



DiversityPreparedness.Org E-Newsletter

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Dear Colleagues,

Welcome to the Eighth Issue of the DiversityPreparedness.Org E-Newsletter. This issue provides resources pertaining to the Haiti and Chile earthquakes, updates on the H1N1 situation, and features Floods and Diverse Populations as the Topic of the Month, providing links to a variety of translated materials and research articles. Additionally, we spoke with Lillian McDonald of Emergency & Community Outreach (ECHO) Minnesota to learn about promising strategies for communicating public safety and health information to diverse populations via broadcast media.

Topic of the Month: Floods and Diverse Populations

With the thawing snow and seasonal rains of spring comes an increased risk of floods—the most common natural hazard in the United States. Recent flooding in Minnesota, North Dakota, and Rhode Island has disrupted critical infrastructure and called emergency management and public health officials to action. In addition to hazards



associated with flash floods, such as strong currents carrying heavy debris, floods pose myriad public health concerns. For example, floodwaters often contain bacteria that increase risk of contracting waterborne illnesses and the improper use of gasoline-powered generators can lead to carbon monoxide poisoning. In addition to **social vulnerabilities** that may put racially and ethnically diverse communities at increased risk for flooding, cultural and language barriers often inhibit risk communication efforts. Below is a list of translated materials and journal articles that address the needs of racial and ethnic minorities before, during, and after a flood.

Translated Materials:


- **Are You Ready for a Flash Flood?** Provides general information regarding how flash floods develop and efforts which can be made to mitigate their effects (**English** and **Spanish**).
- **Floods:** Provides guidelines for flood preparation, response, and recovery (**English** and **Spanish**).

- **Reentering Your Flooded Home:** Provides information reentering your home after a flood and tips on how to begin the drying process (**English** and **Vietnamese**).
- **Emergency Management Action Plans for Retail Food Establishments:** This guide provides practical guidance for retail grocery and food service establishments to plan and respond to flood-related emergencies, including sewage back-up and contaminated water supply (**English, Arabic, Chinese, and Spanish**).
- **Floods and Flash Flooding:** This resource provides basic information about floods in English, Somali, Spanish, Arabic, and Bosnian. The resource is available in various formats, including **brochure, web-video, multimedia, mobile video,** and **audio**.
- **Carbon Monoxide Poisoning Fact Sheet:** This fact sheet provides information on the symptoms of carbon monoxide poisoning and prevention (**Arabic, Chinese, German, Spanish, French, Hmong, Haitian Creole, Portuguese,** and **Vietnamese**).
- **Prevent Poisoning from Carbon Monoxide- Printable Flyers:** Provides pictures to convey carbon monoxide poisoning risk (**English, Amharic, Arabic, Bosnian, Burmese, Cambodian, Chinese, Farsi, French, Hmong, Korean, Laotian, Nepali, Oromo, Portuguese, Punjabi, Romanian, Russian, Somali, Spanish, Swahili, Tagalog, Tigrigna, Ukrainian, Vietnamese**).
- **Botulism Fact Sheet:** Provides general information on botulism, a common post-flood disease among poultry and livestock (**English, Arabic, Armenian, Chinese, Farsi, Hmong, Khmer/Cambodian, Korean, Laotian, Russian, Spanish, Tagalog, Vietnamese**).

Recovery Assistance:

- **Fact Sheet- Immigrant Eligibility for Disaster Assistance:** This fact sheet provides a concise overview of the services immigrants, with and without documentation, are eligible for in the wake of a disaster.
- **Immigrants and Disaster Assistance:** This Immigration Law Center webpage provides links to a variety of resources on issues surrounding immigration, current legislation, and disasters.

Research Articles:

- **Lines that Divide, Ties that Bind- Race, Class, and Gender in Women's Flood Recovery in the U.S. and U.K.:** This article presents the findings from a series of open ended interviews and focus groups that were conducted in Grand Forks, North Dakota and flood prone areas in Scotland to investigate how social relations, race/ethnicity, social class and gender increase the structural vulnerability of women in communities which are subject to flooding.
 
