EMERGENCY RISK & PUBLIC HEALTH COMMUNICATION

Utilizing a **Partner Relay** to share information with limited English proficient populations

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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.
AGENDA

❖ Presentation – Overview of Partner Relay project
❖ Break
❖ Group Activity
❖ Open Discussion on Best Practices
Language diversity in San Diego County

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

Access & Functional Needs and Emergency Management
Emergency Risk Communication Forum May 28, 2013

❖ Purpose
❖ Partners
❖ Planning

San Diego State University
8 INVITED COMMUNITIES

- Arabic
- Chinese
- Filipino
- Karen
- Korean
- Latino
- Somali
- Vietnamese
5 THEMES IDENTIFIED ACROSS GROUPS

❖ Trusted Communication Sources
❖ Community Connectedness
❖ Media Outlets
❖ Language and Literacy
❖ Trust in County or other Government Authority
TRUSTED COMMUNICATION SOURCES

❖ Social networks
❖ Youth
❖ Schools
❖ Red Cross
❖ Faith-based organizations
COMMUNITY CONNECTEDNESS

❖ Businesses (e.g., markets)
❖ Associations
❖ Cultural events
❖ Religious events
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
❖ Youth
❖ Cultural events
❖ Neighborhood watch groups
❖ TV and radio stations
❖ Phone trees/partner relays
Fall 2013: Feedback Sessions

Recommendation: Build a Partner Relay
Activities to Date:
❖ One-on-one meetings
❖ Presentations
❖ Trainings for community-based agencies
❖ Drills
❖ Language Champions
❖ Evaluation
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
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
OUTCOMES

ACCOMPLISHMENTS SINCE 2013

❖ **392** individuals have agreed to join the *Partner Relay*!
❖ Held **10** trainings since July 2015
  ❖ July 2015- May 2016 – **5** trainings for the Agencies serving the Latino community and a special training for Promotores
  ❖ Jan 2016- June 2018- **5** trainings for agencies serving refugee, immigrant and newly arrived communities
❖ **9** Language Champions representing the language communities
COMMUNICATION PLATFORM

ReadySanDiego - Partner Connection
Connecting Private Partners with Emergency Networks

Featured Groups

- Association of Continuity Planners
- Sorrento Valley Consortium
- Meta-Leadership 22 members
- Farmworkers CARE Coalition
- Business Alliance 55 members
Comment by *مجهول* on July 15, 2016 at 11:09am

هذه فقط تدريبات

تم استماع الطلبات إلى جميع المناطق في مقاطعة سان دييغو. لا يُبلغ عن وقوع إصابات أو أضرار في هذا الوقت.

Comment by *مجهول* 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.

Comment by *مجهول* on July 15, 2016 at 10:23am

أعلنت شركة الكهرباء والماء لمدينة سان دييغو عن انقطاع التيار الكهربائي في جميع أنحاء المقاطعة. للحصول على أحدث المعلومات حول استماع الكهرباء، تحقق من خريطة شركة الكهرباء عن طريق صفحتهم الإلكترونية.


Comment by *مجهول* on July 15, 2016 at 10:10am
CHALLENGES

WHAT WE’VE LEARNED

❖ Conducted communication drills 2015-2016
❖ Challenges: Low Participation & Google translation
❖ Feedback from participants - suggested a NEW communication platform
@sdpartnerrelay created this channel on April 26th, 2017. This is the very beginning of the #general channel. Purpose: This channel is for relaying public health and emergency information to community partners. The County of San Diego manages and monitors this channel for content. Inappropriate or negative comments will be removed. (edit)

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**Partner Relay Administrator** 11:33 AM

**Pinned**

Shared this post

Mosquitoes - Protect yourself, your family and your neighborhood!

Last edited 11 months ago

Good Morning Everyone!

Protect yourself and your community by learning more about the vectors and vector-borne diseases present in the County of San Diego. The Vector Control Program has created educational materials for all residents of San Diego County to learn methods

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May 10th, 2017

**Lilian Serrano** 2:46 PM

joined #general along with 3 others.

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June 8th, 2017

**Partner Relay Administrator** 10:03 AM

***THIS IS A DRILL. This is a Drill.*** The Emergency Operations Center (EOC) has been activated. If you have any questions or wish to share information with the EOC, please contact the Partner Relay Unit Leader via DIRECT MESSAGES. To enhance flow of communication, PLEASE use DIRECT MESSAGES whenever possible.
Partner Relay’s Role in Response

- EOC activated to Level 3
- Partner Relay engaged at 1:21 p.m. Thursday, 12/7/2017
- Direct outreach to North County Partners
- Examples of inquiries
  - Evacuation Route
  - Spanish TV coverage
  - Shelter information
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
NEXT STEPS

❖ Transition 300+ individuals to Slack
❖ Outreach to key CBOs
❖ Ongoing collaboration with “Language Champions”

❖ Ongoing trainings:
  ▪ June 12, 2018
  ▪ September 13, 2018 SEND INVITATION

❖ SLACK drills
  ❖ Next one July 24, 9-11
Questions?
Activity
CONTACT INFORMATION

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