



# **“Alert & Warning Beyond English”**

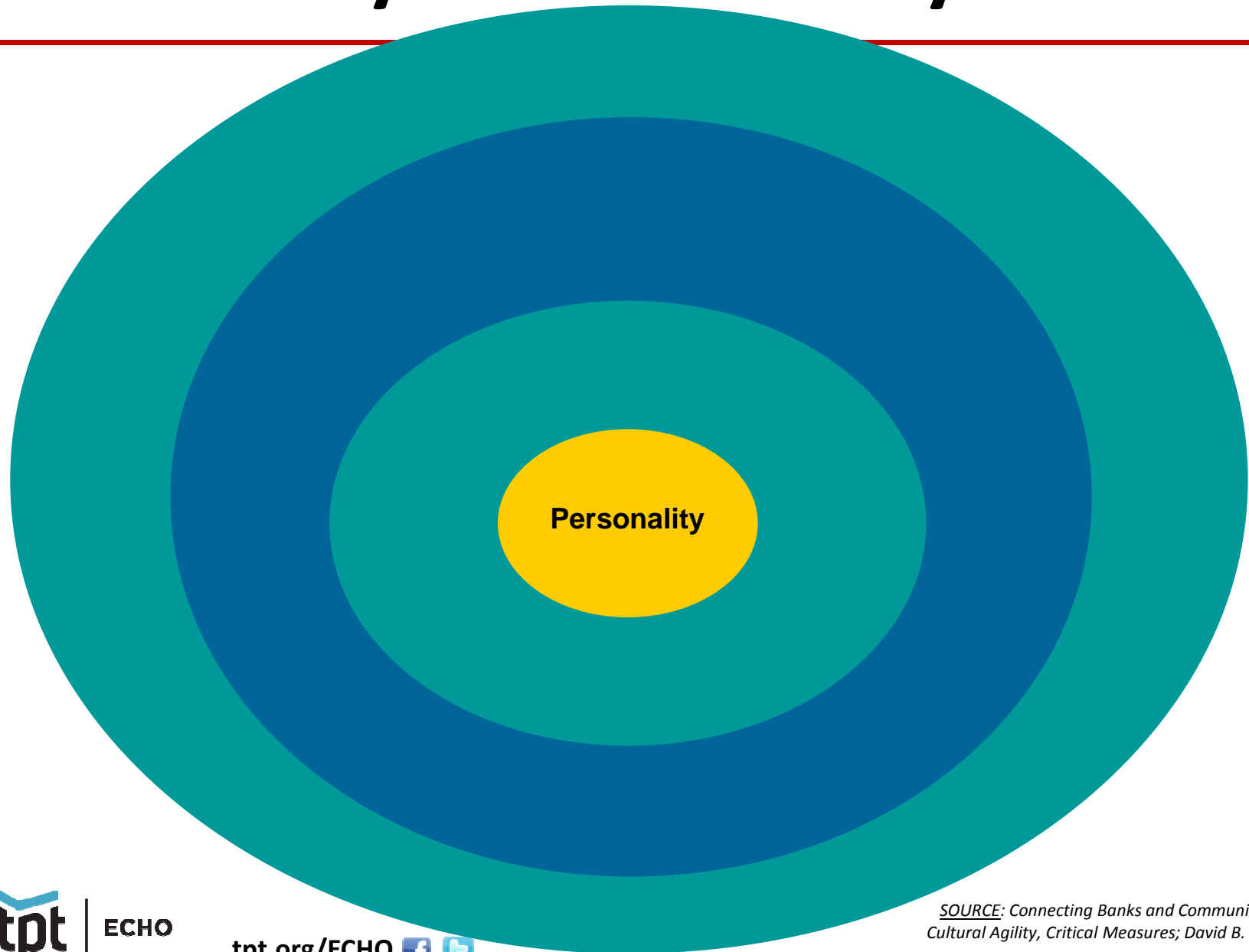
**Engaging Cultures in Educational &  
Emergency Response**

**Lillian McDonald** *(Managing Director, tpt/ECHO)*

**October 16, 2015 (Ellenton, WA)**

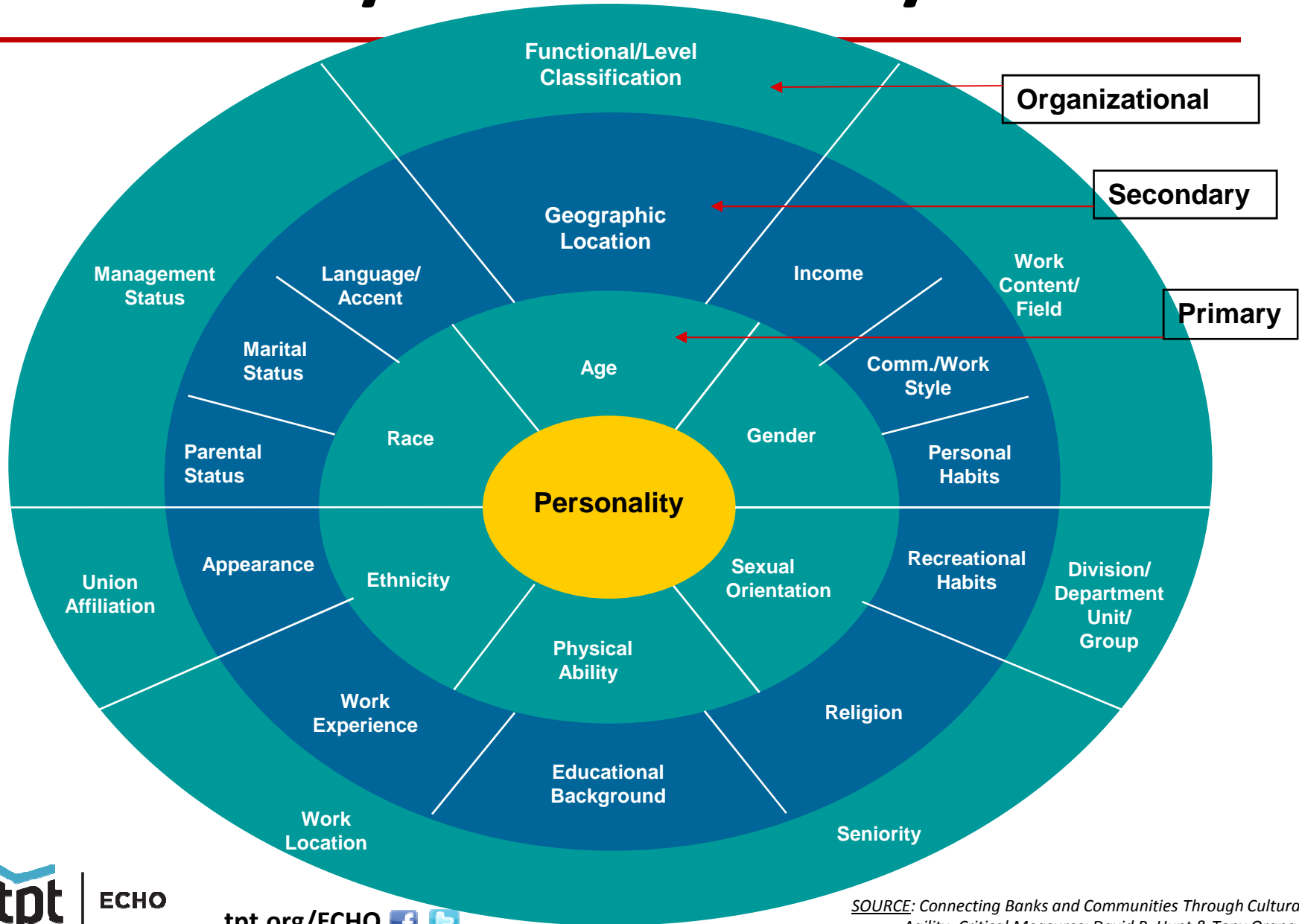
# Layers of Diversity

1



# Layers of Diversity

2



# The Stroop Test: Word Set 1

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RED	GREEN	BLUE	YELLOW	PINK
ORANGE	BLUE	GREEN	BLUE	WHITE
GREEN	YELLOW	ORANGE	BLUE	WHITE
BROWN	RED	BLUE	YELLOW	GREEN
PINK	YELLOW	GREEN	BLUE	RED

