

ECHO News Release

Emergency, Community and Health Outreach

FOR IMMEDIATE RELEASE



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ECHO's New Program Protects Homes Against Two Potential Killers

St. Paul, Minn. (March 4, 2011) – Carbon monoxide (CO) and smoke inhalation account for nearly 5,000 deaths in the United States each year. More than 10,000 injuries occur annually from CO, a colorless, odorless and tasteless gas, according to the Journal of the American Medical Association and the national Fire Protection Association.

To educate Minnesotans on these two potential killers, ECHO and the Minnesota State Fire Marshal Division have created a television special in eight languages that shows viewers simple steps they can take to protect their homes against CO and the toxic smoke associated with fire.

“Most people don’t know a lot about carbon monoxide so we’re taking this opportunity to educate them on this invisible poison,” said Becki White, Deputy State Fire Marshal, Public Educator. “People also don’t realize the importance of smoke alarm maintenance. Smoke alarms cut the risk of dying in a reported fire in half.”

ECHO is also excited to announce that in response to requests from the community and service providers, this program will also be available in Karen. This is the first full-length program ECHO has filmed in Karen.

ECHO has produced 20-30 minute programs in eight languages: Spanish, Hmong, Somali, low-literacy English, Vietnamese, Lao, Khmer, and Karen. The programs will air on Twin Cities Public Television first three Sundays in April at 7 p.m. Programs are also available online at www.echominnesota.org.

About ECHO (<http://www.echominnesota.org>)

Formed in 2004, the mission of ECHO is to leverage partnerships to deliver vital health, safety, emergency and civic engagement information to help the ever-changing, diverse population integrate and become successful in Minnesota’s communities.

Schedule for “Carbon Monoxide and Smoke Alarms” on *tptMN*

(All programs are available anytime in multiple languages with English captions for the deaf and hard of hearing at www.echominnesota.org)

Sunday, April 3 at 7 p.m. in Hmong – Hosted by Bee Vang, with guest Valeria Thao, St. Paul Ramsey County Public Health.

Sunday, April 3 at 7:20 p.m. in Somali – Hosted by Zuhur Ahmed, with guest Said Ali, St. Paul Ramsey County Public Health.

Sunday, April 3 at 7:40 p.m. in Karen – Hosted by Hser Dah, with guest Ko Nay Oo, Karen Organization of Minnesota

Sunday, April 10 at 7 p.m. in Lao – Hosted by Lasamy Mila, with guest Curtis Paipoovong, White Bear Lake Police

Sunday, April 10 at 7:20 p.m. in Khmer – Hosted by Sinuon Leiendecker, with guest Tonara Hing, Bethesda Hospital

Sunday, April 10 at 7:40 p.m. in Vietnamese – Hosted by Elisa Le, with guest Nhat Dang, Minneapolis Public Schools

Sunday, April 17 at 7 p.m. in Spanish – Hosted by Leo Espinoza, with guest Israel Diaz, Spring Lake Park-Blaine-Mounds View Fire Department

Sunday, April 17 at 7:30 p.m. in English (captioned) – Hosted by Lillian McDonald, with guests Kirk Hughes, Hennepin Regional Poison Center, and Cheryl Burt, Carbon Monoxide Survivor and Educator

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