**[KOIN Communication Survey 2010: Technology and Capabilities](http://www.surveymonkey.com/MySurvey_SettingsTitle.aspx?sm=8otJSuJ5bV8EU5QkSyNNzn0zZ7tKkYXhpzVOUIKMAFQ%3d&TB_iframe=true&height=200&width=400)**

**Summary Report**

**Background**

The Kentucky Cabinet for Health and Family Services/Department for Public Health (CHFS/DPH), through Jane Mobley Associates, conducted an online communication and technology survey of members of the Kentucky Outreach and Information Network (KOIN) in May 2010.

The “[KOIN Communication Survey 2010 - Technology and Capabilities](http://www.surveymonkey.com/MySurvey_SettingsTitle.aspx?sm=8otJSuJ5bV8EU5QkSyNNzn0zZ7tKkYXhpzVOUIKMAFQ%3d&TB_iframe=true&height=200&width=400)” evolved from the “KOIN Communication Infrastructure Survey” conducted in September 2009. Administering the survey on an annual basis will make it possible to track the composition of the network and its capability to function in emergencies.

The survey was sent to every member of the KOIN (334 people), and 86 surveys were returned (25.7 percent response rate). Of the surveys returned, 71 were fully completed (82.6 percent completion rate). The surveys were distributed to KOIN members according to location (Central, Southern, Western, Northern and Eastern) to allow for analysis by region. Questions 8 (relationship to other community information networks) and 9 (populations served) were analyzed regionally to determine whether outreach strategies should be targeted to different groups based on region.

**Major Findings**

|  |  |
| --- | --- |
| **Finding** | **Areas for Further Research** |
| **RELYING ON EMAIL**  Almost three-quarters of respondents reported the loss of email capability after 24 hours without electricity. Because KOIN alerts are essentially email alerts, the penetration of KOIN alerts decreases drastically if there is not electricity. | Investigate additional channels of delivery for KOIN alerts from the Cabinet in the event of long-term power outages. |
| **CELL PHONES TO SERVE AS BACKUP**  The percentage of respondents who would use their cell phones (voice and text) to receive and send KOIN alerts remained fairly constant regardless of whether there is electricity or whether it is out for 24 hours (82 to 92 percent). The experience of the 2009 ice storm suggests this expectation is likely misplaced. KOIN members’ confidence in cell phones after 24 hours without electricity were lower in the fall of 2009 than in the summer of 2010. | Cross-reference the battery backup question with this one.  Continue to monitor both the level of confidence in cell phone usage and actual performance during adverse events. |
| **ABILITY TO DELIVER ALERTS**  There is wide variability in KOIN member availability 24/7 to deliver alerts, thus undercutting message penetration depending on the time of day or week that an alert might be issued.  o 30 percent of KOIN members were still unclear about their role during “off duty” hours.  o 29 percent of respondents were responsible for receiving KOIN alerts only during business hours.  o Only 40 percent of respondents indicated responsibility for receiving and sending KOIN alerts 24/7. | Find out why the “off duty” hours responsibilities are unclear and identify ways to address the issue. |
| **SOCIAL MEDIA USE**  31 percent of respondents used some form of social media in their jobs, and more than 40 percent of those respondents used Facebook specifically as part of their jobs. Social media sites were blocked in 29 percent of respondents’ workplaces. 26 percent of employers were considering the use of social media. | Further explore social media uses for the KOIN. |
| **POPULATIONS SERVED**  Strategic recruitment gaps were revealed in regional analysis of populations served. | Further analysis could be done on populations served and members needed by region (question 14), segmented by population type. |

**Question 1: Contact Information**

*1. Please provide the primary contact information you use in your KOIN role.*

Notes: 90 respondents (100%) answered the question.

**Question 2: County**

*2. Many KOIN members reach out to people and organizations in more than one county. Please list the county in which you work and any other counties you serve.*

