



KOIN Connection

VOLUME 4 ISSUE 2 CABINET FOR HEALTH AND FAMILY SERVICES SUMMER 2010

New KOIN Advisory Panel to Assist Network

The Cabinet for Health and Family Services/Kentucky Department for Public Health (CHFS/DPH) has appointed a group of seasoned, active KOIN members to become the first KOIN Advisory Panel.

Panelists will share specialized advice and consultation about the communication needs of hard-to-reach Kentuckians and provide input and consultation on strategies and activities for expanding and strengthening the KOIN. They will also serve as an information conduit from the grassroots level to the state and

assist CHFS/DPH in accurately understanding the challenges faced by KOIN members and the resources they need as they reach out to Kentucky's diverse at-risk populations.

In its first meeting, the panel identified lessons learned from the H1N1 (swine flu) campaign, resulting in changes in how KOIN alerts will be formatted. Panelists will convene by phone in August to discuss lessons learned from the May floods as well as look ahead to the upcoming fall flu

season.

If you have information, questions or concerns you would like the panel to consider, email Barbara Fox at BarbaraJ.Fox@ky.gov.

September 2010 is National Preparedness Month

To learn more or to register your organization as a coalition member, go to www.ready.gov/america/npm10.

Workshop Members Energized to Expand KOIN

"Ah-ha" moments fired up KOIN members who attended the "Building KOIN Capacity" workshops in May. Energized participants provided much useful information to the organizers, and in turn, learned more about their roles in relaying information to vulnerable populations in emergencies.

During the workshops, participants suggested refining the format of KOIN alerts to make required actions clearer. After the workshops, the network was activated due to flooding in Kentucky. The KOIN alert was issued in a new format that incorporated members' suggestions from the workshop.

Workshop attendees received updates on KOIN progress, including formation of the KOIN Advisory Panel, KOIN recruitment efforts, KOIN database update process, results of surveys and development of picture-based fact sheets about carbon monoxide poisoning and winter safety for limited English proficient populations.

The Kentucky Cabinet for Health and Family Services/Department for Public Health (CHFS/DPH) conducted the workshops in collaboration with Jane Mobley Associates on May 4-5, 2010, in Frankfort and Bowling Green, Ky. Participants represented a diverse range of government

(continued on Page 2)

Inside this issue:

Page

| | |
|---|---|
| New KOIN Advisory Panel to Assist Network | 1 |
| Workshop Members Energized to Expand KOIN | 1 |
| KOIN Survey Results | 2 |
| Talking with a KOIN Member - Jean Caudill | 3 |

Workshop Members Energized (cont.)

agencies, community-based and faith-based organizations, service providers and at-risk population groups.

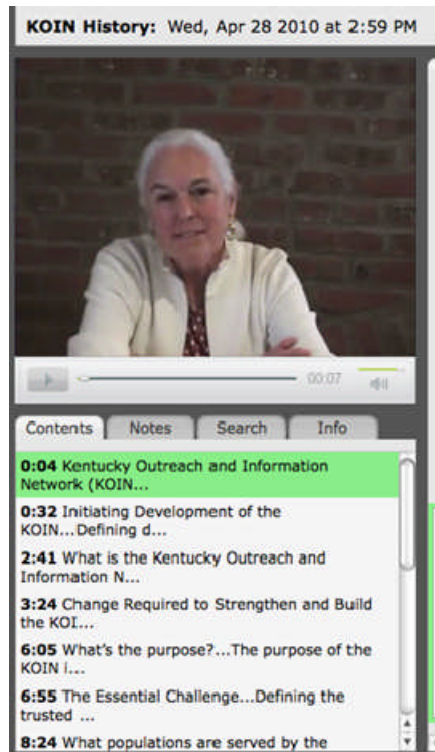
All invitees received a video introduction to the KOIN. If you would like a copy of the video e-mailed to you, please contact Barbara Fox at (502) 564-6786, ext. 4411 or BarbaraJ.Fox@ky.gov.

WORKSHOP COMMENTS

"I was energized to share this information to the other officers within my agency and encourage KOIN participation..."

"This was the best workshop for KOIN that I've attended so far."

"Lots of great information. Will work at my department to see how we can be better connected with our population that we serve."



The workshop inspired attendees to reach out to their contacts and expand the network. KOIN members who attended the workshop received a video summary of the KOIN that could be viewed on demand.

Safe America Website

"Be Prepared, Not Scared" is the motto of

www.safeamericaprepared.org.

The website is packed full of disaster training information and tools.

Safe America encourages families and businesses to take steps now to prepare for disasters and emergencies that may occur in the future.

The site contains toolkits, safety training and materials for practice drills to ensure you are prepared when disaster strikes.

