EMERGENCY RISK & PUBLIC HEALTH COMMUNICATION

UTILIZING A PARTNER RELAY TO SHARE INFORMATION WITH LIMITED ENGLISH PROFICIENT POPULATIONS

Justine Kozo, M.P.H.
Chief, Office of Border Health
Health and Human Services
Agency County of San Diego
❖ Challenge: Language diversity in San Diego County – what can we do?

❖ County of San Diego Vision: *Live Well San Diego* - Living Safely: “Communities that are Resilient to Disasters and Emergencies”

❖ Collaboration between Public Health and Emergency Services
Invited language groups:

- Arabic
- Chinese
- Filipino
- Karen
- Korean
- Latino
- Somali
- Vietnamese
KEY FINDINGS:
TRUSTED COMMUNICATION SOURCES

❖ Social networks
❖ Youth
❖ Schools
❖ Red Cross
❖ Faith-based organizations
❖ Media (when available)
KEY FINDINGS: LANGUAGE AND LITERACY

❖ English proficiency
❖ Multiple dialects
❖ Varying literacy levels
❖ Word of Mouth
KEY FINDINGS: TRUST IN COUNTY OR OTHER GOVERNMENT AUTHORITY

❖ Varying degrees of trust
❖ Government seals/symbols
❖ Schools
SUGGESTIONS & RECOMMENDATIONS

❖ Utilize existing networks
  ❖ Youth
❖ Cultural events
❖ Neighborhood watch groups
❖ TV and radio stations
❖ Phone trees & Partner relays
Activities to Date:
❖ One-on-one meetings
❖ Presentations
❖ Trainings for CBOs
  ➢ 3 times per year
❖ Drills
❖ Language Champions
❖ Evaluation
ReadySanDiego - Partner Connection
Connecting Private Partners with Emergency Networks

Featured Groups

Association of Contingency Planners
Sorrento Valley Consortium
Meta-Leadership
22 members
Farmworkers CARE Coalition
Business Alliance
55 members
Comment by د. محمد على on July 15, 2016 at 11:09am

هذه فقط تدريبات

تم استماع الطاقة إلى جميع المناطق في مقاطعة سان دييغو. لم يبلغ عن وقوع إصابات أو أضرار في هذا الوقت.

Comment by د. محمد على on July 15, 2016 at 10:27am

*THIS IS A DRILL* Patients have been evacuated as a precaution. There have been no major damages reported.

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وتم إجلاء المرضى كإجراء احترازي. لم تكن هناك أي أضرار كبيرة عنها.

Comment by د. محمد على on July 15, 2016 at 10:23am

اوٌلقت شركة الكهرباء والعاز لمدينة سان دييغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة. للحصول على أحدث المعلومات حول استماعات الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق صفحاتهم الإلكترونية على الرابط التالي:


هذه فقط تدريبات

Comment by د. محمد على on July 15, 2016 at 10:10am

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أوُلقت شركة الكهرباء والعاز لمدينة سان دييغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة. للحصول على أحدث المعلومات حول استماعات الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق صفحاتهم الإلكترونية على الرابط التالي:


هذه فقط تدريبات
WHAT WE’VE LEARNED

- Conducted communication drills 2015-2016
  - Low participation
  - Google translate
- Feedback from participants
- Exploring new communication platforms
- Current communication
PARTNERSHIP WITH COMMUNITY AGENCIES

WHAT WE ASK OF PARTNERS

❖ Join our Partner Relay
❖ Designate someone within your organization to be the point person
❖ Share pertinent information during emergencies

WHAT WE OFFER PARTNERS

❖ Updated, vetted, trusted, timely information during emergencies and regular communication on pertinent public health topics
❖ A direct phone line and email to the Partner Relay liaison in the Emergency Operations Center
❖ Trainings 3 times per year on important public health and emergency information
ACCOMPLISHMENTS SINCE 2013

❖ > 300 individuals joined the *Partner Relay*!

❖ 10 trainings since July 2015

❖ July 2015- May 2016 – 6 trainings for agencies serving the Latino community *(in collaboration with PCI, CDPH OBBH, UC Berkeley HIA & PHI NLAPH)*

❖ Jan 2016- Nov 2016 - 5 trainings for agencies serving refugee, immigrant and newly arrived communities

❖ 9 Language Champions
TRAININGS THREE TIMES PER YEAR

SAMPLE AGENDA

- Wildfire prevention & earthquake preparedness
- Childhood Lead Poisoning Among Refugees
- Law enforcement and emergency evacuations
- Communicating during emergencies – Partner Relay overview
  ❖ Hands-on Partner Relay sign up
NEXT STEPS

❖ New communication platform
❖ Transition 400+ individuals
❖ Quarterly drills
❖ Outreach to CBOs
❖ Collaboration with “Language Champions”
❖ Ongoing trainings:
  ▪ May, & October 2017
  ▪ May 4, 2017 – Special training for the refugee community
Questions?
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