Answered Question: 86

Skipped Question: 0

|  |  |
| --- | --- |
| **Number** | **Response Text** |
| **1** | **Fayette, Franklin, Jessamine, Woodford, and Scott counties** |
| **2** | **Work in Fayette; serve all 120 counties in KY** |
| **3** | **Fayette County is where the office is but we serve all of Kentucky.** |
| **4** | **Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott, and Woodford.** |
| **5** | **Hardin** |
| **6** | **Harrison County, Nicholas County, and Scott County** |
| **7** | **Muhlenberg** |
| **8** | **Livingston, Lyon, Hopkins** |
| **9** | **Garrard County** |
| **10** | **I work in Carroll County, and live in Jefferson County. I also share the information that I can get in Spanish with my boss, who takes it to her church in Shelby County.** |
| **11** | **Kenton, Boone, Campbell** |
| **12** | **Carter and Elliott** |
| **13** | **Warren, Allen, Butler, Edmonson, Logan, Monroe, Simpson-Red Cross add Barren, Hart and Metcalf for Amateur Radio** |
| **14** | **Madison** |
| **15** | **All 120 counties, based in Franklin, but member newspapers in every county.** |
| **16** | **Campbell, Kenton, Boone, Grant, Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott, Woodford** |
| **17** | **Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott, Woodford** |
| **18** | **My office is in Jefferson County and my area of response is the entire state of KY, as well as responding when requested to national and international disaster responses.** |
| **19** | **I work and live in Estill County** |
| **20** | **Kenton, Boone, Campbell** |
| **21** | **Barren, Butler, Edmonson, Logan, Hart, Metcalfe, Simpson, Warren** |
| **22** | **Fayette** |
| **23** | **Fayette County but also serve: Anderson, Boyle, Bourbon, Clark, Estill, Franklin, Garrard, Harrison, Jessamine, Lincoln, Madison, Mercer, Nicholas, Powell, Scott and Woodford.** |
| **24** | **Jefferson, Boyd, Knox, Warren, Hardin, Perry, Fayette, Rowan, Daviess, McCracken, Floyd, Pulaski** |
| **25** | **Franklin County, serve statewide** |
| **26** | **Muhlenberg** |
| **27** | **Laurel (Home County), also serve - Rockcastle, Jackson, Clay, Knox, Whitley, Bell, and Harlan** |
| **28** | **Laurel** |
| **29** | **Fayette, Pulaski, Rowan** |
| **30** | **Hopkins County, McLean County** |
| **31** | **All 120 counties** |
| **32** | **Franklin** |
| **33** | **Daviess, Hancock, Henderson, McLean, Ohio, Union, Webster** |
| **34** | **Barren, Butler, Edmonson, Hart, Logan, Metcalfe, Simpson, Warren** |
| **35** | **Whitley** |
| **36** | **Work in Warren County but serve Warren, Butler and Edmonson Counties.** |
| **37** | **Campbell, Kenton, Boone, Mason, Bracken, Rowan, Robertson, Grant, Gallatin, Carroll, Pendleton, Owen** |
| **38** | **Montgomery,** |
| **39** | **Pendleton, Owen, Gallatin, and Carroll** |
| **40** | **Jefferson, Woodford, Scott, Madison, Pike, Barren** |
| **41** | **Too numerous to list** |
| **42** | **Boone** |
| **43** | **JEFFERSON** |
| **44** | **Pulaski, Adair, Casey, Clinton, Cumberland, Green, McCreary, Russell, Taylor and Wayne** |
| **45** | **Fayette. Woodford, Jessamine** |
| **46** | **Franklin, Statewide** |
| **47** | **Fayette, Anderson, Bourbon, Boone, Boyle, Clark, Estill, Franklin, Garrard, Grant, Harrison, Jessamine, Kenton, Lincoln, Madison, Mercer, Nicholas, Powell, Scott, Woodford** |
| **48** | **Adair, Bell, Breathitt, Clay, Clinton, Estill, Harlan, Jackson, Knott, Knox, Laurel, Lee , Leslie, Letcher, Madison, McCreary, Owsley, Perry, Pulaski, Rockcastle, Russell, Whitley, Wayne,** |
| **49** | **NKHD serves Boone, Campbell, Grant, and Kenton counties. Our Regional Healthcare Planning Coalition (Region 7 HPC) serves 8 counties including these 4 counties and the additional 4 counties of Carroll, Gallatin, Owen, and Pendleton.** |
| **50** | **I work in Franklin County. However, the Kentucky Department of Education serves all of the public school districts across the state.** |
| **51** | **11: Daviess, Hancock, Henderson, McLean, Christian, Ohio, Hopkins, Todd, Muhlenberg, Union and Webster counties.** |
| **52** | **I cover Jefferson Co and any county south and west of Louisville.** |
| **53** | **Jefferson** |
| **54** | **Jefferson County** |
| **55** | **Jefferson County** |
| **56** | **Franklin, statewide.** |
| **57** | **Work in Kenton, Live in Boone, Lake house in Grant** |
| **58** | **Work is statewide/national; offices located in Jefferson and Fayette Counties** |
| **59** | **Fayette, Madison, Woodford, Jessamine, Clark, Bourbon, Scott, Garrard** |
| **60** | **Jackson & Rockcastle Counties** |
| **61** | **Statewide** |
| **62** | **Work in Jefferson and also serve Bullitt, Henry, Oldham, Shelby, Spencer and Trimble** |
| **63** | **Bath, Menifee Morgan, Rowan** |
| **64** | **I work Breathitt, Knott, Lee, Leslie, Letcher, Owsley, Perry and Wolfe Counties, I work in Perry County** |
| **65** | **Jefferson** |
| **66** | **Over 160,000 (outreach); Direct Services totals about 15,000** |
| **67** | **Fayette, Bourbon, Woodford, Madison** |
| **68** | **Boone, Kenton, Campbell** |
| **69** | **N/A** |
| **70** | **The attached link shows all of our service territory. We serve 90 of Kentucky's 120 counties.  http://www.eon-us.com/economicdevelopment/maptest.html#** |
| **71** | **Daviess, Hancock, Henderson, Webster, McLean, Ohio** |
| **72** | **Jessamine, Fayette, Garrard** |
| **73** | **Jackson, Clay, Laurel, Rockcastle, Estill, Lee, Owsley** |
| **74** | **Work in Laurel County and provide services in Bell, Clay, Harlan, Jackson, Knox, Laurel, Rockcastle and Whitley Counties in southeastern Kentucky.** |
| **75** | **Fayette** |
| **76** | **0** |
| **77** | **Kentucky School for the Deaf campus wide** |
| **78** | **We serve home health patients in Calloway, Graves, Marshall and McCracken Counties.** |
| **79** | **Franklin** |
| **80** | **Hardin, Meade, Grayson, Nelson, Marion, Larue and Washington** |
| **81** | **Owen, Carroll, Gallatin and Pendleton Counties** |
| **82** | **The state at large** |
| **83** | **Boone, Campbell, Kenton, Grant** |
| **84** | **Kentucky Statewide** |
| **85** | **Fayette** |
| **86** | **Statewide services for the deaf and hard of hearing.** |

Notes:

* The wide majority of respondents served multiple counties (63 respondents).
* 20 respondents served only one county.
* 11 respondents served “120 counties” or “statewide.”

