

# Reaching Multicultural and Diverse Language Populations with the EHDI Message

***EHDI Conference 2010  
Chicago, IL***

***Nicole Brown – MN Dept. of Health***

***Candace Lindow-Davies – MN Hands & Voices***

***Kirsten Coverstone – MN Dept. of Health***



# Disclosure Information

---

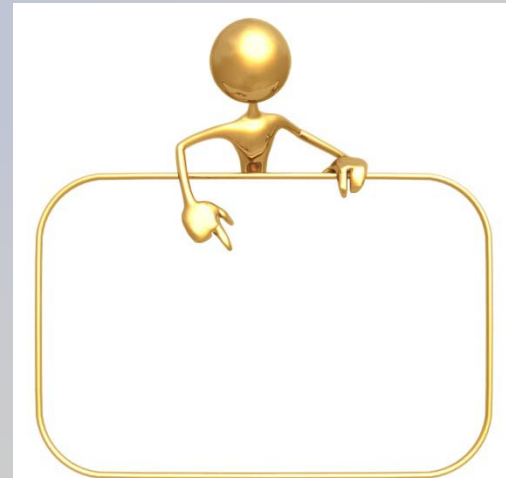
---

In the past 12 months, I have not had any financial interest or other relationship with provider(s) of the service(s) that will be discussed in my presentation.

This presentation will not include any discussion of pharmaceutical or devices.

# Presentation Overview

- Minnesota's Changing Communities
- Emergency & Community Health Outreach - ECHO
- Funding and Partners
- ECHO TV
- Challenges/Benefits
- Project Sustainability
- Ideas to Apply in your State



# Minnesota's Changing Communities

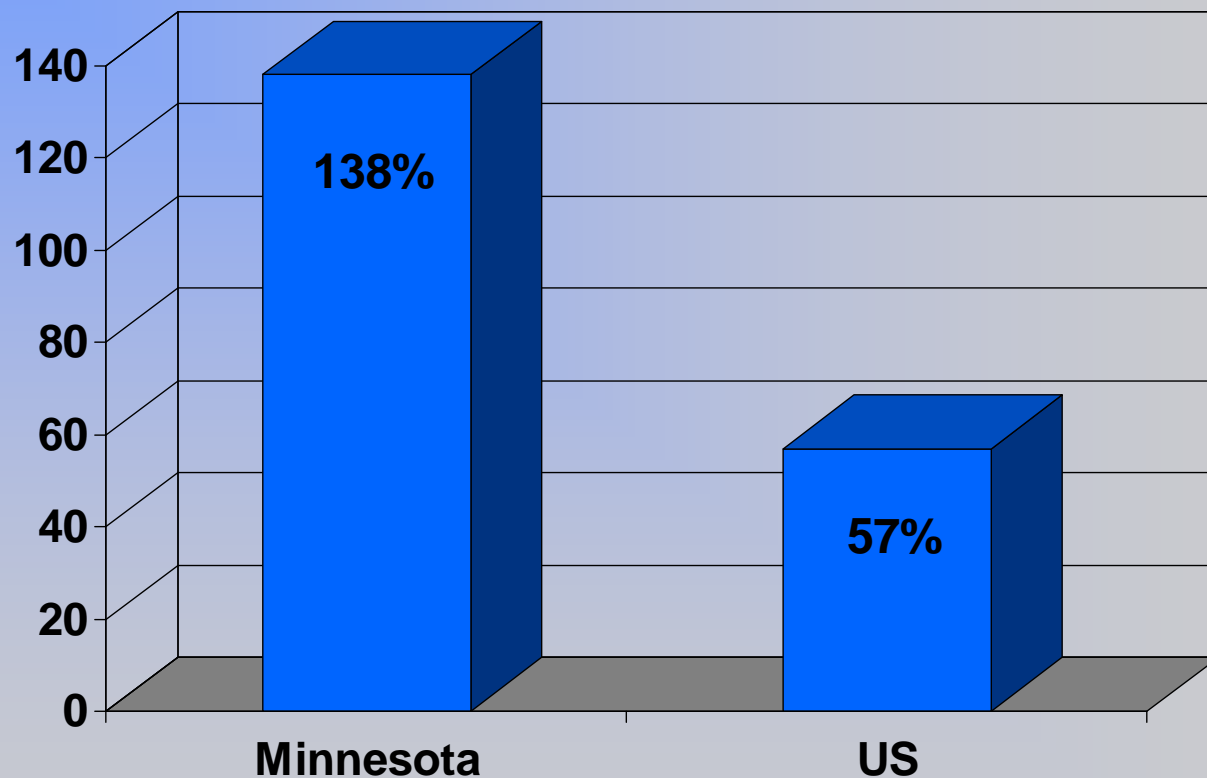
★ In 2000, 5% of Minnesotans were foreign-born (half the national average)