Emergency Email Alerts

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

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

KOIN Survey Results

KOIN members provided valuable feedback to CHFS/DPH through the 2010 KOIN Survey of Communication Technology and Capabilities. The survey, which was administered online, generated 86 responses. This was a 48 percent increase in analyzed surveys from 2009.

FAST FACTS

- 36% of respondents used web-enabled smartphones at work.
- 31% of respondents used social media for work purposes.
- 27% reported their employer was considering policy changes to allow the use of social media for work purposes.
- 31% of respondents indicated a lack of clarity about whether their employer expects them to be available to receive and transmit KOIN alerts after hours, on weekends and holidays.
- Only 10% of respondents reported having **no** backup power source for their preferred communication device in the event of an electrical outage.

Talking With a KOIN Member....Jean Caudill

Jean Caudill stands out as a KOIN member whose leadership has strengthened the KOIN at the local and regional levels. Jean, who is the disaster preparedness coordinator for the Northern Kentucky District Health Department, joined the KOIN in 2008. After attending the 2008 KOIN Workshop, Jean realized that her region's membership in the network was low. She decided to create a local communication network of public sector and community-based organizations to reach at-risk populations with public health and emergency information, including KOIN alerts. Jean's efforts resulted in an e-mail distribution list of nearly 100 contacts and 25 new KOIN members.

Jean initiated the following steps to create a local network. Her steps can be replicated by others.

1. Lay the foundation.

Jean first contacted Barbara Fox, KOIN coordinator, to find out how many KOIN members were in the Northern Kentucky region. She then talked with her supervisors to obtain their support to tell more people about the KOIN. She also talked to the local health care planning coalition (HPC) to get buy-in and commitment to share grant funding. Jean emphasized that her efforts could help the HPC meet some of its goals, too.

2. Reach out.

Recognizing the demands of busy schedules, Jean kept it simple. She e-mailed supervisors and directors of other health departments, requesting community-level contacts who would understand the need for a local network. This e-mail solicitation brought in almost 100 names for potential membership in the KOIN and the local network.

3. Bring people together.

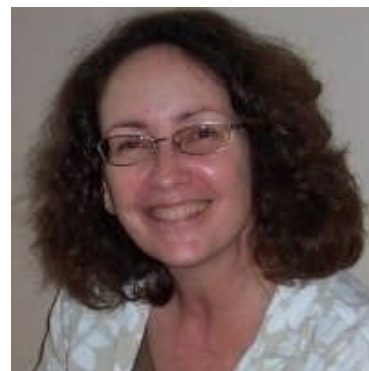
Jean used HPC support to schedule an outreach luncheon. She kept the meeting short and provided a succinct overview of the KOIN and her interest in forming a local network. Jean said the **KOIN Video and User's Guide** made her presentation easy because the information was already organized. Although not everyone joined the KOIN, some agreed to provide their contact information for the local network.

4. Share notes to help assure progress.

Jean documented the meeting and collected contacts in multiple ways. She included the information in an annex to the HPC's regional plan. She shared the contact list, meeting notes and other information in a central file for her colleagues. She also uses Google Docs to share information and files with regional network members; it notifies users when information is posted.

5. Think ahead to the next step.

In planning the next meeting for the local network, Jean's goal is to find topics of interest to network members, such as resiliency planning. She is also conducting research to identify at-risk populations using existing data and GIS mapping. Jean anticipates that the local group will only meet once per year, staying connected digitally between meetings.



Jean Caudill

About Jean

Jean enjoys working on disaster preparedness with two district health departments in the eight counties of Northern Kentucky and the broader tri-state area of southwest Ohio, southeast Indiana and northern Kentucky. Her focus areas are the Regional Healthcare Coalition and the Medical Reserve Corps.

When Jean isn't busy with the KOIN, she enjoys reading, eating good bread and spending time with her four grandchildren.

WANTED: INFORMATIVE TIPS AND IDEAS

The *KOIN Connection* newsletter is seeking information from KOIN members on ways to improve the newsletter. If you have any suggestions on topics for articles in future editions or if you would like to nominate someone to be featured in our future newsletters, please forward to BarbaraJ.Fox@ky.gov.

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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!
<http://chfs.ky.gov/KOIN>

Please Remember.....

The KOIN network is a two-way communication tool. When a KOIN message is sent out to KOIN members, we would like to hear back from you. During emergencies, resources and services may be unavailable to residents. While the KOIN cannot guarantee that these services will be restored quickly, the network would like to know your communities needs are being met, especially concerning the needs of vulnerable population groups. It only takes a few seconds to drop us a note. We'd be most appreciative if we'd hear back from you!