# The Stroop Test: Word Set 2

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RED	GREEN	BLUE	YELLOW	PINK
ORANGE	BLUE	GREEN	BLUE	WHITE
GREEN	YELLOW	ORANGE	BLUE	WHITE
BROWN	RED	BLUE	YELLOW	GREEN
PINK	YELLOW	GREEN	BLUE	RED

# “The Danger of a Single Story”

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Chimamanda Ngozi Adichie

[http://www.ted.com/talks/chimamanda\\_adichie\\_the\\_danger\\_of\\_a\\_single\\_story](http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story)



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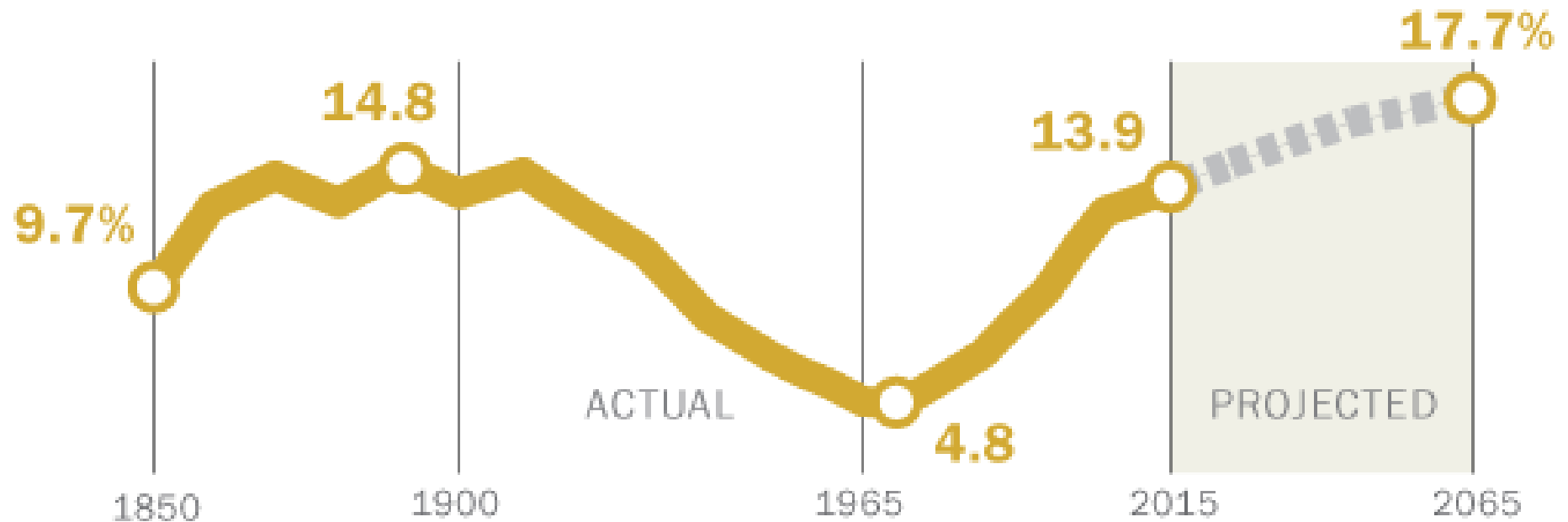
tpt.org/ECHO



# U.S. Population

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*Fourteen percent of the U.S. population is foreign born, a near-record share.*

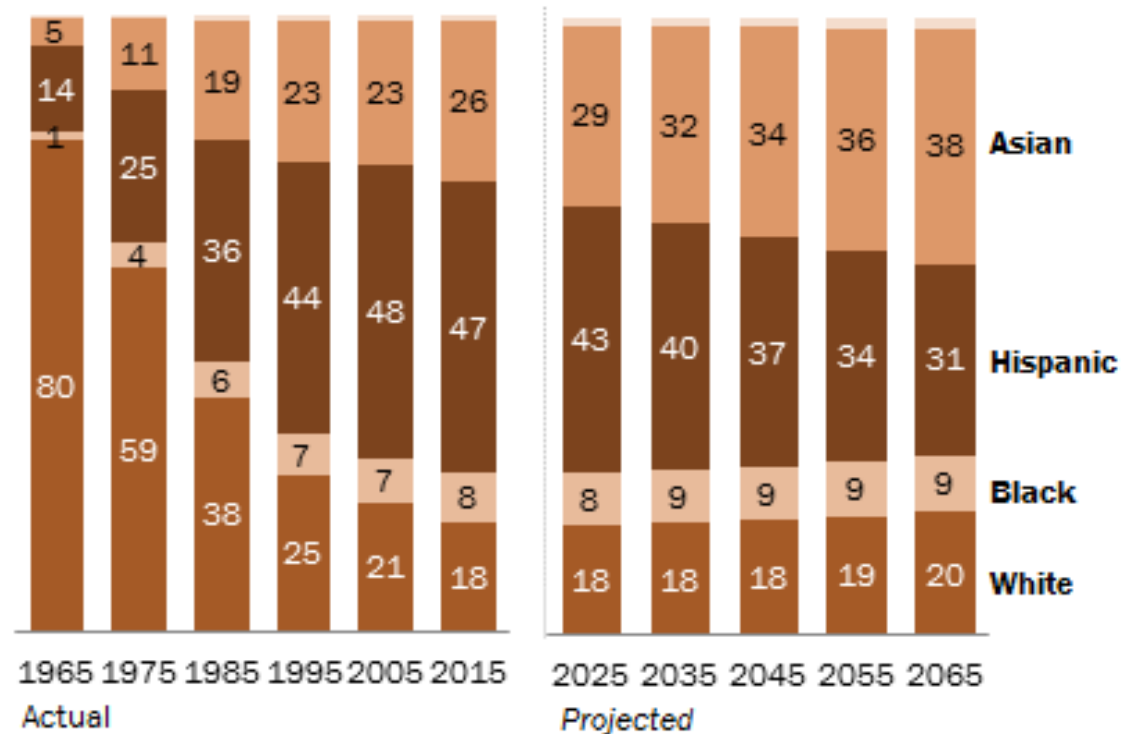


# U.S. Population

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## Asians Projected to Become the Largest Immigrant Group, Surpassing Hispanics

