



KOIN Connection

VOLUME 1 ISSUE 2 CABINET FOR HEALTH AND FAMILY SERVICES SUMMER 2007

September KOIN Workshops Planned

Welcome to the second edition of the Kentucky Outreach and Information Network (KOIN) newsletter!

We are busy planning for the annual fall workshops to be held the week of September 10-14, 2007. This year's fall workshop locations include:

- Sept. 11 - **Somerset** (Center for Rural Development Ballroom) and **Bowling Green** (Western Kentucky University

Downing University Center, Room 349)

- Sept. 12 - **Louisville** (University of Louisville Shelby Campus, Founders Union Building, Room 218
- Sept. 13 - **Lexington** (Carnegie Center for Literacy and Learning, Jesse Stuart Room)

Specific times have not been finalized at this time.

Our new preparedness materials (described below) will be unveiled at the workshops. An invitation to the workshops will be mailed in the coming months.

Your participation in the KOIN is essential for reaching vulnerable populations in Kentucky in the event of a disaster or public health emergency. Thanks for all of your hard work!

New Preparedness Materials Available!

We are pleased to announce that our new emergency preparedness materials are now available for distribution. The new materials consist of *the Kentucky Emergency Guide* pocket card; *Get Ready, Get Set, Know - Preparing for Pandemic Flu* brochure; and *Be Safe. Be Prepared* children's coloring book.

Kentucky Emergency Guide pocket card

The folding pocket card depicts typical emergency scenarios that occur in Kentucky (power outage, tornado, flood and disease outbreak). Pictures accompanying the text describe what to do and what not to do in each situation. There is a section describing what should be included in an emergency preparedness kit, as well as things to grab and go in an emergency situation. The card's text is also written

in Spanish. The card can be filled in with personal contact information, and includes a detachable *I Speak* card for non-English speakers to identify their native language.

Get Ready, Get Set, Know - Preparing for Pandemic Flu brochure

This pocket-sized folding brochure is filled with valuable information on pandemic flu, including what specific supplies you should have in your emergency kit if you have a specific disability.

Be Safe. Be Prepared. Children's coloring book

The new children's coloring book depicts typical emergency scenarios in the same manner as the *Kentucky Emergency Guide* pocket card and describes what should be included in a family emergency kit. In addition, a page reminds children to also take care of their animals. These two sections are unique because both were developed by children residing in Kentucky.

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New Preparedness Materials (continued)

Braille overlay for emergency preparedness refrigerator magnet

A braille overlay was placed on the emergency preparedness refrigerator magnet by the American Printing House for the Blind so that braille-reading individuals could access the valuable emergency contact phone numbers listed on the magnet. If you know of anyone who is a braille reader and would benefit from this magnet, please contact KOIN Coordinator Barbara Fox (BarbaraJ.Fox@ky.gov) at (502) 564-6786, Ext. 4411.

Audio recording for emergency preparedness refrigerator magnet and public health preparedness brochure

An audio recording was also produced by the American Printing House for the



Blind for the refrigerator magnet and public health preparedness brochure for blind individuals. They are available on the KOIN Web site at <http://www.chfs.ky.gov/dph/epi/preparedness/materials.htm>.

KOIN Train-the-Trainer DVD

A new DVD has been created that describes in detail what the KOIN is and how it works. The DVD can be shown

to members of your organization or group to explain why the KOIN is such an important concept in emergency communications among vulnerable populations. The DVD will be available with an English/Spanish option and will also be closed-captioned.

These materials are free of charge and will be available at the September KOIN workshops. We hope you will request additional copies for dissemination to the individuals that your organization services. For more information, contact Barbara Fox (BarbaraJ.Fox@ky.gov) at (502) 564-6786, Ext. 4411.

Update on Spring 2007 KOIN Events

Spring of 2007 was indeed a busy season for the KOIN with a non-emergency test drill and roundtable discussions with Area Development Districts (ADDs) and faith-based organizations.

KOIN Non-Emergency Test Drill

A non-emergency test drill was held for the KOIN on March 21, 2007 to test the effectiveness and efficiency of the network for passing information to its members. The drill began at 9:00 a.m. and most replies were received within 24 hours of receipt of the test message. Approximately 40% of KOIN members participated in the exercise. Since the drill, we have updated our KOIN database with current contact information for all members. We are hopeful that our participation numbers will increase with our next drill.

Many valuable insights were learned as a result of the drill such as telling members not to respond during the drill by pressing the "Reply to All" button. We apologize to members who received many email messages from the drill as a result of this occurring.

Roundtable Discussions with Area Development Districts and Faith-Based Organizations

Two roundtable discussions were held on May 15-16, 2007 as an opportunity to gather representatives from both the 15 ADDs and for faith-based organizations in the state. The ADD roundtable met in Frankfort on May 15th. A total of 44 ADD representatives were educated about the KOIN in order to improve and enhance the understanding of the network and its outreach capacity at the community level. On May 16th, 10 representatives from faith-based organizations in Kentucky met in Louisville to begin building partnerships between the KOIN and faith-based organizations.

