

# EMERGENCY RISK & PUBLIC HEALTH COMMUNICATION

## UTILIZING A PARTNER RELAYTO SHARE INFORMATION WITH LIMITED ENGLISH PROFICIENT POPULATIONS

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### PRESENTATION OVERVIEW



### **\*LEARNING OBJECTIVES:**

- Understand and become aware of barriers faced by non-English speaking communities in receiving important information during emergencies.
- Learn strategies for building a trusted communication network "partner relay" in order to improve communication with non-English speaking communities during emergencies.
- Reflect on and identify populations within your own community at risk for not receiving information, current barriers they face, potential solutions and key partnerships.

### PRESENTATION OVERVIEW



- Overview of San Diego and risk communication challenges
- Development of the "Partner Relay"
  - Current activities, challenges & lessons learned
  - Future directions & next steps
- Questions
- Group Activity
- Open Discussion on Best Practices

## **SAN DIEGO**



- ♦3.2 million residents
- ❖34% Latino population
- Busiest border in the world
- Tourist & refugee destination
- Culture & language diversity





# DEFINING THE CHALLENGE



- Prone to disasters
- Vulnerable communities
- Can't rely on automated translation systems
- ❖ Live Well San Diego Living Safely: Committed to supporting communities so that they are resilient to disasters & emergencies

Collaboration between HHSA, Public Health Services & Public Safety Group, Office of Emergency Services





## EMERGENCY RISK COMMUNICATION FORUM MAY 28, 2013





- ♦ Held a one-day forum in 2013
- Invited community leaders & members representing the following communities:
  - Latino, Vietnamese, Filipino,Chinese, Korean, Arabic, Somaliand Karen
- Provided simultaneous interpretation in all languages
- Conducted focus groups





# SAMPLE FOCUS GROUP QUESTIONS:



During an emergency...

- How do you receive information?
- What is your preferred communication method?
- Who are trusted sources of information in your community?
- What have been barriers to receiving information in the past?



## 5 THEMES IDENTIFIED ACROSS GROUPS



- Trusted Communication Sources
- Community Connectedness
- Media Outlets
- Language and Literacy
- Trust in County or otherGovernment Authority







- Social networks
- Youth
- Schools
- Red Cross
- Community & faith-base organizations





## **MEDIA OUTLETS**





## Commonly Identified:

- ◆Radio
- Television
- Social media



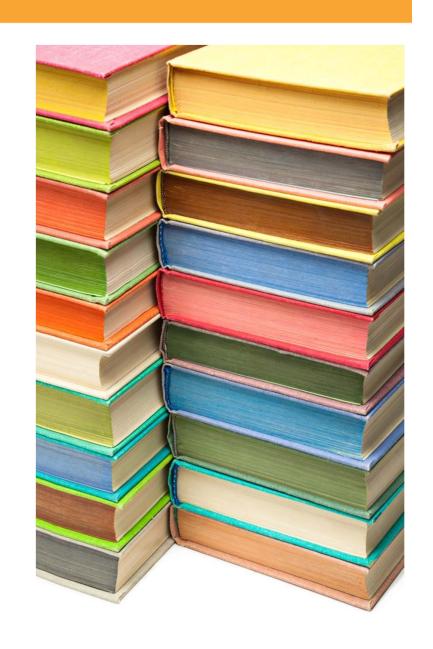
## Social Media and Access:

- Great for youth
- Little content related to public health or preparedness

# LANGUAGE AND LITERACY



- English proficiency
- Multiple dialects
- Varying literacy levels
- Word of Mouth



## TRUST IN COUNTY OR OTHER GOVERNMENT AUTHORITY



- Varying degrees of trust
- Government seals/symbols (local and federal)
- Schools
- How this impacts public messaging and evacuations



## SUGGESTIONS & RECOMMENDATIONS



- Utilize existing networks
- Partner with TV and radio stations (when available) and trustedCommunity Based Organizations





