

# ECHO News Release

*Emergency, Community and Health Outreach*



## H1N1 TV Special Hopes to Help Limited English Audiences

*October 16, 2009 (St. Paul, MN)* – H1N1 is making headlines across the country – but multi-language information on the sometimes-fatal new virus can be hard to find, putting limited-English speaking families at risk. Until now.

ECHO (Emergency, Community and Health Outreach), a St. Paul-based nonprofit partnered with the Minnesota Department of Health (MDH) to produce a television special on H1N1 flu in 7 languages, designed to meet the unique needs of New American audiences. The program premieres statewide this Sunday.

“ECHO works with members of several ethnic communities who can help us address cultural concerns about the flu, or getting a flu shot, and that’s important so everyone can take care of themselves, their families and their community,” said Buddy Ferguson, MDH Communications Specialist.

The program features ECHO’s ethnic spokespersons and bilingual medical experts from across the Twin Cities.

“Our mission is to provide health, safety and emergency information to limited English audiences through TV, radio, web, phone and community partnerships,” said Lillian McDonald, ECHO Executive Director. “We hope our H1N1 program will inform over half a million limited English speakers statewide.”

The TV special complements a series of H1N1 resources in 12 languages produced by ECHO earlier this fall. These, and additional multi-language flu resources, are available 24/7 at [www.echominnesota.org/H1N1](http://www.echominnesota.org/H1N1).

To “Know What to do about H1N1 Flu” tune into Twin Cities Public Television’s Minnesota Channel (*tptMN*) this Sunday at 7:00 pm for information in Spanish, Hmong and Somali and next Sunday (10/25) at 7:00 pm for broadcasts in Vietnamese, Lao and Khmer.

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