- California - 26%
- New York - 20%
- New Jersey – 18%
- Hawaii -18%



\*US Census

# Increase in Foreign Born Population:1990-2000



Source: US Census Bureau, 1990 Census of Population and 2000 Census

# Minnesota's Changing Communities

---

---



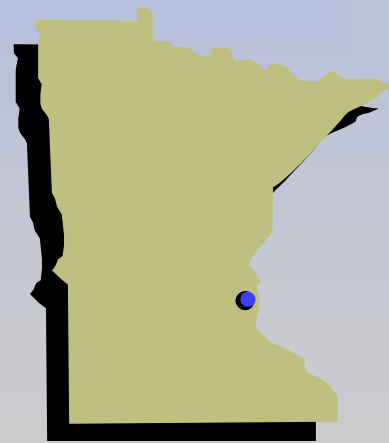
- ★ Largest groups in the U.S. of Hmong refugees, and refugees from Somalia, Liberia, Sierra Leone and Tibet
- ★ 350% increase in the number of school children for whom English is a second language
- ★ Increase in cultural communities impacts all stakeholders, including parent-to-parent support
- ★ Cultural communities often have more intense need for information

# Minnesota's Changing Communities

---

---

How do we effectively inform non-English communicators on the topic of childhood hearing loss and deafness issues?



## The mission...



### Emergency & Community Health Outreach (ECHO)

To develop and communicate educational and emergency information about issues affecting the health, safety and civic engagement of limited-English proficient populations.





# ECHO Components



ECHO web-site  
ECHO e-bulletin

ECHO phone line  
ECHO TV

- ★ Valued by ethnic communities
- ★ Central point for information

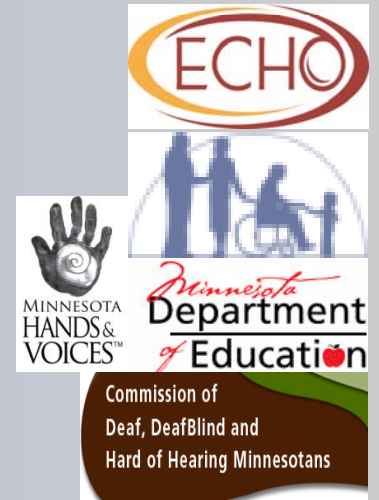
# Secure Funding & Partners

## Funding (\$49,500 total cost)

- 70% MN Dept Health (MCHB grant)
- 30% partners

## MDH Partners

- MN Hands & Voices
- Commission of Deaf, DeafBlind & Hard of Hearing Minnesotans
- MN Dept of Education, D/HH
- MN Dept of Human Services, D/HH Services
- Emergency & Community Health Outreach (ECHO)





# ECHO TV Show

## First ½ hour – EHDI Awareness

**4 bilingual shows each including:**

- Edited segment



# ECHO – TV

## “Does My Child Have A Hearing Loss?”

---

---





# ECHO TV Show

First ½ hour – EHDI Awareness

## 4 bilingual shows each including:

- Edited segment
- Q&A with experts
- 3 key messages
  1. Act now: Identify hearing loss as soon as possible.
  2. Early detection allows the child to develop and learn better.
  3. Help is available.
- Captioned in English subtitles / ASL Interpreter on English set



# ECHO TV Show

## Second ½ hour – Parent Roundtable Discussion

- Host, 5 parent experts, & 1 content expert
- Recorded in English & captioned in 4 languages (English, Spanish, Hmong and Somali).



# ECHO – TV

## “Does My Child Have A Hearing Loss?”

---

---





# Challenges

- ★ Secure enough funding and stay within budget
- ★ Merge diverse stakeholder objectives
- ★ Obtain stakeholder consensus about messages and images
- ★ Make the message strong without invoking fear
- ★ Find enough time in all stakeholders' schedule
- ★ Locate participants for filming
- ★ Educate ECHO partners about hearing loss
- ★ Loss of a project manager to coordinate efforts



# Benefits



- ★ Encourage families to pursue diagnostic workup and/or early intervention
- ★ Gain cultural perspectives/expertise
- ★ Endorsement by cultural leaders
- ★ Reach diverse audiences
- ★ Communicate an accurate message about hearing screening, follow-up, intervention and the potential of children who are deaf/hard of hearing
- ★ Portray genuine cultural parent perspective

# Project Sustainability

- ★ Airs on Twin Cities Public Television every Sunday night in April at 7 p.m.
  - Spanish
  - Hmong
  - Somali
  - English
- ★ Airs at other times in May
- ★ Sent out to cable and re-aired continually
- ★ Streamed from ECHO and partner web sites
- ★ Purchase DVDs to be given to early interventionists, birthing hospitals, etc.





## Ideas to Apply in Your State

---

- ★ Look for local state resources to replicate project
- ★ Purchase DVD's from ECHO:  
[www.echominnesota.org](http://www.echominnesota.org)
- ★ Link to ECHO web site for streaming video

# THANK YOU TO OUR PARTNERS!



# Contact Information

---

---

**Nicole Brown**  
Minnesota Department of Health  
[nicole.brown@state.mn.us](mailto:nicole.brown@state.mn.us)  
651-201-3737

**Candace Lindow-Davies**  
MN Hands & Voices  
[CandaceD@lifetrackresources.org](mailto:CandaceD@lifetrackresources.org)  
866-346-4543

**Kirsten Coverstone**  
Minnesota Department of Health  
[kirsten.coverstone@state.mn.us](mailto:kirsten.coverstone@state.mn.us)  
651-201-5223