*% of immigrant population*



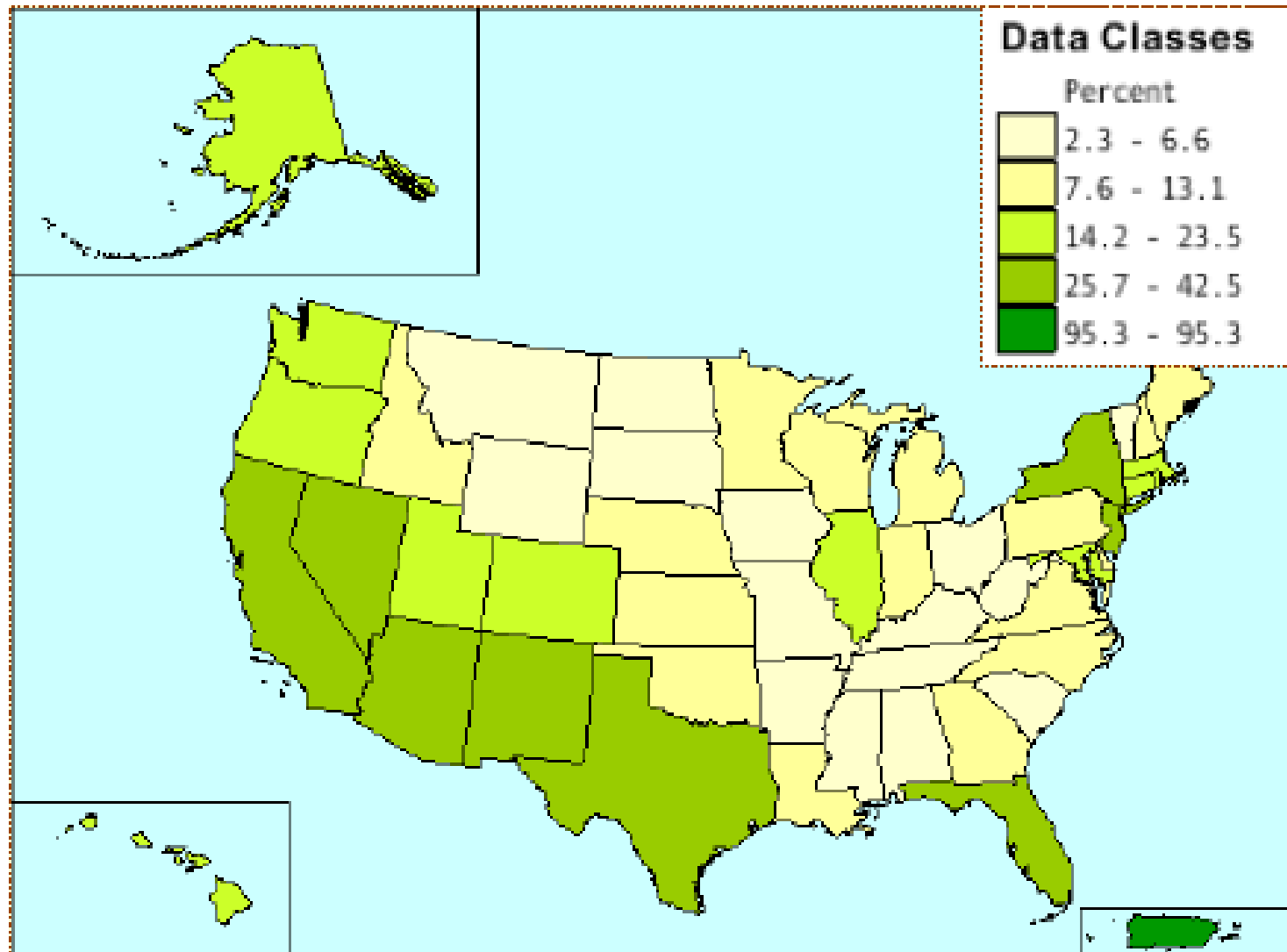
Note: Whites, blacks and Asians include only single-race non-Hispanics. Asians include Pacific Islanders. Hispanics are of any race. Other races shown but not labeled.

Source: Pew Research Center estimates for 1965-2015 based on adjusted census data. Pew Research Center projections for 2025-2065.





# Minnesota Population



tpt

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[tpt.org/ECHO](http://tpt.org/ECHO)



*SOURCES : US Census Bureau – 2006 American Community Survey*

# Immigrants & The Minnesota Economy <sup>9</sup>

## Business Owners

- *5,002 Latino-owned businesses (all of MN)...*  
\$1.6 billion sales and receipts  
5,970 people employed
- *11,371 Asian-owned businesses (all of MN)...*  
\$2.4 billion sales and receipts  
16,950 people employed



***Hmong businesses alone generated an estimated \$100 million in revenue!***

- From 2000-2013, ***immigrants accounted for 48% of the overall growth of business ownership*** in the nation.

# Business Owners Spur Economic Growth

- Immigrant business owners in the United States:
  - 28% of Main Street business owners.
  - 53% of grocery stores
  - 38% of restaurants
  - 58% of dry cleaners
  - 45% of nail salons
  - 43% of liquor stores
  - 32% of both jewelry and clothing stores



# Immigrants As Consumers Spur Growth <sup>11</sup>

- African, Latino, Asian and Native American (ALANA)
- Important source of high and low skilled workers.

## 2012 buying power:

*Asians, \$8.4 billion;*

*Latinos, \$5.4 billion;*

*Somalis, \$475 million (2013  
estimate)*

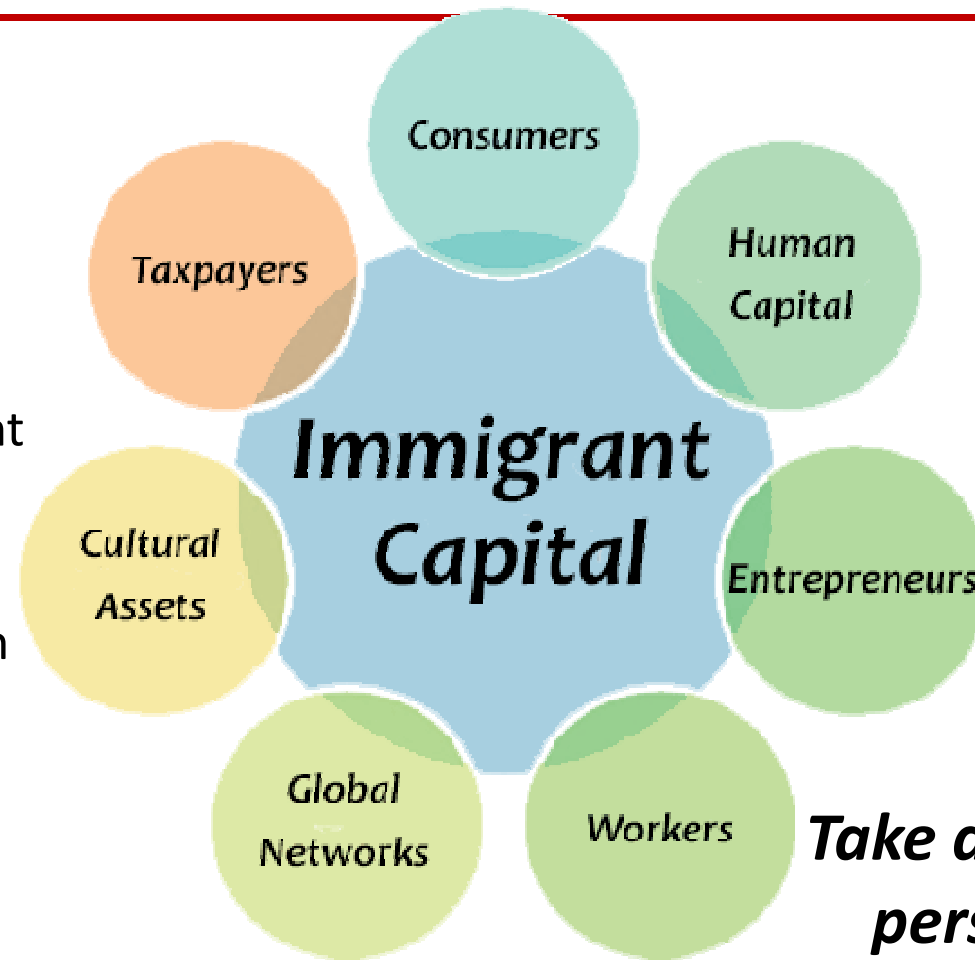


- As consumers, immigrants in Minnesota have an estimated \$659 billion in lifetime earnings

# Immigrants & The Minnesota Economy

## *View immigrants as “capital:”*

- Help immigrants to integrate.
- Encourage immigrant entrepreneurship.
- Provide quality training and education opportunities to all residents including immigrants.