**Question 3: Smart Phone**

*3. Do you use a "smartphone", like a Blackberry or iPhone, or some other type of cell-phone or mobile device that connects to the Internet?*

Answered Question: 82

Skipped Question: 4

|  |  |  |  |
| --- | --- | --- | --- |
| **Answer Options** | **Yes** | **No** | **Response Count** |
| **Personal use** | **41.8% (33)** | **58.2% (46)** | **79** |
| Work use | 27 | 50 | 76 |
| Comment (optional) | | | 9 |

Notes:

* This question was not asked in 2009, and will provide baseline data for future years.
* In 2010, 42 percent used smartphones for personal reasons, and one-third (35 percent) used smart phones in their work.

**Question 4: Back up Power**

*4. What type of backup power sources do you have for your communication devices? Include backup power sources that apply for ALL devices you use (landline, cell/smartphone, computer, etc.). You may check more than one.*

Answered Question: 82

Skipped Question: 4

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Car chargers** | **80.5%** | **66** |
| Batteries | 61.0% | 50 |
| Generator | 23.2% | 19 |
| I don't have a backup power source. | 9.8% | 8 |
| Comment (optional) | | 4 |

Notes: Only 9 percent reported having no backup power source at all. 80.5 percent have car chargers, 61 percent have batteries and 23 percent have generators. An area for further research might be the types of backup power available compared with KOIN members’ ability to send and receive information with or without electricity using various channels. History and experience show that people don’t always test assumptions about what is needed or what will work in an emergency. For example, many people think that a cell phone will be a go-to device in an emergency, but that isn’t a reliable strategy.

**Question 5: Understanding of Responsibility**

*5. What are your responsibilities for receiving and sending KOIN messages? You may select only one statement.*

Answered Question: 82

Skipped Question: 4

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **I am responsible for receiving and sending KOIN messages 24 hours a day, seven days a week.** | **40.2%** | **33** |
| I am not clear about whether I am responsible only during business hours or 24 hours a day, seven days a week. | 30.5% | 25 |
| I am responsible for receiving and sending KOIN messages only during business hours. | 29.3% | 24 |
| Comment (optional): | | 14 |

Notes:

* 31 percent of respondents reported being unclear about the their responsibilities.
* This question was not asked in 2009, so the data will provide a baseline measurement for analyzing future trends.

**Question 6: Ability to Receive Alerts**

*6. I can RECEIVE a KOIN alert from CHFS/DPH in the following ways. Check all that apply:*

Answered Question: 82

Skipped Question: 4

|  |  |  |  |
| --- | --- | --- | --- |
| **Answer Options** | **WITH electricity** | **After 24 hours WITHOUT electricity** | **Response Count** |
| Landline phone message | 97.1% (66) | 35.3% (24) | 68 |
| Cell phone message | 83.3% (55) | 86.4% (57) | 66 |
| Text message | 82.4% (42) | 92.2% (47) | 51 |
| **Email** | **96.1% (74)** | **32.5% (25)** | **77** |
| Twitter | 100.0% (7) | 57.1% (4) | 7 |
| Comment (optional) | | | 7 |

Notes:

* KOIN members’ ability to receive email (KOIN’s current method of communication) decreases drastically after 24 hours without electricity, an issue that should be addressed by the Cabinet in future work.

**Question 7: Ability to Send KOIN Alerts**

*7. I can SEND a KOIN alert to my network in the following ways. Check all that apply:*

Answered Question: 82

Skipped Question: 4

|  |  |  |  |
| --- | --- | --- | --- |
| **Answer Options** | **WITH electricity** | **After 24 hours WITHOUT electricity** | **Response Count** |
| Landline phone | 96.6% (57) | 40.7% (24) | 59 |
| Cell phone | 86.9% (53) | 82.0% (50) | 61 |
| Text message | 87.8% (36) | 87.8% (36) | 41 |
| **Email** | **98.7% (74)** | **26.7% (20)** | **75** |
| Twitter | 100.0% (6) | 66.7% (4) | 6 |
| Central meeting place | 81.8% (18) | 77.3% (17) | 22 |
| Volunteers deliver | 85.2% (23) | 59.3% (16) | 27 |
| Calling tree | 90.2% (37) | 61.0% (25) | 41 |
| Amateur radio | 50.0% (4) | 100% (8) | 8 |
| Comment (optional) | | | 5 |

Notes:

* KOIN members’ ability to send email (KOIN’s current method of communication) decreases drastically.