## FORUM FOLLOW UP & ONGOING COMMUNITY ENGAGEMENT



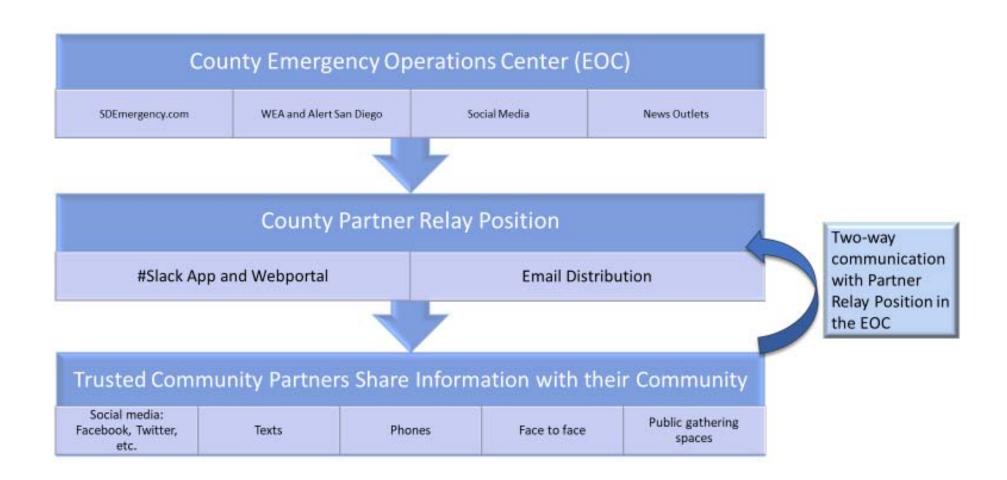
Fall 2013: Feedback Sessions

Recommendation:Build a Partner Relay



## Partner Relay Model





# BUILDING A PARTNER RELAY



### **Activities to Date:**

- One-on-one meetings
- Presentations
- Trainings for communitybased agencies
- Drills
- Language Champions
- Evaluation







# FIRST COMMUNICATION PLATFORM



## ReadySanDiego - Partner Connection

**Connecting Private Partners with Emergency Networks** 



# DRILL COMMUNICATION EXAMPLE





Comment by " on July 15, 2016 at 11:09am

هذه فقط تدريبات

تم استعادة الطاقة إلى جميع المناطق في مقاطعة سان دييغو. لم يبلغ عن وقوع إصابات أو أضرار في هذا الوقت هذا الوقت هذا الوقت هذا الوقت هذا الوقت المتعادة الماقة إلى جميع المناطق في مقاطعة سان ديبات المتعادة المتعا



Comment by ..... 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.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*

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



\*\*\* . هذه فقط تدريبات

أعلنت شركة الكهرباء والغاز لمدينة سان دبيغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة . للحصول على أحدت المعلومات حول استعادة الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق صفحتهم الالكترونية وعلى الرابط التالى

http://www.sdge.com/safety/outages/outage.

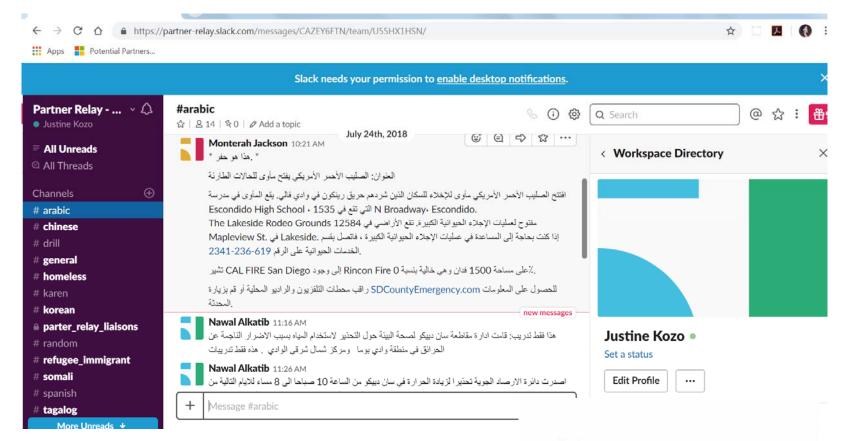
هذه فقط تدريبات



Comment by 10001 All-11 on July 15, 2016 at 10:10am

# NEW COMMUNICATION PLATFORM - SLACK







# TRAININGS THREE TIMES PER YEAR



#### SAMPLE AGENDA

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



## 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 information during emergencies & pertinent public health & emergency preparedness monthly information/messages
- Two-way communication with the liaison in the EmergencyOperations Center during emergencies
- Trainings on important public health and emergency information

### **2017 LILAC FIRE**



- 12/7/2017 Emergency Operations
   Center activated at the highest level
- Partner Relay activated
- Direct outreach to North County Partners
- Examples of inquiries
  - Evacuation Route
  - Spanish TV coverage
  - Shelter information





### RESULTS



- 24 Hour coverage, 12/7-12/11
- 46 emergency messages in total sent to over 400 individuals
- Other messages sent acknowledging shift transitions, sharing other types of resources (websites, sdemergency app., 211) and appreciation messages

## CHALLENGES & LESSONS LEARNED



slack

- Original Platform was not optimal
  - Partners suggested a NEW communication platform
- Low participation on drills
- Google translation
- Need for constant community engagement
- Improve branding "Partner Relay"

### **BUILDING A PARTNER RELAY**





- ❖14 Public Health & Emergency Preparedness Trainings
  - ❖(May 2015-Sept 2019)
- ❖471 individuals representing trusted CBOs receive our messages
- ❖87 Individuals have joined the new SLACK communications platform (January 2018-present)
- ❖9 Language Champions
- 7 drills
- ❖2 Emergency & Public Health Preparedness resources shared via SLACK with partners per month
- Activated Partner Relay twice during real emergencies

### **NEXT STEPS**



- Program evaluation & quality improvement:
- Transition 300+ individuals to new SLACK platform
- Ongoing collaboration with Language Champions
  - Increase # of Language Champions
- Ongoing trainings at minimum 3 times per year
- Ongoing SLACK training & drills
- GROW the Partner Relay (other geographical regions)
- 2021 Hold another Community-wide forum



## Questions?



# Activity





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