***Take a long-term perspective on the economic impact of immigrants.***



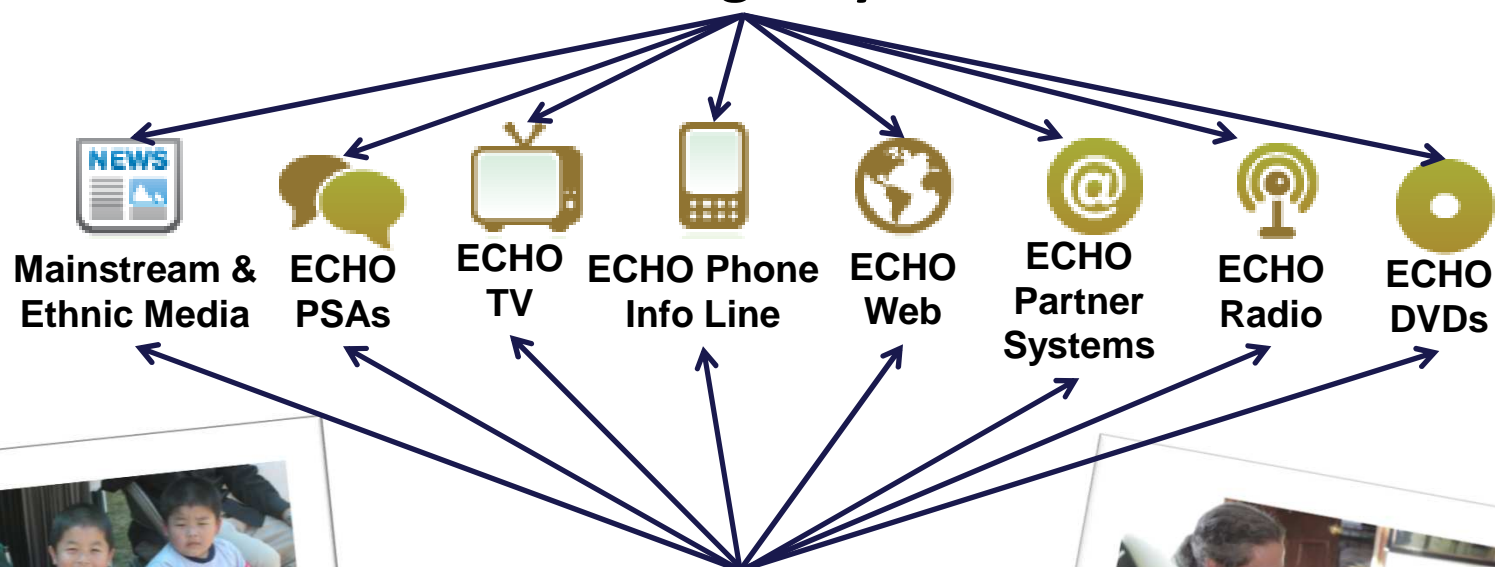
# ECHO's Founding Mission

*“To collaborate with diverse communities to deliver programs and services that help people be healthy, contribute, and succeed.”*



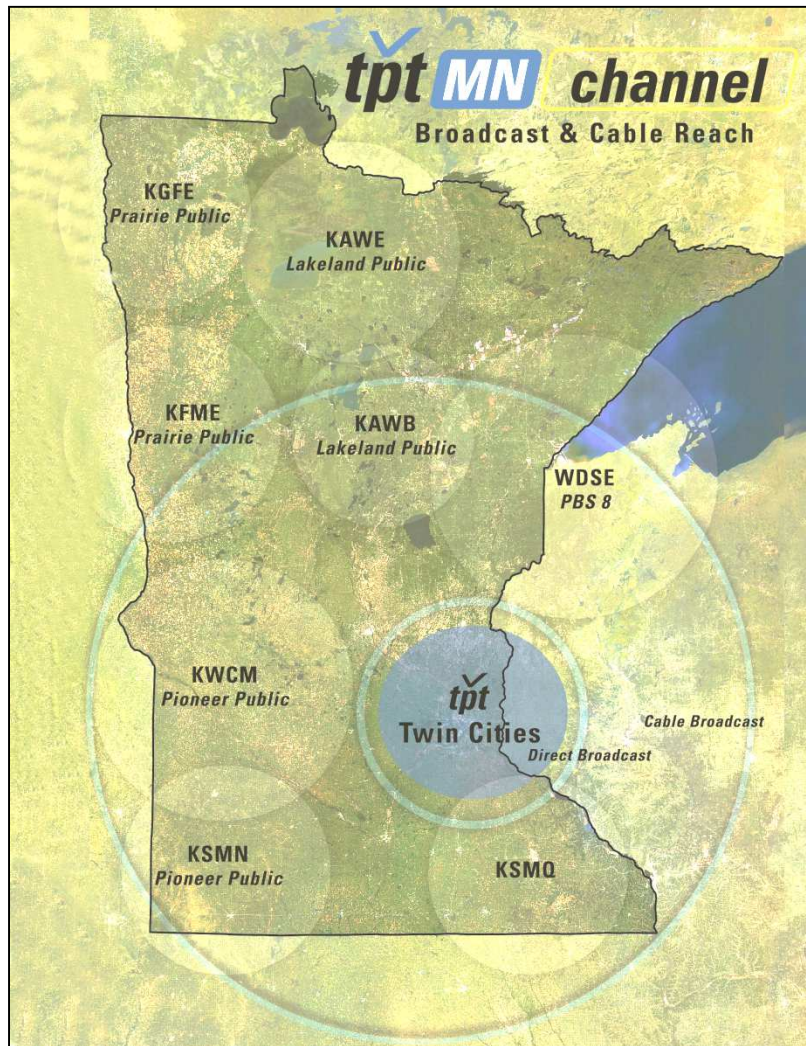
# Our Multi-media and Outreach Model<sup>14</sup>

## Education and Emergency Communication

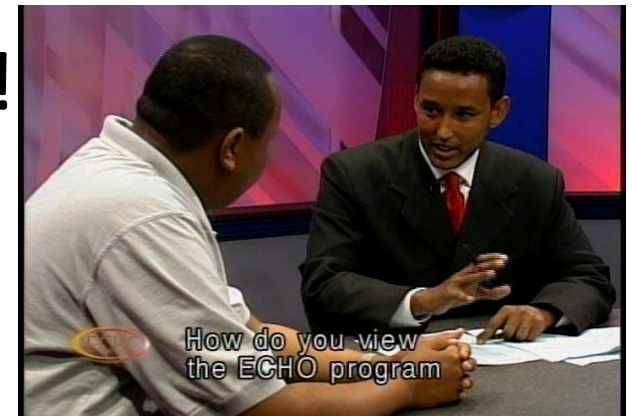




# ECHO-TV “Community Voice”



- Statewide Monday evenings on tpt/MN
- More than 100 topics in many languages
- Repeats on cable and local access TV stations
- Some radio broadcasts
- Lots web!



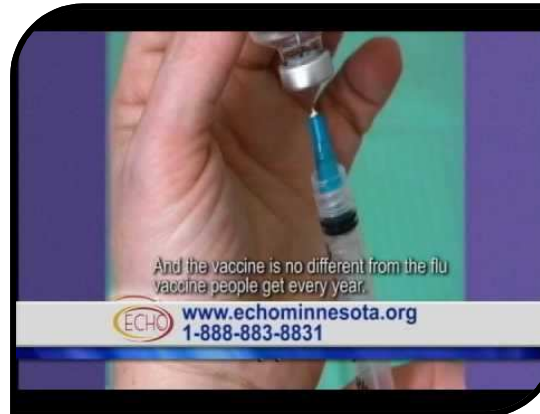


# ECHO and *tpt* in Action:

## North Minneapolis Tornado



## H1N1 Flu Virus



## Avian Bird Flu



## Community Resiliency



## Stay Alert Using Weather Radios



BE HEALTHY. BE SAFE. BE READY.

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## ***Survey: How do you get your information?***

1. Community Leaders (40.7%)
2. Clinic/Doctor (30.2%)
3. Online (30.8%)
4. TV (29.7%)
5. Other “networks”



# Partnering with ESL/ELL

- Adult Options in Education
- Hubbs Learning Center
- The English Learning Center
- Metro North ABE
- MN Literacy Council
- Mpls Public Schools
- Roseville Adult Learning Ctr.





# Ethnic Events & Building Teams

- ECHO typically attends 45 + events annually
- ECHO's "Cultural Services Unit" (CSU) trains volunteering cultures to work with police, fire, and public health
- Surveys, Talking Circles, Cultural Awareness training, etc.



