Pasco County Community Outreach Information Network (COIN)

The Pasco County Health Department is identifying people who are trusted in their communities or by the population groups they serve to form a Community Outreach Information Network (COIN). The COIN will be used to get information out to the public when normal channels of communication fail. This network will be integral to the county's goal of reaching traditionally hard-to-reach populations with important public health-related information.

Goals of the COIN:

- 1) Determine modes of communication in place throughout the county.
- 2) Identify unique challenges to communication with special needs populations.
- 3) Identify vulnerable populations' preferences for getting information from other sources than the health department and to whom they turn as trusted sources.

Benefits to the Pasco County Health Department:

- 1) an assessment of the communication gaps that exist between the Pasco County Health Department and vulnerable segments of the population;
- 2) an accessible body of knowledge about vulnerable residents living in the county:
 - a. how they get information,
 - b. whom they trust, and
 - c. what triggers their action-related decisions during an emergency;
- a developing database of community outreach resources that can be used to bolster the FDENS health alert network; and
- 4) closer connections with traditional and non-traditional information outlets throughout the county;

<u>COIN member roles and responsibilities:</u>

The COIN member's primary role is to be a communication conduit between the Pasco County Health Department and the hard-to reach populations that they serve so that public health information is available in an understandable format and delivered by a trusted source.

The Pasco County Health Department aims to limit the amount of time COIN members are asked to perform activities outside of their every day responsibilities. However, the responsibilities that are typically associated with COIN membership can change depending on whether the COIN is in an activated or non-activated state.

Pasco CHD Broadcast and COIN Alert Print Media First Tier Communication - Includes all Pasco County COIN Members who will be responsible for passing COIN Alerts to clients & contacts in the following special populations: Elderly Deaf and Mentally/ Economically Remote/Rural Blindor Foster Limited Hardof Visually English Physically Children Population Disadvantaged Populations Disabled Hearing Impaired Proficient Second Tier Communication - Receive messages after the First Tier Communicators send out the COIN Alert. They could disseminate the message further to other citizens, staff responsible for getting information to the public, or other audiences.

Figure 1.1 Illustration of the call-down procedure used to reach COIN members

Adapted from the Kentucky Outreach Information Network Guide

Pasco CHD Broadcast and COIN Alert Print Media First Tier Communicator - Position: Principal Organization: Pasco School for the Deaf **Second Tier Communicators** 2nd Contact: 3rd Contact: 1st Contact: School Faculty and Staff Parents Students (teachers, counselors, etc.) Message Modes: Email, Message Modes: Email, Message Modes: Door-Text Message, Phone to-Door (classrooms) Text Message, Phone Tree, Door-to-Door Tree, TTY (classrooms), TTY Contact: Families of Contact: Other school faculty and staff deaf/hard of hearing youth in the community **Contact:** Other area Message Modes: Email, deaf/hard of hearing Text Message, Phone schools Tree, TTY **Contact:** Other area deaf/hard of hearing educators Message Modes: Email, Text Message, Phone Tree, TTY

Figure 1.2 Example of the call-down procedure used to reach COIN members

Adapted from the Kentucky Outreach Information Network Guide

References:

Kentucky Cabinet of Health and Family Services. *User's Guide to the KOIN: A Network to Foster Community Preparedness*. Kentucky Department for Public Health. http://chfs.ky.gov/NR/rdonlyres/4B955ACF-6B55-47BA-957B-7E93CC4421CA/0/KOINFinalUsersGuide.pdf (accessed June 2, 2010).