- **Hurricane Katrina- Prior Trauma, Poverty and Health among Vietnamese-American Survivors:** This study examines factors contributing to differential health outcomes among the New Orleans Vietnamese community in response to flooding associated with Hurricane Katrina.
- **Continually Neglected- Situating Natural Disasters in the African American Experience:** Using natural disasters—such as The Great Mississippi River Flood of 1927, The 1948 Vanport Flood, and Hurricane Katrina—as examples, this article examines how social, political, economic, and geographic inequalities have negatively affected African Americans in natural disasters.
- **The Effects of Ethnicity on Evacuation Decision-Making:** This article used data from a flood and a hazardous materials incident to examine the impact of citizen ethnicity on evacuation warning compliance among Whites, Hispanics, and Africans Americans.
- **Communicating Effectively with Vulnerable Populations during Water Contamination Events:** This article discusses strategies to effectively communicate with vulnerable populations, including racial/ethnic minorities and individuals with limited English proficiency, in the event of a water contamination crisis.

- **Carbon monoxide epidemic among immigrant populations- King County, Washington, 2006:** This article, presents the findings from a study of a carbon monoxide (CO) poisoning outbreak that disproportionately affected immigrant populations. Results reinforce the need to consider cultural and linguistic preferences when developing education campaigns to prevent CO poisoning.

Below are links to recent and upcoming events and initiatives as well as recently published reports and articles.

Initiatives:

Public Health Ethics in Disasters

Using the United States Public Health Code of Ethics as a guide, this website provides practical information on ethical issues faced by public health agencies when responding to disasters. The website highlights topics such as social distancing, vulnerable populations, risk communication, and community engagement. To view the website [CLICK HERE](#).

Funding: 2010 DHS Community Preparedness Grants



The 2010 Department of Homeland Security preparedness grants contain 10 grant programs that support strengthening of community preparedness and participation efforts. This summary is intended to assist potential grantees with identifying the full breadth of resources available to support the critical mission of community resilience. To view the full summary [CLICK HERE](#).

Events & Training:

2010 National Voluntary Organizations Active in Disaster (VOAD) Annual Conference

May 11-13, 2010
Lake Buena Vista, Florida

The VOAD conference brings together volunteer organizations from a wide range of sectors and regions for disaster-related training, educational workshops, and networking opportunities. For more information [CLICK HERE](#).

2010 Integrated Medical, Public Health, Preparedness and Response Training Summit

May 12-16, 2010
Nashville, TN

The 2010 Integrated Medical, Public Health, Preparedness and Response Training Summit, sponsored by USDHHS, brings together USDHHS partners to encourage coordination, collaboration and interaction amongst preparedness and response organizations. Focus areas include: healthcare systems, ESF#8 integration, public health, and medical services. For more information about the Summit [CLICK HERE](#).

2010 UCLA Conference on Public Health and Disasters

May 16-10, 2010
Torrance, CA

This unique multidisciplinary conference will bring together professionals from a wide range of disciplines to promote a dialogue between local health departments and others involved in improving emergency public health preparedness, mitigation, response, and recovery. Breakout sessions include presentations on tribal preparedness, vulnerable populations, risk communication, and the role of hospitals and community clinics in disaster response. For more information [CLICK HERE](#).

2010 National Conference on Quality Health Care for Culturally Diverse Populations

October 18-21, 2010
Baltimore, MD

The 2010 National Conference on Quality Health Care for Culturally Diverse Populations, "Improving Health Care for Culturally Diverse Populations: A New Place on the National Health Agenda," provides the opportunity for networking and education through over 60 practice-oriented sessions on a wide range of topics, including: cultural competence training, culturally competent health care organization, culturally appropriate care to reduce disparities, and research /measurement. For more information [CLICK HERE](#).

Publications:

Emergency Preparedness Training and Response Among Community Health Centers and Local Health Departments: Results from a Multi-State Survey

This article measures the level of interagency preparedness planning and response occurring between community health centers (CHCs) and local health departments. In 2007, two-thirds of CHC patients were minorities and one-third had limited-English proficiency. To access the article [CLICK HERE](#).

Public Health Preparedness and Response for At-Risk Populations: Harnessing the Power of Health Information and Communication Technologies

This study describes innovative ways that state governments and local communities can use technologies to reach vulnerable groups, including newly arrived immigrants and individuals with limited English proficiency. Best Practice Models are discussed as are strategies to utilize technologies such as electronic health records, mobile phones, and social media. To view the full report [CLICK HERE](#).

3 Days 3 Ways Disaster Preparedness Workbook

This workbook by the King County Office of Emergency Management and the American Red Cross provides easy to follow material to help individuals and families prepare for disasters. Topics include earthquakes, fires, and post-disaster communication strategies. The workbook contains a series of pictures and checklists and is available in [English](#), [Spanish](#), [Chinese](#), [Vietnamese](#), and [Ukrainian](#). To view the workbook [CLICK HERE](#).