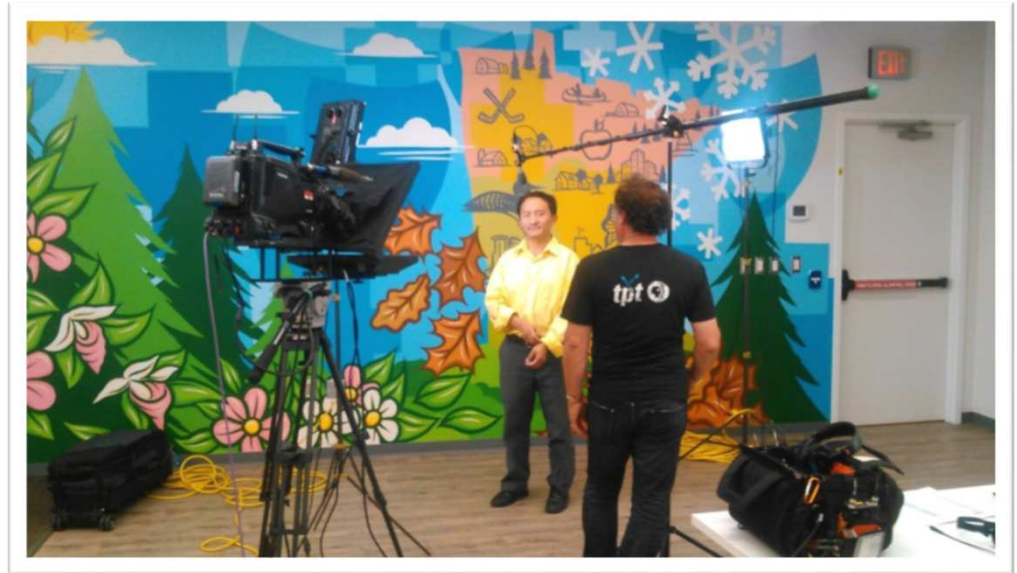
ECHO

[tpt.org/ECHO](http://tpt.org/ECHO)



# Media and Outreach = *TRUST*

- **Website** – Average of 3,220 sessions/month for the past 12 months (82% new)
- **Social Media** – 1,672 total follows/likes
- **Partners** – 151 agencies statewide
- **Email** – 4,000+ subscribers
- **TV** – Average 9,000 PER program broadcast (20K monthly avg.) (2014)
- **YouTube** - Average of 6,300 views per month (for the past 12 months). Over 500 videos and 12 different languages!



# ECHO's Role in Our Community



**Experts and Community Leaders**  
providing their knowledge and influence



**Bilingual Spokespeople**  
Making education culturally and linguistically relevant.



**Multilingual, multimedia education**  
In classrooms, online, in broadcast and through outreach



**New Americans who are healthy, safe, prepared and engaged**



# Carbon Monoxide Protection

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The screenshot shows a web browser window displaying the ECHO website. The address bar shows the URL: [echominnesota.org/es/library/carbon-monoxide-and-smoke-alarms](http://echominnesota.org/es/library/carbon-monoxide-and-smoke-alarms). The website header includes the ECHO logo, a 'Donate' button, and links for 'Inscribase' and 'Comuniquese con nosotros'. Below the header is a navigation bar with six orange buttons: 'Servicios de ECHO', 'Cómo participar', 'Información sobre ECHO', 'Programas multilingües', 'En caso de emergencia', and 'Noticias y eventos'. The main content area features a sidebar on the left with links to 'Temas de salud', 'Temas de seguridad', 'Temas de emergencia', 'Temas cívicos', and 'Anuncios de servicio público/Videos cortos'. The main content area displays the title 'Detectores de humo y monóxido de carbono' and a video player. The video player shows a man in a police uniform speaking, with subtitles that read: 'that there are resources, resources from the city.' The video player also has a play button and a share icon. On the right side of the video player, there is a search icon. Below the video player, there is a language selection menu with options: English, ខ្មែរ (Khmer), Soomaali (Somali), Tiếng Việt (Vietnamese), ພາສາ ລາວ (Lao), Español (Spanish), Lus Hmoob (Hmong), and Other Languages. The footer of the website is a green bar with the same language selection options.

Pandora Internet Radio x Detectores de humo y mo x

← → ↻ [echominnesota.org/es/library/carbon-monoxide-and-smoke-alarms](http://echominnesota.org/es/library/carbon-monoxide-and-smoke-alarms) ☆ ☰

  | ECHO [Donate](#) [Inscribase](#) [Comuniquese con nosotros](#)   

Servicios de ECHO Cómo participar Información sobre ECHO Programas multilingües En caso de emergencia Noticias y eventos

Home » Detectores de humo y monóxido de carbono

## Detectores de humo y monóxido de carbono

En este programa televisivo presentamos algunas medidas muy simples que puede tomar para proteger su hogar de dos peligros: el monóxido de carbono y el humo tóxico que se produce en los incendios.

ECHO | Carbon Monoxide and Smoke Alar... ⌚ ↻

that there are resources, resources from the city.

English ខ្មែរ (Khmer) Soomaali (Somali) Tiếng Việt (Vietnamese) ພາສາ ລາວ (Lao) Español (Spanish) Lus Hmoob (Hmong) Other Languages

English ខ្មែរ Soomaali Tiếng Việt ພາສາ ລາວ Español Lus Hmoob Other Languages



# "Hurricane Katrina"

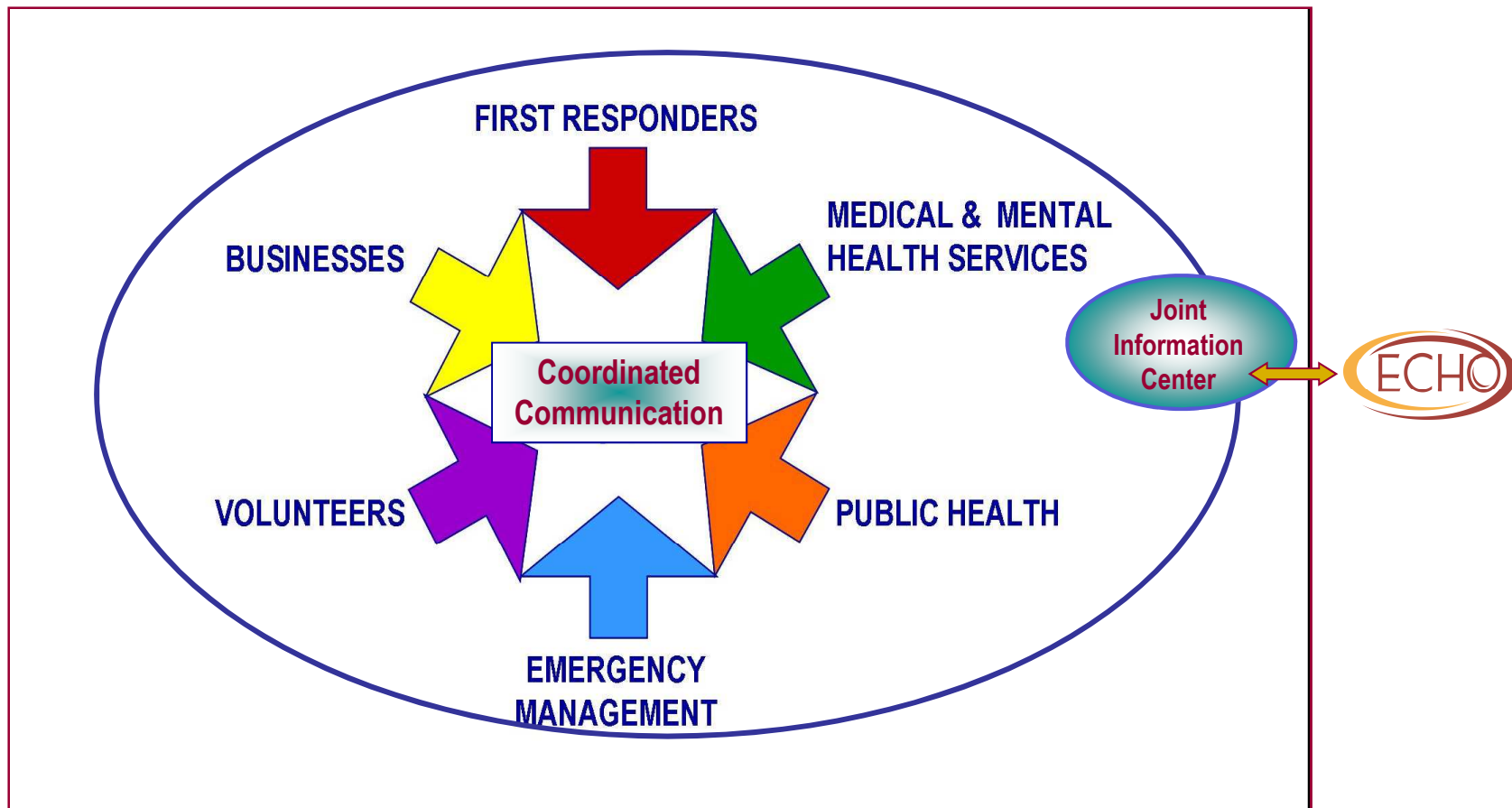
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# ECHO in MN's Joint Info Center (JIC)...

