

ECHO Minnesota

Emergency, Community and Health Outreach



TO: Public health, clinics, hospitals, public safety, schools, emergency management, ethnic and non-profit agencies

FROM: Lillian McDonald, Executive Director - ECHO Minnesota

DATE: October 7, 2009

RE: H1N1 INFO FOR LIMITED ENGLISH SPEAKERS – PLEASE SHARE!

At the request of the Minnesota Department of Health, ECHO Minnesota produced a variety of print, broadcast (radio and television), toll-free phone and web materials on H1N1 flu prevention and vaccination in 12 different languages for your use and distribution. These “*Know what to do about H1N1 Flu*” materials include:

- Radio and Television Public Service Announcements in 12 languages on each topic (48 total PSA’s)
 - :30 PSA’s “Stay Home if You’re Sick” and “Cover Your Cough”
 - :60 PSA’s “Get a Flu Shot” and “H1N1 Priority Groups”
- Toll Free Phone access to the above PSA’s on 888-883-8831 (Minnesota only)
- Printable copies of the above PSA’s available on ECHO Web
- ECHO’s **one-stop-shopping H1N1 web page** (www.echominnesota.org/H1N1) with links to ECHO, MDH, CDC, WHO and other “official” sources featuring H1N1 multi-language materials

All of ECHO’s H1N1 resources for radio, TV, print, web and our toll-free phone line can be downloaded from ECHO’s web site: www.echominnesota.org/H1N1. With help from ECHO’s bi-lingual spokespersons, health/safety experts and media partners ECHO produced and stockpiled these resources in **12 languages**: Amharic, Arabic, English, Hmong, Karen (Burmese), Laotian, Oromo, Russian, Somali, Spanish and Vietnamese.

All ECHO PSA’s are (or will soon be) broadcasting on participating community-based radio, cable and public television stations statewide. They will also be rotating on ECHO phone 888-883-8831. Additionally, a *20 minute long television special in 7 languages will broadcast statewide on Twin Cities Public Television’s Minnesota Channel (tptMN) October 18th (Spanish, Hmong, Somali) and 25th (Vietnamese, Lao and Khmer) at 7:00pm (check local listings for channel info)*. This program is tailored to meet unique needs of limited-English speaking communities featuring ECHO’s experienced bi-lingual spokespersons and health experts. It will also be downloadable from ECHO’s web site after the broadcast.

We recommend your agency circulate these materials to limited English audiences by linking to ECHO web, downloading files to print, pass and play in your clinic, school, library, ethnic, health and safety agency. **Instructions for how to link or download materials are on our web site** www.echominnesota.org/h1n1/files/English/ECHO_H1N1_navigate.pdf.

On behalf of ECHO’s staff/bi-lingual teams, media partners and health/safety and emergency partners I thank you for helping our limited English speaking residents “Know what to do about H1N1 Flu!” I invite you to call or email me with any questions about these H1N1 materials or ECHO’s work. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Lillian McDonald".

Lillian McDonald – Executive Director