Factors Predicting Individual Emergency Preparedness: A Multi-state Analysis of 2006 BRFSS Data

This study used BRFSS to assess the likelihood of individuals' to be prepared for disasters. Most respondents (78%) reported feeling prepared for a disaster, but only 45% were considered to be prepared when objective measures were used. The inability to afford medical care in the previous year was a predictor for decreased likelihood of being prepared for a disaster in racial and ethnic minorities. To access the full article [CLICK HERE](#).

Recent Events and Updates:

Chile and Haiti Earthquake Updates:

International relief and recovery efforts continue to rebuild infrastructure and provide critical health services in [Chile](#) and [Haiti](#). The complex nature of these disasters is likely to raise formidable cross-cultural challenges for international relief workers who are not familiar with the local language, customs, social structures, and communication systems. Below is a list a resources to assist disaster relief workers and international aid organizations in meeting these challenges.



Demographic, Socioeconomic, and Cultural Information

- CIA World Factbook: [Haiti, Chile](#)
- U.S. Department of State: [Haiti, Chile](#)

Translated Materials and Guidance:

- University of North Carolina Gillings School of Global Public Health: [Public Health Ethics in Disasters](#)
- Refugee Health Information Network: Translated Health Information ([Spanish](#), [Haitian Creole](#))
- Hesperian Foundation: Where There is No Doctor ([Spanish](#), [Haitian Creole](#)), Sanitation and Cleanliness booklet ([Spanish](#), [Haitian Creole](#)), Where Women Have No Doctor ([Spanish](#), [Haitian Creole](#))
- American Psychological Association: [Managing Your Distress About the Earthquake from Afar](#)

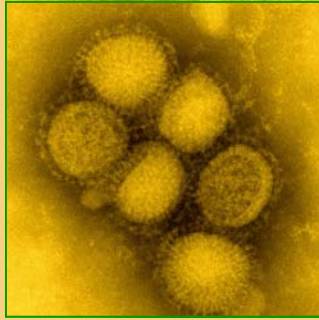
Toolkits, Online Training, and Guides:

- Johns Hopkins Center for Refugee and Disaster Response: [Training in Qualitative Research Methods for PVOs and NGOs](#)
- University of South Florida: [Assuring Cultural Competence in Disaster Response](#)
- Gender and Disaster Network: [Resources to inform gender-responsive approaches to disaster relief](#)

H1N1 Update:

April 2010 marked the 1-year anniversary of the 2009 H1N1 pandemic.

[According to the CDC](#), 60 million people in the United States have been infected with 2009 H1N1, 270,000 of whom have been hospitalized and 12,270 have died from 2009 H1N1-related illness. While H1N1 activity is relatively low, federal officials still recommend that all people over the age of 6-months get vaccinated. Both the [US Department of Health and Human Services](#) and the [World Health Organization](#) have begun efforts to review the national and international response to the H1N1 pandemic to guide future pandemic planning activities. Below are links to selected resources on H1N1 and the needs of culturally/linguistically diverse communities. For a comprehensive list of resources and translated materials on H1N1 and pan flu [CLICK HERE](#).



- [CDC: Information on 2009 H1N1 impact by Race and Ethnicity](#): The CDC has centralized information on the impact of H1N1 across racial and ethnic groups in the United States. Age-adjusted H1N1 hospitalization rates are provided race/ethnicity as are data on health seeking behaviors for influenza like illness.
- [CDC: American Indians and Alaska Natives Suffer Disproportionately High H1N1 Mortality Rate](#): A CDC study recently published in *Morbidity and Mortality Weekly Report* indicates that AI/ANs are more than four times as likely to die from H1N1 than individuals of other racial/ethnic groups. The exact causes of this disparity are unknown—but it may be associated with high prevalence of chronic disease, high poverty, and limited access to health care among this population.
- [University of Minnesota Center for Infectious Disease Research & Policy \(CIPRAP\): H1N1 Promising Practices](#): CIDRAP has organized pan flu tools, promising practices, and strategies by geographic region. Numerous tools focus on H1N1 and diverse populations, such as [H1N1 Outreach to Multicultural Communities in Ohio](#).