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# C-P-B Grant Goals

- **Boosts:** IPAWS compliant Common Alerting Protocol (CAP) and Emergency Alert System (EAS) *and* mobile alerts
- **Engages:** MN's Spanish, Hmong, and Somali speaking communities (never before served)
- **Integrates:** Mainstream with new “alerting” technology
- **Creates:** “Best Practice” to be replicated Nationwide



# CPB Project Partners

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## Corporation for Public Broadcasting (CPB) Warnings and Alerts



[tpt.org/ECHO](http://tpt.org/ECHO)  

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# CPB Process

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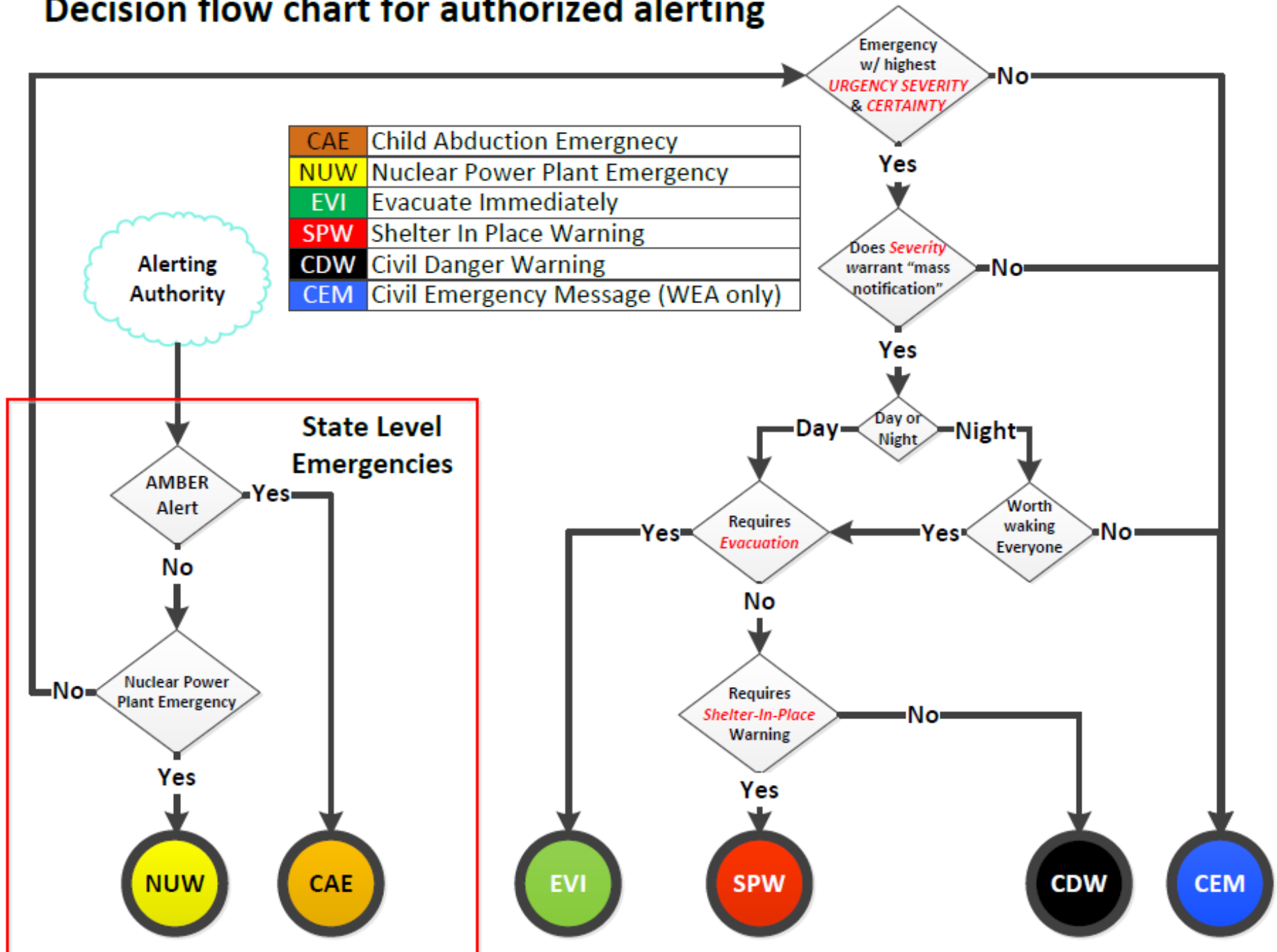
- DASDEC Language Agreement – 3 step process
  1. Linguists draft text
  2. Communities agree
  3. Communities choose voice
- Record and Test DASDEC Test files
- Wilder Report documents “Best Practice Process”



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# Decision flow chart for authorized alerting

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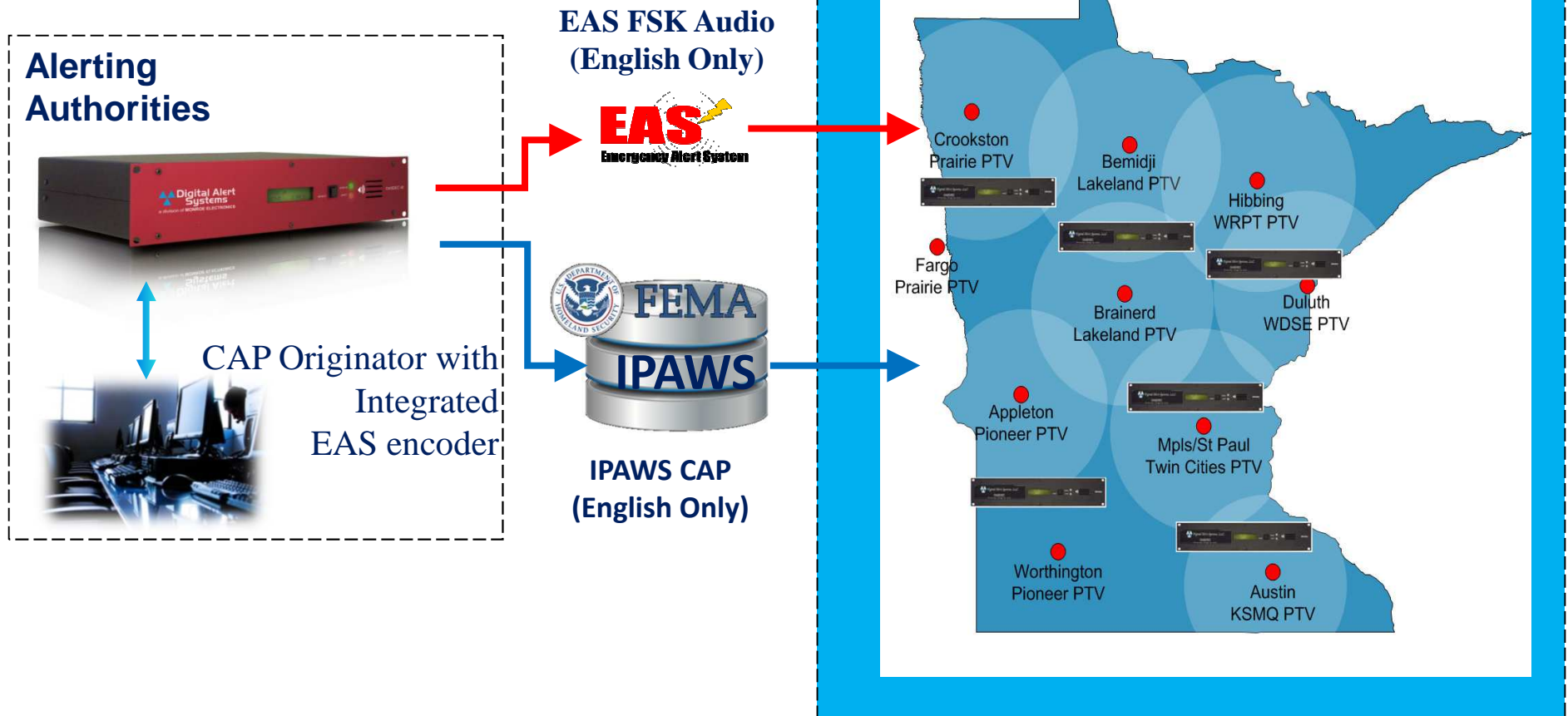