**Question 8: Connections with Other Public Health Information Networks**

*8. Identify other communication networks (in addition to the KOIN) that can supply you with emergency public health information. Check all that apply.*

Answered Question: 68

Skipped Question: 18

AGGREGATE RESPONSES:

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Local public health department** | **73.5%** | **50** |
| County emergency management network | 52.9% | 36 |
| Faith-based networks | 45.6% | 31 |
| Health Alert Network (HAN) | 38.2% | 26 |
| Law enforcement networks | 38.2% | 26 |
| Community Emergency Response Team (CERT) | 32.4% | 22 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 30.9% | 21 |
| Aging Network | 25.0% | 17 |
| Local Emergency Planning Committee (LEPC) | 22.1% | 15 |
| Regional Planning Committee (RPC) | 22.1% | 15 |
| Citizens Corps Council | 19.1% | 13 |
| Neighborhood associations or watch programs | 14.7% | 10 |
| Amateur Radio Emergency Services (ARES) | 13.2% | 9 |
| Kentucky Education Technology System (KETS) | 7.4% | 5 |
| Radio Amateur Civil Emergency Services (RACES) | 5.9% | 4 |
| Other (please specify) | | 9 |

Notes:

* Local public health departments were the networks most often cited, and all regions identified them. Southern respondents cited the Health Alert Network (HAN).
* Western and Central regions tended not to cite County Emergency Network.

NORTHERN REGION ONLY:

Answered Question: 11

Skipped Question: 2

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Aging Network | 18.2% | 2 |
| Amateur Radio Emergency Services (ARES) | 27.3% | 3 |
| Citizens Corps Council | 36.4% | 4 |
| Community Emergency Response Team (CERT) | 27.3% | 3 |
| County emergency management network | 72.7% | 8 |
| Faith-based networks | 18.2% | 2 |
| Health Alert Network (HAN) | 45.5% | 5 |
| Kentucky Education Technology System (KETS) | 0.0% | 0 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 45.5% | 5 |
| Law enforcement networks | 45.5% | 5 |
| Local public health department | 72.7% | 8 |
| Local Emergency Planning Committee (LEPC) | 45.5% | 5 |
| Neighborhood associations or watch programs | 9.1% | 1 |
| Radio Amateur Civil Emergency Services (RACES) | 18.2% | 2 |
| Regional Planning Committee (RPC) | 27.3% | 3 |
| Other (please specify) | | 1 |

EASTERN REGION ONLY:

Answered Question: 11

Skipped Question: 0

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Aging Network | 36.4% | 4 |
| Amateur Radio Emergency Services (ARES) | 18.2% | 2 |
| Citizens Corps Council | 9.1% | 1 |
| Community Emergency Response Team (CERT) | 27.3% | 3 |
| County emergency management network | 100.0% | 11 |
| Faith-based networks | 36.4% | 4 |
| Health Alert Network (HAN) | 63.6% | 7 |
| Kentucky Education Technology System (KETS) | 0.0% | 0 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 36.4% | 4 |
| Law enforcement networks | 45.5% | 5 |
| Local public health department | 90.9% | 10 |
| Local Emergency Planning Committee (LEPC) | 36.4% | 4 |
| Neighborhood associations or watch programs | 9.1% | 1 |
| Radio Amateur Civil Emergency Services (RACES) | 9.1% | 1 |
| Regional Planning Committee (RPC) | 45.5% | 5 |
| Other (please specify) | | 0 |

SOUTHERN REGION ONLY:

Answered Question: 6

Skipped Question: 0

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Aging Network | 0.0% | 0 |
| Amateur Radio Emergency Services (ARES) | 16.7% | 1 |
| Citizens Corps Council | 0.0% | 0 |
| Community Emergency Response Team (CERT) | 50.0% | 3 |
| County emergency management network | 66.7% | 4 |
| Faith-based networks | 50.0% | 3 |
| Health Alert Network (HAN) | 100.0% | 6 |
| Kentucky Education Technology System (KETS) | 16.7% | 1 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 33.3% | 2 |
| Law enforcement networks | 50.0% | 3 |
| Local public health department | 100.0% | 6 |
| Local Emergency Planning Committee (LEPC) | 33.3% | 2 |
| Neighborhood associations or watch programs | 0.0% | 0 |
| Radio Amateur Civil Emergency Services (RACES) | 16.7% | 1 |
| Regional Planning Committee (RPC) | 33.3% | 2 |
| Other (please specify) | | 0 |

WESTERN REGION ONLY:

Answered Question: 6

Skipped Question: 2

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Aging Network | 33.3% | 2 |
| Amateur Radio Emergency Services (ARES) | 16.7% | 1 |
| Citizens Corps Council | 33.3% | 2 |
| Community Emergency Response Team (CERT) | 16.7% | 1 |
| County emergency management network | 33.3% | 2 |
| Faith-based networks | 33.3% | 2 |
| Health Alert Network (HAN) | 66.7% | 4 |
| Kentucky Education Technology System (KETS) | 0.0% | 0 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 66.7% | 4 |
| Law enforcement networks | 16.7% | 1 |
| Local public health department | 83.3% | 5 |
| Local Emergency Planning Committee (LEPC) | 0.0% | 0 |
| Neighborhood associations or watch programs | 16.7% | 1 |
| Radio Amateur Civil Emergency Services (RACES) | 0.0% | 0 |
| Regional Planning Committee (RPC) | 16.7% | 1 |
| Other (please specify) | | 0 |

CENTRAL REGION ONLY:

Answered Question: 34

Skipped Question: 14

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Aging Network | 26.5% | 9 |
| Amateur Radio Emergency Services (ARES) | 5.9% | 2 |
| Citizens Corps Council | 17.6% | 6 |
| Community Emergency Response Team (CERT) | 35.3% | 12 |
| County emergency management network | 32.4% | 11 |
| Faith-based networks | 58.8% | 20 |
| Health Alert Network (HAN) | 11.8% | 4 |
| Kentucky Education Technology System (KETS) | 11.8% | 4 |
| Kentucky Health Emergency Listing of Professionals for Surge (K HELPS) | 17.6% | 6 |
| Law enforcement networks | 35.3% | 12 |
| Local public health department | 61.8% | 21 |
| Local Emergency Planning Committee (LEPC) | 11.8% | 4 |
| Neighborhood associations or watch programs | 20.6% | 7 |
| Radio Amateur Civil Emergency Services (RACES) | 0.0% | 0 |
| Regional Planning Committee (RPC) | 11.8% | 4 |
| Other (please specify) | | 8 |

**Question 9: KOIN Website Readership**

*9. How frequently do you visit the KOIN website? To view the website, copy and paste the following link into your Internet web browser: http://www.chfs.ky.gov/KOIN*

Answered Question: 79

Skipped Question: 7

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Rarely | 58.2% | 46 |
| Sometimes | 36.7% | 29 |
| Regularly | 5.1% | 4 |
| Other (please specify) | | 3 |

Notes:

* This year 58 percent of respondents said they rarely read the KOIN website. While this seems low, it is an improvement. In 2009, 66 percent of respondents said they rarely read the KOIN website.
* Low readership by members may due to the fact that information provided online is very basic and primarily written for “outsiders” ­– prospective or new members.

**Question 10: KOIN Newsletter Readership**

*10. How frequently do you read the KOIN newsletter? The newsletter is published twice a year. To view a copy of the newsletter, copy and paste the following link into your Internet web browser: http://chfs.ky.gov/NR/rdonlyres/21D99A09-EA41-4D9A-BAAB-FF21C327E66F/0/winter20102.pdf*

Answered Question: 79

Skipped Question: 7

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Regularly** | **44.3%** | **35** |
| Rarely | 21.5% | 17 |
| Sometimes | 34.2% | 27 |
| You are welcome to comment or provide suggestions about newsletter content (optional) | | 2 |

Notes:

* That 44 percent of respondents identified themselves as regular readers of the KOIN newsletter. This is an improvement from last year when 37 percent said they read the newsletter rarely.
* Comparisons between website and newsletter usage statistics, shows that newsletter readership is higher. This is again likely due to the intended audience. In the newsletter, the content is directed at members rather than nonmembers.

**Question 11: Use of Social Media**

*11. Check the box that describes your use of social media. You may check more than one box.*

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **I use social media on my own time.** | **53.8%** | **43** |
| I use social media as part of my job. | 31.3% | 25 |
| I do not use social media. | 36.3% | 29 |

Answered Question: 80

Skipped Question: 6

Notes:

* In 2010, 32 percent of respondents were using social media at work.
* While the social media questions in 2009 were different (and therefore the data was also tabulated differently), there was an upward trend in the use of social media. In 2009, 51 percent of respondents did not use social media at all. In 2010, only 36 percent did not use social media.

**Question 12: Social Media on Personal Time**

*12. On my OWN time, I use the following forms of social media. Check all that apply.*

Answered Question: 77

Skipped Question: 9

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Facebook** | **62.3%** | **48** |
| I don't use social media on my own time. | 36.4% | 28 |
| Twitter | 10.4% | 8 |
| MySpace | 6.5% | 5 |
| LinkedIn | 13.0% | 10 |
| Other (please specify) | | 3 |

Notes:

* 63 percent of respondents used Facebook on their personal time. 35 percent were not using social media on personal time. This is an increase in reported social media use in 2009.

**Question 13: Social Media at Work**

*13. As part of my JOB, I use the following forms of social media at work. Check all that apply.*

Answered Question: 59

Skipped Question: 27

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Facebook** | **42.4%** | **25** |
| Social media sites are blocked in my workplace. | 28.8% | 17 |
| My employer is considering whether to use social media as part of my job. | 27.1% | 16 |
| Twitter | 15.3% | 9 |
| LinkedIn | 13.6% | 8 |
| MySpace | 1.7% | 1 |
| Other (please specify) | | 12 |

Notes:

* 25.8 percent – nearly one-third of respondents – said their employers were considering using social media. This is a significant finding when combined with the answers to Question 11, where 87 percent of survey respondents reported using some form of social media, and 32 percent said they were already using social media at work.