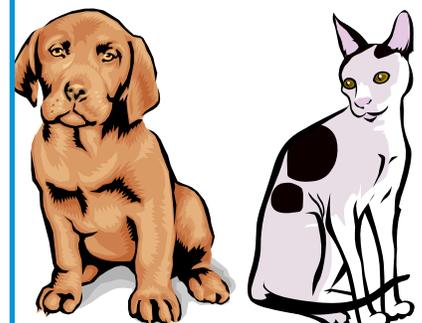
Individuals attending the events were shown the new KOIN outreach materials, including the coloring book, pocket picture guide and folding pocket pandemic flu brochure.

Vicki Houston and Neeli Langdon of Jane Mobley Associates accompanied KOIN Coordinators Gwenda Bond and Barbara Fox for the roundtable discussions.

Valuable insight was gained from both events and we are busy planning future events for KOIN members so stay tuned for updates!

**** KOIN Tip ****

Don't forget about your pets when preparing your family's emergency supply kit. Be sure to include water, pet food, collar with leash or harness, identification tags, copy of current license and vaccinations, bowls for food and water, pet blanket, and any medication that your pet may require.



KOIN is a Multi-Award Winner for 2006!

We are pleased to announce that the KOIN has been the recipient of several awards and recognitions over the past year, three at the national level and one right here in Kentucky.

The awards include:

Gold Award of Excellence in Public Health Communications for 2006 from the National Public Health Information Coalition - This award was presented to the Cabinet for Health and Family Services/Kentucky Department for Public Health for the Prevent, Prepare, Cope informational materials.

Silver Award in the 2006 Greater Kansas City Chapter of the Public Relations Society of America - This award was presented to Jane Mobley Associates for their outstanding work

performed in Kentucky with the KOIN.

Promising Practice Model from the National Association of County and City Health Officials (NACCHO) - The KOIN was officially recognized as a promising practice among U.S. public health agencies for reaching vulnerable populations during public health emergencies and other natural disasters.

Honorable Mention in the 2006 Kentucky Association of Government Communicators Awards - This award was presented to the Cabinet for Health and Family Services/Department for Public Health for the Prevent, Prepare, Cope public information campaign.

We are very proud of all of the recognition that the KOIN has received.



Emergency Email Alerts

Would you like to receive email alerts related to emergencies such as severe weather, natural disasters, health alerts, national security, Amber alerts, etc.?

Visit www.emergencyemail.org to sign up for the alerts you would like to receive.

Talking With a KOIN Member.....CJ JONES

We are happy to spotlight CJ Jones in this edition of our newsletter. CJ is a valuable KOIN member and works with emergency disaster preparedness planning for the mental health communities across Kentucky. Now let's find out more about CJ.

What do you like about your job?

I feel like I am making a difference in people's lives. They may not see what we do on a daily basis, but when a crisis or disaster occurs, we are better prepared to respond to the needs of people when they are in an extremely vulnerable situation. I also have gotten to attend preparedness meetings all over the state and see first hand the commitment to safety and health services in our communities.

What is your favorite hobby or past time?

I do a lot of mission work with my church. I have been on 10 different trips, some here in the U.S. and others internationally. Since January, I have spent two weeks working with teams from all over the country, rebuilding in New Orleans. Seeing first hand the difficulties people are still enduring after the devastation of Hurricane Katrina has deepened my commitment to preparedness planning here at home in Kentucky.

What is your favorite food?

Macaroni and cheese - traditional southern comfort food, though I have lost 125 pounds in the last two years and don't eat it as often anymore.



CJ Jones
(Photo by Barbara Fox)

Why are you a KOIN member?

I first became a KOIN member when I worked for the Kentucky Office for the Blind as a way to get vital information out to individuals with blindness and visual impairments in the event of an emergency. It is important that vulnerable populations can trust the information they receive and the information carriers more weight when it comes from a trusted, established source. Within six months of joining the Division of Mental Health and Substance Abuse, I was assigned to coordinate mental health emergency disaster preparedness planning with the 14 regional mental health centers. I really appreciate being familiar with KOIN as a part of my new job duties.

Division of Communications
Cabinet for Health and Family Services
275 East Main Street 4C-A
Frankfort, KY 40621
Phone: 502-564-6786
Fax: 502-564-0274
E-mail: BarbaraJ.Fox@ky.gov



HELPFUL EMERGENCY CONTACT INFO:

How to Get Help/Medical Emergency - Dial 911

Poison Control Hotline - 800-222-1222

Disease Reporting Hotline - 800-973-7678

**Division of Emergency Management -
800-255-2587 or 502-607-1611**

KY Dept. for Public Health - 502-564-3970

**Cabinet for Health and Family Services Office of
Communications - 502-564-6786**

We're on the Web!
**[www.chfs.ky.gov/dph/epi/
preparedness/KOIN.htm](http://www.chfs.ky.gov/dph/epi/preparedness/KOIN.htm)**

Internet Discussion Area Now Available for KOIN Members!

A new information sharing site is now available for KOIN members on the Internet. We hope you will use this page to share information and ideas about emergency preparedness efforts and issues related to reaching vulnerable populations in Kentucky during an emergency.

Here's how to access the site:

Go to www.yahoo.com

Click on *Groups* (Note: You will need to set up a free account)

Type in *Kentucky Outreach and Information Network* to access the KOIN discussion site.

You can then type in a message or comment.

We hope that our members will utilize this new site!

WANTED!

We need your comments and suggestions! If you have any news that you would like other KOIN members to read about or to volunteer to be the next KOIN member featured in the next newsletter, please contact us at (502) 564-6786 or e-mail BarbaraJ.Fox@ky.gov