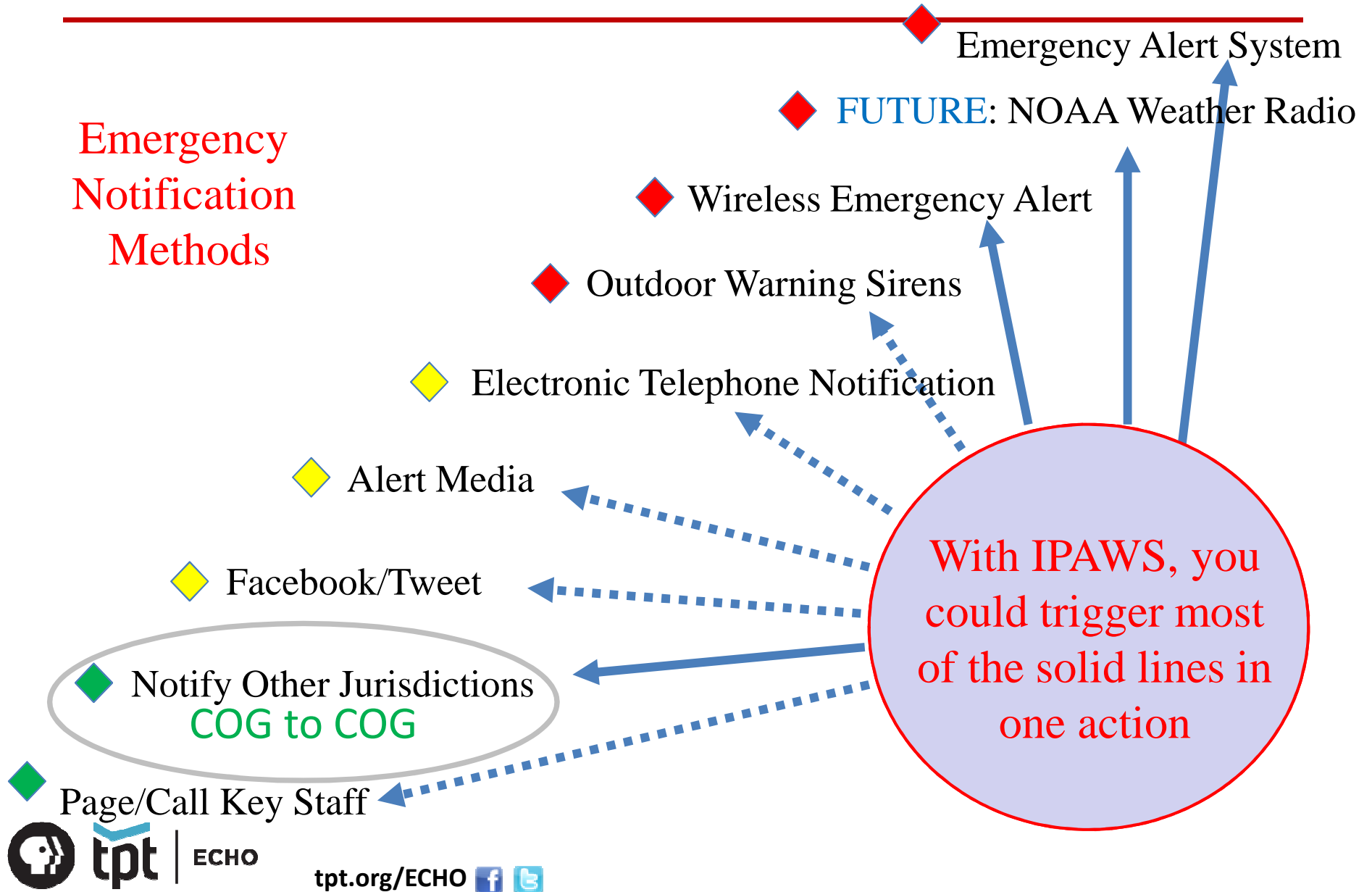
# Multilingual Processing by CAP/EAS Unit

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## Minnesota Public Television



# To a Public Safety Answering Point what is IPAWS?<sup>30</sup>



# Lessons Learned

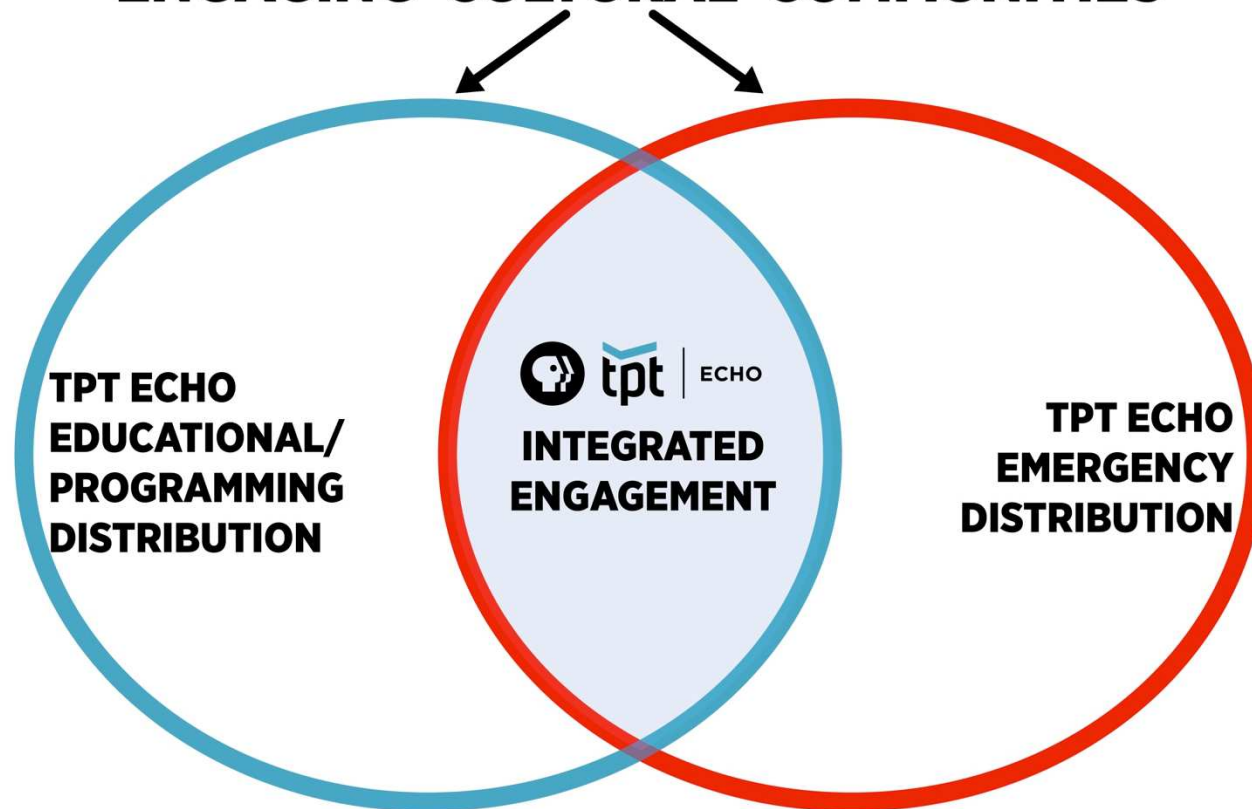
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- Language Preferences
  - English vs. Native Language warnings (depends on where you live and experience)
  - An honor to be part of the process
  - No words are 100% foolproof
  - Need for outreach – HUGE next step
  - Need for education of “meaning of words”