**Question 14: Types of Populations Served**

*14. Please identify the population(s) you serve; check ALL that apply. People who are:*

Answered Question: 71

Skipped Question: 15

AGGREGATE RESPONSES:

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| **Living in poverty or have low income** | **84.5%** | **60** |
| Elderly or frail elderly | 74.6% | 53 |
| Low literacy skills | 71.8% | 51 |
| Children | 67.6% | 48 |
| Deaf or hard of hearing | 63.4% | 45 |
| Non-English speaking or English as a second language | 62.0% | 44 |
| Physically disabled | 60.6% | 43 |
| Dependent upon medication | 59.2% | 42 |
| Intellectually disabled | 57.7% | 41 |
| Blind or visually impaired | 52.1% | 37 |
| Culturally isolated | 50.7% | 36 |
| Geographically isolated | 43.7% | 31 |
| Mentally ill | 42.3% | 30 |
| Immigrant populations | 40.8% | 29 |
| Substance abuse disorders | 39.4% | 28 |
| Homeless | 39.4% | 28 |
| Migrant workers | 36.6% | 26 |
| Dual diagnosis | 35.2% | 25 |
| Dependent upon medical treatment like dialysis or ventilators | 33.8% | 24 |

Notes:

* We asked this question in part because there is no data currently on who is being served by the KOIN.
* Analyzing these responses by region may give a sense of what type of recruitment is needed in each region. It appears that regions would need to do more recruitment in these areas:
* Northern region – reach out to people on dialysis or ventilators, mentally ill , dual diagnosis, homeless, migrant workers
* Eastern region – reach out to migrant workers and immigrant populations
* Southern region – reach out to physically disabled and homeless populations
* Western region – reach out to people with substance abuse disorders, mentally ill, dual diagnosis and homeless
* Central region – reach out to people on dialysis or ventilators

Further analysis could be done. These are a few examples.

NORTHERN REGION ONLY:

Answered Question: 11

Skipped Question: 2

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Elderly or frail elderly | 63.6% | 7 |
| Children | 54.5% | 6 |
| Deaf or hard of hearing | 72.7% | 8 |
| Blind or visually impaired | 72.7% | 8 |
| Physically disabled | 72.7% | 8 |
| Dependent upon medication | 54.5% | 6 |
| Dependent upon medical treatment like dialysis or ventilators | 27.3% | 3 |
| Intellectually disabled | 54.5% | 6 |
| Substance abuse disorders | 36.4% | 4 |
| Mentally ill | 27.3% | 3 |
| Dual diagnosis | 27.3% | 3 |
| Homeless | 27.3% | 3 |
| Geographically isolated | 36.4% | 4 |
| Culturally isolated | 36.4% | 4 |
| Living in poverty or have low income | 81.8% | 9 |
| Low literacy skills | 63.6% | 7 |
| Non-English speaking or English as a second language | 54.5% | 6 |
| Migrant workers | 27.3% | 3 |
| Immigrant populations | 36.4% | 4 |
| Other (please specify) | | 1 |

EASTERN REGION ONLY:

Answered Question: 10

Skipped Question: 1

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Elderly or frail elderly | 90.0% | 9 |
| Children | 70.0% | 7 |
| Deaf or hard of hearing | 50.0% | 5 |
| Blind or visually impaired | 50.0% | 5 |
| Physically disabled | 60.0% | 6 |
| Dependent upon medication | 60.0% | 6 |
| Dependent upon medical treatment like dialysis or ventilators | 70.0% | 7 |
| Intellectually disabled | 70.0% | 7 |
| Substance abuse disorders | 50.0% | 5 |
| Mentally ill | 60.0% | 6 |
| Dual diagnosis | 40.0% | 4 |
| Homeless | 30.0% | 3 |
| Geographically isolated | 40.0% | 4 |
| Culturally isolated | 40.0% | 4 |
| Living in poverty or have low income | 90.0% | 9 |
| Low literacy skills | 70.0% | 7 |
| Non-English speaking or English as a second language | 30.0% | 3 |
| Migrant workers | 20.0% | 2 |
| Immigrant populations | 20.0% | 2 |
| Other (please specify) | | 1 |

SOUTHERN REGION ONLY:

Answered Question: 5

Skipped Question: 1

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Elderly or frail elderly | 60.0% | 3 |
| Children | 80.0% | 4 |
| Deaf or hard of hearing | 40.0% | 2 |
| Blind or visually impaired | 40.0% | 2 |
| Physically disabled | 20.0% | 1 |
| Dependent upon medication | 40.0% | 2 |
| Dependent upon medical treatment like dialysis or ventilators | 20.0% | 1 |
| Intellectually disabled | 40.0% | 2 |
| Substance abuse disorders | 40.0% | 2 |
| Mentally ill | 20.0% | 1 |
| Dual diagnosis | 40.0% | 2 |
| Homeless | 20.0% | 1 |
| Geographically isolated | 60.0% | 3 |
| Culturally isolated | 60.0% | 3 |
| Living in poverty or have low income | 100.0% | 5 |
| Low literacy skills | 100.0% | 5 |
| Non-English speaking or English as a second language | 100.0% | 5 |
| Migrant workers | 80.0% | 4 |
| Immigrant populations | 80.0% | 4 |
| Other (please specify) | | 1 |

WESTERN REGION ONLY:

Answered Question: 7

Skipped Question: 1

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Elderly or frail elderly | 85.7% | 6 |
| Children | 100.0% | 7 |
| Deaf or hard of hearing | 85.7% | 6 |
| Blind or visually impaired | 85.7% | 6 |
| Physically disabled | 85.7% | 6 |
| Dependent upon medication | 57.1% | 4 |
| Dependent upon medical treatment like dialysis or ventilators | 42.9% | 3 |
| Intellectually disabled | 71.4% | 5 |
| Substance abuse disorders | 14.3% | 1 |
| Mentally ill | 28.6% | 2 |
| Dual diagnosis | 14.3% | 1 |
| Homeless | 28.6% | 2 |
| Geographically isolated | 57.1% | 4 |
| Culturally isolated | 28.6% | 2 |
| Living in poverty or have low income | 100.0% | 7 |
| Low literacy skills | 71.4% | 5 |
| Non-English speaking or English as a second language | 57.1% | 4 |
| Migrant workers | 42.9% | 3 |
| Immigrant populations | 28.6% | 2 |
| Other (please specify) | | 0 |

