

ECHO Media Advisory

Emergency, Community and Health Outreach

H1N1 PSAs Fill Information Gap - Limited English Audiences

(October 5th, 2009 / St. Paul) -- With H1N1 vaccine on the way, the Minnesota Department of Health is taking steps so Minnesotans whose primary language at home isn't English know what to do about the H1N1 flu this fall. "ECHO Minnesota is helping us reach limited-English cultural communities with important prevention messages, while addressing concerns about the flu or getting a flu shot. That's important so everyone can take care of themselves, their families and their communities," said Buddy Ferguson, Risk Communication Specialist with the Minnesota Department of Health (MDH).

MDH has contracted with ECHO Minnesota to produce messages on novel H1N1 for limited-English audiences statewide. ECHO is a non-profit agency that conducts outreach activities and produces informational broadcasts on health, safety, emergency and civic education for African, Asian and Latino audiences. "In addition to a 20 minute television program in seven languages, we've developed public service announcements in 12 languages with information on flu prevention and flu vaccine for broadcast on community-based radio, public TV and cable TV, and posting on our toll free phone line" said Lillian McDonald, ECHO's Executive Director. "The information can also be downloaded off our web site and circulated through local health departments and other agencies serving Minnesota's half million dual language learners," McDonald added.

Media Availability

Media are invited to interview bi-lingual spokespersons recording ECHO's "Know What to Do about H1N1 Flu" TV show

WHAT: Spanish, Hmong and Somali TV show taping "Know What to Do about H1N1 Flu"

WHEN: Tuesday, October 6th

WHERE: Twin Cities Public Television Studios, 172 East 4th Street, St. Paul

TIME: 2:30-5:00 pm

INTERVIEWS: ECHO's bi-lingual spokespersons (Spanish, Hmong and Somali)

CONTACT: Lillian McDonald – 651-245-1332

ECHO's H1N1 TV shows will broadcast statewide on Twin Cities Public Television's Minnesota Channel (*tptMN*) October 18th and 25th at 7:00pm. PSAs were produced in partnership with TPT, Saint Paul Neighborhood Network (SPNN) and North Suburban Access Corporation (CTV Channel 15) and are available in Spanish, Hmong, Somali, Lao, Vietnamese, Khmer (Cambodian), Oromo, Karen (Burmese), Arabic, Amharic, Russian and English. All H1N1 programming can be viewed or downloaded from www.echominnesota.org and are available on ECHO phone 888-883-8831, YouTube and Twitter.