

ECHO News Release

Emergency, Community and Health Outreach



FOR IMMEDIATE RELEASE

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ECHO PROVIDES VITAL FLOOD RESOURCES IN 12 LANGUAGES

St. Paul, Minn. (April 1, 2011) – Rivers in Minnesota continue to be at above-normal levels. Though weather experts are backing off earlier predictions that this spring would rival the devastating record flood of 1965, this does not mean that there are no longer any health and safety issues that Minnesota residents should be aware of.

In partnership with the Minnesota Department of Health (MDH), ECHO has created a number of television and radio public service announcements (PSAs), in addition to phone messages, regarding flooding and flood safety in 12 languages. The topics available are:

1. **"Watch for Flooding"** - Summary of flood causes, definitions of flood warning and flash flood, instructions for evacuation, general safety tips, and where to get more information. A 60-second audio and video PSA and 90-second phone/audio message.
2. **"Flooding: Health and Safety"** - Basic tips for keeping yourself safe and healthy during floods. A 30-second audio and video PSA and 90-second phone/audio message.
3. **"Flooding: ReEnter Home"** - Safety issues to look for before or during reentering a home after a flood. A 30-second audio and video PSA and 90-second phone/audio message.
4. **"Flooding: Basic Cleanup"** - Some instructions on staying safe while cleaning up after a flood. A 30-second audio and video PSA and 90-second phone/audio message.
5. **"Flooding: Food Safety"** - Explains the importance of food safety after a flood and provides tips for determining what is safe to eat and what is not. A 90-second phone/audio message.

The PSAs are available in the following languages: English, Spanish, Hmong, Somali, Vietnamese, Lao, Khmer, and Karen. The phone messages (available online or by calling ECHO's toll free number: 888.883.8831) are available in the aforementioned languages, with the addition of Arabic, Amharic, Oromo, and Russian.

We encourage organizations and community members to view, share, and download these resources. To do so, please visit <http://www.echominnesota.org/library/watch-flooding>. If there are any questions regarding what is available, please do not hesitate to email info@echominnesota.org.

These resources have been created in cooperation with media partners including Twin Cities Public Television (*tpt*) and Saint Paul Neighborhood Network (*SPNN*). We are grateful to ECHO's Partners and to our bi-lingual spokespersons and health experts willing to work together to provide educational and emergency information in many languages on many topics including flooding.

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