CENTRAL REGION ONLY:

Answered Question: 38

Skipped Question: 10

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Elderly or frail elderly | 73.7% | 28 |
| Children | 63.2% | 24 |
| Deaf or hard of hearing | 63.2% | 24 |
| Blind or visually impaired | 42.1% | 16 |
| Physically disabled | 57.9% | 22 |
| Dependent upon medication | 63.2% | 24 |
| Dependent upon medical treatment like dialysis or ventilators | 26.3% | 10 |
| Intellectually disabled | 55.3% | 21 |
| Substance abuse disorders | 42.1% | 16 |
| Mentally ill | 47.4% | 18 |
| Dual diagnosis | 39.5% | 15 |
| Homeless | 50.0% | 19 |
| Geographically isolated | 42.1% | 16 |
| Culturally isolated | 60.5% | 23 |
| Living in poverty or have low income | 78.9% | 30 |
| Low literacy skills | 71.1% | 27 |
| Non-English speaking or English as a second language | 68.4% | 26 |
| Migrant workers | 36.8% | 14 |
| Immigrant populations | 44.7% | 17 |
| Other (please specify) | | 9 |

**Question 15: Reliance on Intermediaries**

*15. In passing on KOIN alerts, do you:*

Answered Question: 71

Skipped Question: 15

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Directly deliver messages to your target population | 18.3% | 13 |
| Rely on intermediaries to directly deliver messages to your target population | 23.9% | 17 |
| **Both** | **57.7%** | **41** |

Notes:

* The numbers seemed low compared to message delivery indicators elsewhere in the survey, so perhaps the wording and intention of this question could be vetted at the 2011 KOIN workshop to ensure accuracy.

**Question 16: Population Reach**

*16. Please estimate the number of people you can contact with a KOIN alert.*

Answered Question: 71

Skipped Question: 15

**The number of people I can contact…**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Resp. No.** | **… directly,  WITH electricity:** | **… directly, after 24 hours WITHOUT electricity  (consider whether you have an alternate power source):** | **… through intermediaries WITH electricity:** | **… through intermediaries WITHOUT electricity (consider whether you have an alternate power source):** |
| **1** | 50 | 0 | 50 | 0 |
| **2** | 2000 | 0 | 2000 | 0 |
| **3** | 700 | 700 | 400 | 400 |
| **4** | 30-40 | 0 | 30-40 | 0 |
| **5** | County Wide | County Wide | County Wide | County Wide |
| **6** | 50 | 0 | 50 | 0 |
| **7** | ? | ? | ? | ? |
| **8** | 200 | 0 | 350 | 150 |
| **9** | 6000 | 0 | 10000 | 0 |
| **10** | 10 | 10 | 200-300 | 100-200 |
| **11** | 3000 | 25 | 4000 | 500 |
| **12** | 44 | 20 |  |  |
| **13** | unknown | " | " | " |
| **14** | 175 | 175 |  |  |
| **15** | 500 | 200 | 30000 | ? |
| **(Cont.)**  **Resp. No.** | **… directly,  WITH electricity:** | **… directly, after 24 hours WITHOUT electricity  (consider whether you have an alternate power source):** | **… through intermediaries WITH electricity:** | **… through intermediaries WITHOUT electricity (consider whether you have an alternate power source):** |
| **16** | 0 | 0 | 317 | 0 |
| **17** | Unsure | Unsure | Unsure | Unsure |
| **18** | 9000 | 300 | 10000 | 900 |
| **19** | 10 | 10 | 10 | 10 |
| **20** | 2000 | 500 |  |  |
| **21** | 15 | 15 | 5 | 5 |
| **22** | 100 | ? | ? | ? |
| **23** | thousands | thousands from home | thousands | unsure |
| **24** | 15 |  | 50 |  |
| **25** | 50 | 50 |  |  |
| **26** | unknown | unknown | unknown | unknown |
| **27** | 100 | 50 | 100 | 50 |
| **28** | 100 | 10 |  |  |
| **29** | 900 |  |  |  |
| **30** | 200 | 100 | several thousand with reverse 911 | should be close to the previous number |
| **31** | 100s | 100s | 100s | 100s |
| **32** | 32 |  |  |  |
| **33** | 50 |  | 200 |  |
| **34** | 100 | 25 | 300 | 100 |
| **35** | 1200 |  | 1200 |  |
| **36** | 20 | 50 | 1000 | 1000 |
| **37** | 600 |  |  |  |
| **38** | 250 | 250 | 20000 | 20000 |
| **39** | ? | ? | ? | ? |
| **40** | 29 | 29 | 29 | 29 |
| **41** | 1000 | 800 |  |  |
| **42** | 45-60 | 45-60 | 25-30 | 25-30 |
| **43** | 350 | 350 | 1000 | 1000 |
| **44** | 500 |  | 250 |  |
| **45** | 10 | 0 | 10 | 0 |
| **46** | 2000 | 200 | 5000 | 1000 |
| **47** |  |  | 100000 | 100000 |
| **48** | 20 | 15 | 20 | 15 |
| **49** | 50 | 50 | 200 | 200 |
| **50** | ? | ? | ? | ? |
| **51** | 100 | 50 | 4000 | 2000 |
| **52** | 50 | 15-20 | 50 | 15-20 |
| **53** | 0 | 0 | ? | 0 |
| **54** | 1000 |  | 1000 |  |
| **55** | 24 | 12 | 40 |  |
| **56** | 10 |  |  |  |
| **57** | 110 | 60 | 100 | 60 |
| **58** | 900 | 200-400 | 900 | 200-400 |
| **(Cont.)**  **Resp. No.** | **… directly,  WITH electricity:** | **… directly, after 24 hours WITHOUT electricity  (consider whether you have an alternate power source):** | **… through intermediaries WITH electricity:** | **… through intermediaries WITHOUT electricity (consider whether you have an alternate power source):** |
| **59** | 100 | 50 | 50 | 0 |
| **60** | 200 | 200 | 200 | 200 |
| **61** | 50000 | 50000 |  |  |
| **62** | 30 |  |  |  |
| **63** | 100 | 40 | n/a | n/a |
| **64** | 300 | 100 | 1000 | 300 |
| **65** | 150 | 30 | 150 | 150 |
| **66** | 24 | 0 | 0 | 0 |
| **67** | 500 | 500 | 500 | 500 |
| **68** | 90 | 10 | 110 | 20 |
| **69** | 130 | 130 | 200 | 130 |
| **70** | 10000 | 100 | 5000 | 1000 |
| **71** | 15000 |  |  |  |

