



***Special Populations: Non-English Speakers
Public Information Plan***

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Existing Resources and Information, Translation Priorities and Resources,
Agencies and Media

Introduction

The primary objective of the Special Populations: Non-English Speakers Public Information Plan is to use a variety of messages, methods and mediums to build external and internal relationships between the Lake County Health Department/Community Health Center, non-English speaking Lake County residents and agencies serving these residents. This plan's components will strive to provide both residents and agencies with important information on emergency preparedness response.

A variety of tools, including targeted publicity, can be used to meet these objectives. This campaign plan outlines a strategy for generating positive relationships through the media, and publications on an ongoing basis.

Plan components are contingent upon available budget and grant funding.

Situation Analysis

LCHD/CHC faces a number of challenges and opportunities regarding communicating with non-English speakers, especially in the instance of a public health emergency.

Primary challenges include: identification of reliable, affordable translation resources and a lack of ethnic media serving only Lake County.

LCHD/CHC is fortunate to have run successful emergency preparedness campaigns in recent years. It appears that a number of Lake County residents are aware of the medication distribution plan and are readily prepared for an emergency. However, additional effort must be made to reach non-English speaking residents, as we expect that a majority of these residents are not aware of Lake County emergency preparedness efforts.

The medication distribution plan has received recent acclaim from colleagues and national groups, including the Lake County Clerk's office, the National Association of City and County Health Officials (NACCHO) and the National Association of Counties (NACo).

The repetition of messages and widespread recognition provide LCHD/CHC with an opportunity to continue sharing emergency preparedness information with an interested and educated public.

Plan Objectives

- Increase awareness of the Health Department’s emergency preparedness efforts and plans among non-English speaking Lake County residents.
- Increase awareness of the Health Department’s emergency preparedness efforts and plans among agencies serving non-English speaking Lake County residents.
- Underscore integrity of the Health Department.
- Positively communicate messages to increase emergency preparedness efforts in the community.

Target Audiences

1. Lake County residents who primarily speak Spanish or Russian.
2. Local, regional and niche media that reach Spanish and Russian speakers.
3. Lake County social service agencies working with Spanish and Russian speaking residents within the county.

Key Messages

1. Be prepared – Build your individual and family emergency plans.
2. Know where to go – In the case of a public health emergency, you may be asked to visit your local polling place to pick up medication for your family. Visit www.lakecountyil.gov/health or call (847) 377-8000, if you are unsure of your polling place.
3. Don’t forget pandemic flu.
4. Stay healthy – Get your annual flu vaccination, wash your hands, cover your cough and stay home if you’re sick.

Strategy

To meet the stated objectives, the emergency preparedness public information campaign plan will include the following components, pending available funding and approval:

Targeted publicity

- Local and regional ethnic media

Partnerships

- Local agencies serving non-English speaking Lake County residents

Translation

- Spanish
- Russian
- Non-verbal

Website maintenance

- Alert Lake County

Lake County Television

- “Know Where To Go” slides in Spanish and Russian

Strategy Components

Targeted Publicity

Local and regional ethnic media

To date, the Health Department has relied on paid advertising inserts in Spanish/bilingual newspapers in order to share emergency preparedness information with Spanish-speaking residents.

To date, no effort has been made to reach Russian-speaking populations with emergency preparedness information.

Translated key messages should be provided to ethnic newspapers reaching both audiences. Translated PSA scripts should be provided to ethnic radio and television stations.

Note that special care must be taken to communicate that LCHD recommendations and plans are targeted at Lake County residents, and people living outside of Lake County should consult with their local health department for specific information about their community's preparedness and response plans. All Chicagoland residents can be reminded to be prepared and to practice healthy habits.

Partnerships

Local agencies serving non-English speaking Lake County residents

Reach out to leaders at Lake County agencies serving Spanish and Russian speakers. Utilize these contacts as points of information distribution both in preparation for and response to a public health emergency.

Translated key messages and flyers should be provided to these agencies.

Translation

LCHD continues to work to identify accurate, available translators. Google Translation provides quite accurate translation in a number of languages, but due to some errors/omissions these basic translations should be reviewed and verified by identified translators.

Several staff members and a credible outside source are available for Spanish translation, but work must be done to identify an available translator for Russian.

Spanish

Existing Duplicated Resources

- Forms

- Signs
- Direct mail 2008/Know Where To Go
- Cipro/Doxy fact sheets

Basic Resource Translations For Review

- Mock press release: Health Officials Confirm Anthrax in Lake Forest, Medication to be Provided
- Mock press release: Medication Provided by Lake County Health Department
- Category A fact sheets

Russian

Basic Resource Translations For Review

- Mock press release: Health Officials Confirm Anthrax in Lake Forest, Medication to be Provided
- Mock press release: Medication Provided by Lake County Health Department
- Direct mail/Know Where to Go information (text only – no design)
- Cipro/Doxy fact sheets

Additional Translation Priorities

- Forms
- Signs
- Category A fact sheets

Non-Verbal

Non-verbal communication cards

This visually-focused communication guide will be given to Site Managers to facilitate communication with non-English speaking residents at medication distribution sites.

Website maintenance

Alert Lake County

Translated materials, especially those focused on the Know Where To Go messages can be included on the Alert Lake County site, along with links to any appropriate CDC and IDPH links in Spanish and Russian.

Lake County Television

“I know where to go”

These slides/series of slides would feature the 4 basic preparedness messages in Spanish and Russian. The slides can be used at the discretion of LCTV to fill gaps in content between shows.