

KOIN Communication Survey 2010: Technology and Capabilities 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” 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
<p>RELYING ON E-MAIL</p> <p>Almost three-quarters of respondents reported the loss of e-mail capability after 24 hours without electricity. Because KOIN alerts are essentially e-mail alerts, the penetration of KOIN alerts decreases drastically if there is not electricity.</p>	<p>Investigate additional channels of delivery for KOIN alerts from the Cabinet in the event of long-term power outages.</p>
<p>CELL PHONES TO SERVE AS BACKUP</p> <p>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 has been out for 24 hours (82 to 92 percent). The experience of the 2009</p>	<p>Cross-reference the battery backup question with this one.</p> <p>Continue to monitor both the level of confidence in cell phone usage and actual performance during adverse events.</p>

<p>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.</p>	
<p>ABILITY TO DELIVER ALERTS</p> <p>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.</p> <ul style="list-style-type: none"> 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. 	<p>Find out why the "off duty" hours responsibilities are unclear and identify ways to address the issue.</p>
<p>SOCIAL MEDIA USE</p> <p>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.</p>	<p>Further explore social media uses for the KOIN.</p>
<p>POPULATIONS SERVED</p> <p>Strategic recruitment gaps were revealed in regional analysis of populations served.</p>	<p>Further analysis could be done on populations served and members needed by region (question 14), segmented by population type.</p>

Potential Uses of Findings

1. Brief Cabinet members and others about:
 - a. KOIN progress in building a network to reach vulnerable populations,
 - b. KOIN functions with documented needs for improvement, and
 - c. Possible programs and activities as well as the funds needed to address items above.

2. Brief Advisory Panel to:
 - a. Inform them about the strengths and challenges of the KOIN;
 - b. Foster discussions about actions to improve the KOIN; and
 - c. Elicit their commitment to sharing information about network capabilities with other KOIN members.

3. Brief other state-level agencies, such as emergency management and the National Guard about:
 - a. The diversity of at-risk populations in Kentucky;
 - b. Regional variations in communication networks at the local level; and
 - c. Opportunities for both statewide and local cooperation to communicate with and serve at-risk populations.

Engaging other agencies can help the Cabinet strengthen its ability to assess where the KOIN is functioning. As the KOIN becomes more integral to comprehensive response planning, and more visible overall, opportunities to leverage funding could increase. Further, interagency collaboration can contribute to a stronger network and increase opportunities to address critical issues with agencies involved in emergency planning and response.

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 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
E-mail	96.1% (74)	32.5% (25)	77
Twitter	100.0% (7)	57.1% (4)	7
Comment (optional)			7

Notes:

- KOIN members’ ability to receive e-mail (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
E-mail	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 e-mail (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
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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.