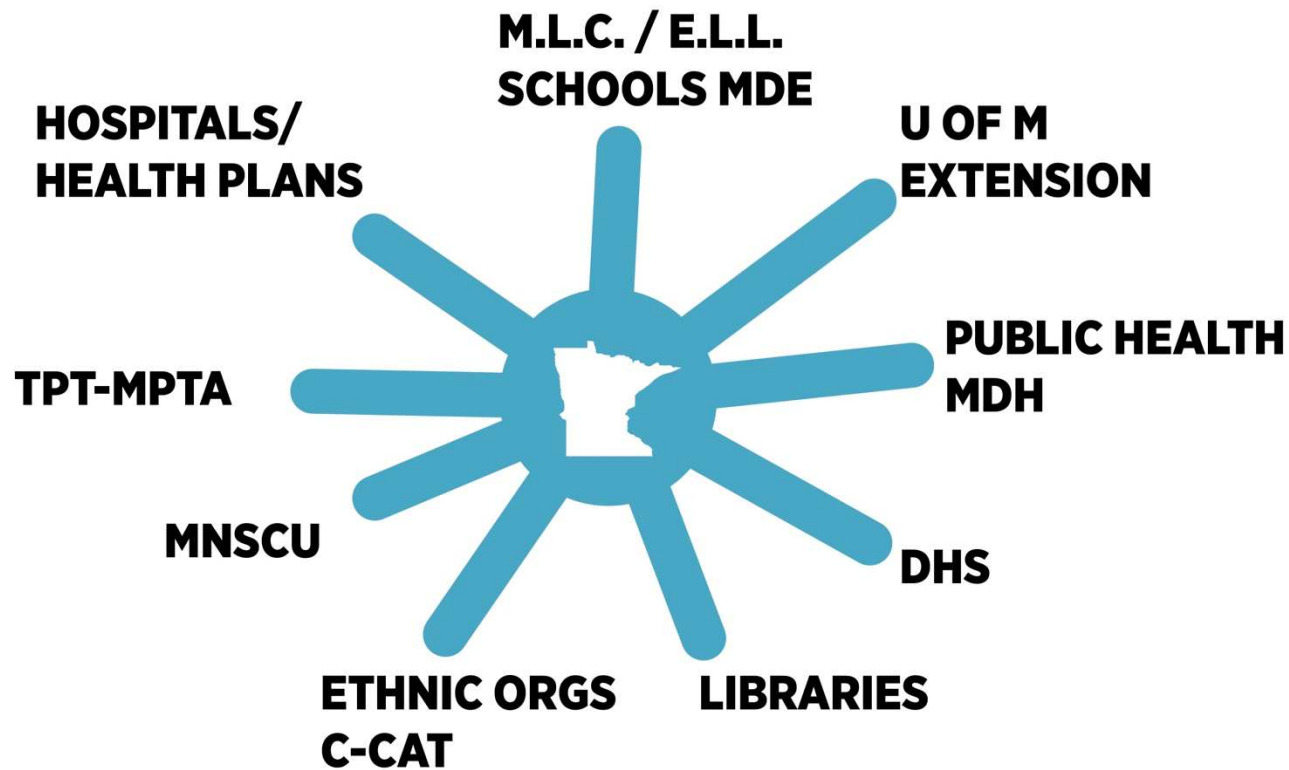


## ENGAGING CULTURAL COMMUNITIES



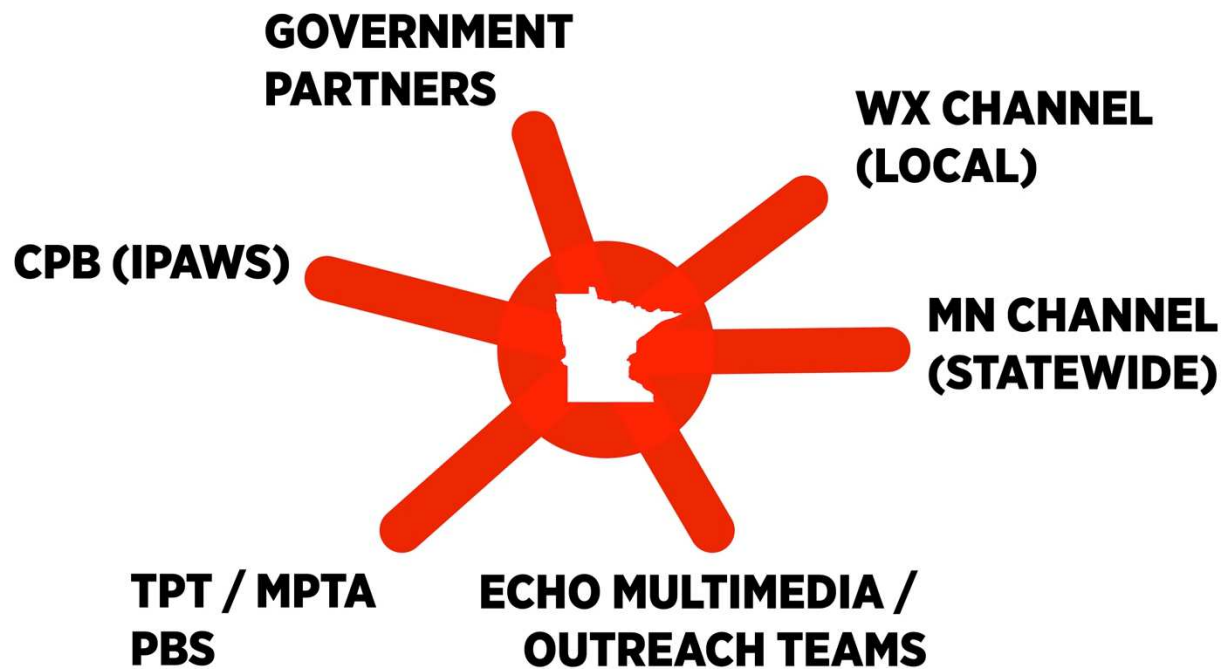
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## TPT ECHO EDUCATIONAL / PROGRAMMING DISTRIBUTION



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## TPT ECHO EMERGENCY DISTRIBUTION



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# Keys to Engagement

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*Are based on...*

- 1. relationship building,*
- 2. establishment of trust,*
- 3. the presence of welcoming attitudes and behaviors,*
- 4. and effective communication.*

*... and it takes time!*

# Engagement Suggestions

- Establish trust
  - Identify leadership in various communities
  - Reach people where they are now
  - Tell Stories
  - Use incentives
- 
- Use experts that are familiar with the local context
  - Maintain relationships after projects end
  - Set realistic expectations





# More Engagement Suggestions

- No two communities are the same. **Cookie-cutter approach may not be effective.**
- ***Language Evolves***
- Use ***imagery*** for communication/education.
- ***Cultural Community “issues”***
- ***Cultural hires***
- ***Evaluate “system bias”***



# Still More Engagement Suggestions!



- *Understand the differences and similarities*
- *Understand priorities*
- Social media, TV, radio (ethnic) for education

- Don't expect immigrant groups to come to you, approach cultures *in their own communities*
- *Keep learning about different communities*



**ECHO**

**Questions?**

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