Notes: Perhaps most important to this question are the areas where respondents answers were “unknown,” “unsure,” “0” or left blank.

* 29 of 71 respondents (41 percent) didn’t provide a number of people they could reach after 24 hours without electricity.
* 39 of 71 respondents (55 %) didn’t provide a number of people they could reach *through an intermediary* after 24 hours without electricity.

This indicates that further work is needed to help KOIN members access individuals when there is no electricity, to inform members of their responsibilities, to test awareness and understanding of those responsibilities and to ensure KOIN members are connecting with their at-risk populations.

**Question 17: In-House Translation Capacity**

*17. During an emergency, does your organization have the capacity to provide IN-HOUSE:*

Answered Question: 71

Skipped Question: 15

|  |  |  |
| --- | --- | --- |
| **Answer Options** | **Response Percent** | **Response Count** |
| Translation services | 35.2% | 25 |
| Interpretation services | 35.2% | 25 |
| Specialized formatting, e.g. Braille, captioning | 4.2% | 3 |
| **Not applicable** | **53.5%** | **38** |
| Comment (optional) | | 10 |

Notes:

* Many respondents indicated having some capability to provide translation or interpretation in-house.
* An area for further research is to determine what overlap exists between providers of translation services and existing needs.

**Question 18: Languages Translated**

*18. If you provide in-house language translation, interpretation services and/or specialized formatting, please identify the specific languages translated and/or specialized formatting service(s) provided.*

Answered Question: 38

Skipped Question: 48

|  |  |
| --- | --- |
| **Number** | **Response Text** |
| **1** | Sign language interpreters |
| **2** | UK provides these services, but our unit does not. |
| **3** | All types. We use a Language Line Service |
| **4** | Spanish |
| **5** | Spanish |
| **6** | Spanish through a translator who works on my campus. I have contact with her 24/7. |
| **7** | Spanish |
| **8** | Spanish; |
| **9** | Spanish |
| **10** | Spanish. Do have relationships with churches that work with other ethnic groups. |
| **11** | Bosnian, Spanish |
| **12** | We NEED Russian and Spanish translation and will have it up and going very soon. |
| **13** | ASL within the larger regions such as Bluegrass (Lexington) and Seven Counties (Louisville) |
| **14** | Any Language. |
| **15** | No |
| **16** | Spanish, Burma, |
| **17** | We have a service that can translate in any language. |
| **18** | Spanish |
| **19** | We have in house staff who can take care of Spanish |
| **20** | Spanish |
| **21** | Spanish |
| **22** | American Sign Language, communication with those who have limited language skills. |
| **23** | Spanish |
| **24** | Mostly Spanish, we can use telephone services for other languages if available. |
| **25** | Braille |
| **26** | I speak some Spanish and French, and I have some staff who speak Arabic and Vietnamese. |
| **27** | I have TTY capability as well as smartphone/computer communication modalities. Thank you for your great work! |
| **28** | Spanish. |
| **29** | More than 40 languages. I am housed at Catholic Charities, and we have an interpreter service. |
| **30** | Spanish |
| **31** | Russian, Spanish |
| **32** | Not formally, but in time of need, we could assist. |
| **33** | Spanish, Japanese |
| **34** | American Sign Language (ASL) and closed captioning |
| **35** | Spanish, English, some Italian |
| **36** | Braille, large print |
| **37** | SPANISH |
| **38** | American sign language. |

Notes:

* 46 agencies served Spanish-speaking groups, yet only 26 had the capacity for in-house translation to Spanish. It suggests that up to half of the members may not have the capacity to translate or relay KOIN messages to the populations they serve.
* This assumption could be verified, but we do know that some Spanish-speaking members have asked the KOIN to provide translations for them, not recognizing that they are intended to be the link for translation.