Voices from the Field: Lillian McDonald¹, Emergency Health Communication and Outreach (ECHO) Minnesota

It is generally accepted among emergency management and public health officials that there is no “one size fits all” messaging strategy for communicating risk. Culturally diverse communities with limited English proficiency (LEP) or obtain information from non-mainstream sources, such as ethnic media outlets, are often difficult to reach. Furthermore, issues surrounding distrust in government and other messengers may inhibit compliance with emergency warnings. While these challenges are well documented, their complexity, compounded with the constraints of public agencies, has inhibited the development of integrated risk communication strategies that are inclusive of the distinct needs of diverse communities. Innovative strategies, however, do exist.

Founded in 2004, [Emergency Health Communication and Outreach \(ECHO\) Minnesota](#) has successfully fused the power of broadcast media with the local knowledge of community-based organizations to disseminate culturally competent health information to diverse populations in the Minneapolis-St. Paul region and across Minnesota. We spoke with Executive Director Lillian McDonald to learn more about the ECHO model and promising practices for reaching, and engaging, racially and ethnically diverse populations in public health preparedness.

According to Ms. McDonald, the events of September 11, 2001 drew attention to deficiencies in existing risk communication systems. In addition to gaps in communication between organizations, it became evident that there was no integrated strategy for disseminating time-sensitive information to Minnesota’s immigrant and LEP communities. This was particularly problematic given the large immigrant and refugee communities, such as the Karen from Burma and the Hmong from Southeast Asia, living in the Minneapolis-St. Paul region. ECHO worked to fill this void by utilizing multiple channels of communication and facilitating collaboration between local health departments and community/faith-based organizations serving diverse communities.

The mission of ECHO is two-fold: 1) to provide health and safety education to Minnesota's culturally diverse residents; and 2) to quickly disseminate time-sensitive information in the event of a disaster or public health emergency. ECHO has developed a robust communication system to distribute emergency information. A **1-800 telephone line** has been established where individuals can receive up-to-date emergency instructions and guidance in one of ten different languages. ECHO also works with their network of community partners to reach culturally and linguistically isolated communities. In addition to posting multilingual information on the **ECHO website**, **ECHO TV** disseminates emergency information over public broadcasting stations in English Hmong, Khmer, Lao, Somali, Spanish and Vietnamese. Ms. McDonald described how this system was recently used to disseminate information about a botulism outbreak that was being spread through eviscerated fish—a common dish within the large African communities residing in the Minneapolis-St. Paul region.

ECHO TV has proven to be a particularly successful in providing diverse communities with preparedness and health education prior to an emergency. ECHO TV is broadcast over Twin Cities Public Television and produces twenty-minute programs on topics pertaining to health and safety—such as H1N1, HIV/AIDS prevention, and cold weather safety.² In acknowledging the social determinants of health and the notion that community integration is essential for healthy living, ECHO TV has recently provided programming on topics such as civic engagement and elementary education. In addition to producing programs in multiple languages—such as English, Spanish, Somali, and Hmong—ECHO TV is unique as it utilizes local experts from diverse racial and ethnic backgrounds to discuss health and safety topics. As Ms. McDonald explained, this serves to both address issues pertaining to trust and gives representatives from diverse cultures a “voice of visibility.”

While the ECHO model is a promising model for addressing the persisting barriers of language, culture, and trust associated with reaching diverse populations, it is not without its challenges. As Ms. McDonald explained, ECHO, like most non-profits, pieces together a fragmented budget from a diverse array of local, state, federal, and philanthropic funding sources. Budget constraints often create a number of tough questions—such as selecting topics that will be highlighted.

The services ECHO provides—such as multilingual television programming, multilingual call lines, and translated Web materials—are undoubtedly part and parcel of its mission. However, multi-sector collaboration appears to be the key to its success. By forging partnerships between state and local health departments, public broadcasting stations, and community-based organizations, ECHO has integrated often siloed systems to meet the complex health communication needs of diverse populations.

1. **Lillian McDonald** is Executive Director of ECHO Minnesota and signatory member of the **National Consensus Statement on Emergency Preparedness and Cultural Diversity**.

2. A complete **web-based video archive** of ECHO TV productions is available online.

We encourage you to share the National Resource Center with your peers and colleagues and welcome you to link to the website. Please also feel free to e-mail your comments and any feedback to our team. We look forward to working with you to making this site a resourceful and useful tool in advancing the preparedness of our nation's diverse communities.

Sincerely,

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