic Center
Hmong American Mutual Assistance
Association (HAMAA)
Hmong Youth Education Services
Intercultural Mutual Assistance
Association (IMAA)
Immigrant Bridges Email Network
Karen Organization of MN (KOM)
Lao Assistance Center of Minnesota
Latino Economic Development Center
Lutheran Social Services
(LSS; Milwaukee, WI)
Lutheran Social Services
(LSS; Minnesota)
Midwest Community Development, Inc.
Migrant Health Services
Minnesota African Women's
Association (MAWA)
Minnesota Food Association
MORE Multicultural School for
Empowerment
Somali Bantu Liberation Movement
Somali Education and Social Advocacy
Sub-Saharan African Youth and Family
Services of Minnesota
Vietnamese Social Services of
Minnesota
World Harvest Mission (Nairobi, Kenya)
Zambian International Health Alliance

Government (City, County, State, Federal)

Association of Minnesota Counties (AMC)
Chisago County
MN Department of Agriculture

Civic Engagement

Adult Options in Education (Hopkins, MN)
Big Lake Early Childhood Family Education
Centers for Public Health Education and
Outreach (UMN)
Commission of Deaf, Deaf Blind and
Hard of Hearing Minnesotans
The English Learning Center
Fairview Alternative High School/
Roseville Adult Learning Center
Lewiston Public Library (Lewiston, ME)
Metro North ABE - Elk River
MN Department of Education – Adult
Basic Education
MN Literacy Council
Noah's Ark Preschool
North Star Estates MHC
Northwest Hennepin Human Services
Council
Oaks of Apple Valley
Ronald M. Hubbs Center
Rondo Community Outreach Library
Salaam Urban Village Association
St. Louis Park Public Schools

Media

Burnsville Community Television
CTV North Suburbs
Hmong Galaxy Communication, Inc.
Hmong TV Network (Clovis, CA)
HmongUSA TV (Fresno, CA)
KFAI Radio
Latino Communications Network (LCN)
Multicultural Diversity Resource Magazine
Saint Paul Neighborhood Network (SPNN)
Twin Cities Public Television (TPT)



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



BE HEALTHY. BE SAFE. BE READY.

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

echominnesota.org  