



May 8, 2009

Greetings from ECHO,

To help meet the increasing demand of information on the H1N1 influenza virus, ECHO has produced the following communication tools available in Spanish, Hmong and Somali **statewide** and for broadcast on radio, television, web site, toll free phone line and print distribution. The materials are downloadable for everyone to use:

- Two :60 radio PSA's (broadcasting statewide across independent radio stations)
 - "H1N1 Flu Update and Prevention" (Spanish, Hmong, Somali and English)
 - "H1N1 Flu Update and Treatment" (Spanish, Hmong, Somali and English)
- Two :60 television PSA's (broadcasting statewide across independent radio stations)
 - "H1N1 Flu Update and Prevention" (Spanish, Hmong, Somali and English)
 - "H1N1 Flu Update and Treatment" (Spanish, Hmong, Somali and English)
- Frequent Asked Questions (FAQ's) about H1N1 including general answers addressing un-insured and un-documented questions (Spanish, Hmong, Somali and English)
- ECHO Toll Free Phone INFO- Line (888-883-8831)
 - "H1N1 Flu Update and Prevention" (Spanish, Hmong, Somali and English)
 - "H1N1 Flu Update and Treatment" (Spanish, Hmong, Somali and English)
- ECHO Web site (www.echominnesota.org)
 - **PLEASE CIRCULATE THIS LINK AS USERS CAN DOWNLOAD AUDIO, VIDEO and PRINT MATERIALS**

ECHO would like to thank its bi-lingual resource teams for supporting these efforts and our Limited English Proficiency communities for helping us understand the communication needs of Latino, Hmong and Somali residents. We are supported greatly by our media partner's tptMN public television (MN Channel), Saint Paul Radio Network (SPNN-TV) and Omnera web design and local and state public health as well as many clinics, hospitals and health plans for "in-kind" or contributions to ECHO making it possible for us to support communication efforts in our growing diverse communities. We hope to continue these efforts now and in the future.

For information about ECHO's H1N1 flu materials or to learn more about ECHO, please contact Lillian McDonald, executive director at McDonald@echominnesota.org or 651.789.4342. Thank you.

Be Healthy. Be Safe. Be Ready,
Lillian

Emergency and Community Health Outreach (ECHO)
C/o Association of Minnesota Counties, 125 Charles Avenue, St. Paul, MN 55103
651.789.4342 / www.echominnesota.org / info@echominnesota.org