

Making Connections: Utilizing Multimedia to Bridge Vulnerable Population Gaps



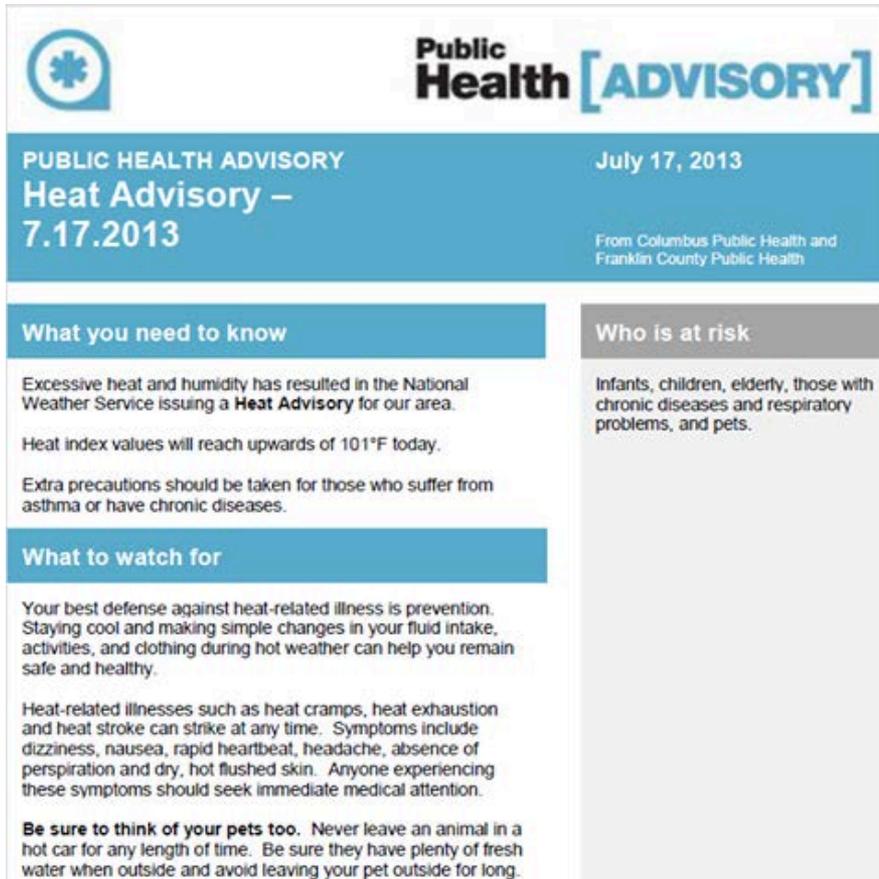
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Director, Office of Emergency Preparedness



COLUMBUS
PUBLIC HEALTH

Multimedia Connection



Public Health [ADVISORY]

PUBLIC HEALTH ADVISORY July 17, 2013
Heat Advisory –
7.17.2013

From Columbus Public Health and Franklin County Public Health

What you need to know

Excessive heat and humidity has resulted in the National Weather Service issuing a **Heat Advisory** for our area.

Heat index values will reach upwards of 101°F today.

Extra precautions should be taken for those who suffer from asthma or have chronic diseases.

What to watch for

Your best defense against heat-related illness is prevention. Staying cool and making simple changes in your fluid intake, activities, and clothing during hot weather can help you remain safe and healthy.

Heat-related illnesses such as heat cramps, heat exhaustion and heat stroke can strike at any time. Symptoms include dizziness, nausea, rapid heartbeat, headache, absence of perspiration and dry, hot flushed skin. Anyone experiencing these symptoms should seek immediate medical attention.

Be sure to think of your pets too. Never leave an animal in a hot car for any length of time. Be sure they have plenty of fresh water when outside and avoid leaving your pet outside for long.

Who is at risk

Infants, children, elderly, those with chronic diseases and respiratory problems, and pets.



Connecting people through a combination of media content and forms



Vulnerable Populations in Columbus

Population Snapshot :

Somali (10,000* - 45,000**)

Hispanic or Latino (60,000^)

*U.S. Census Bureau, 2010 U.S. Census

**Somali Community Association of Ohio

^American Community Survey (ACS), 2012



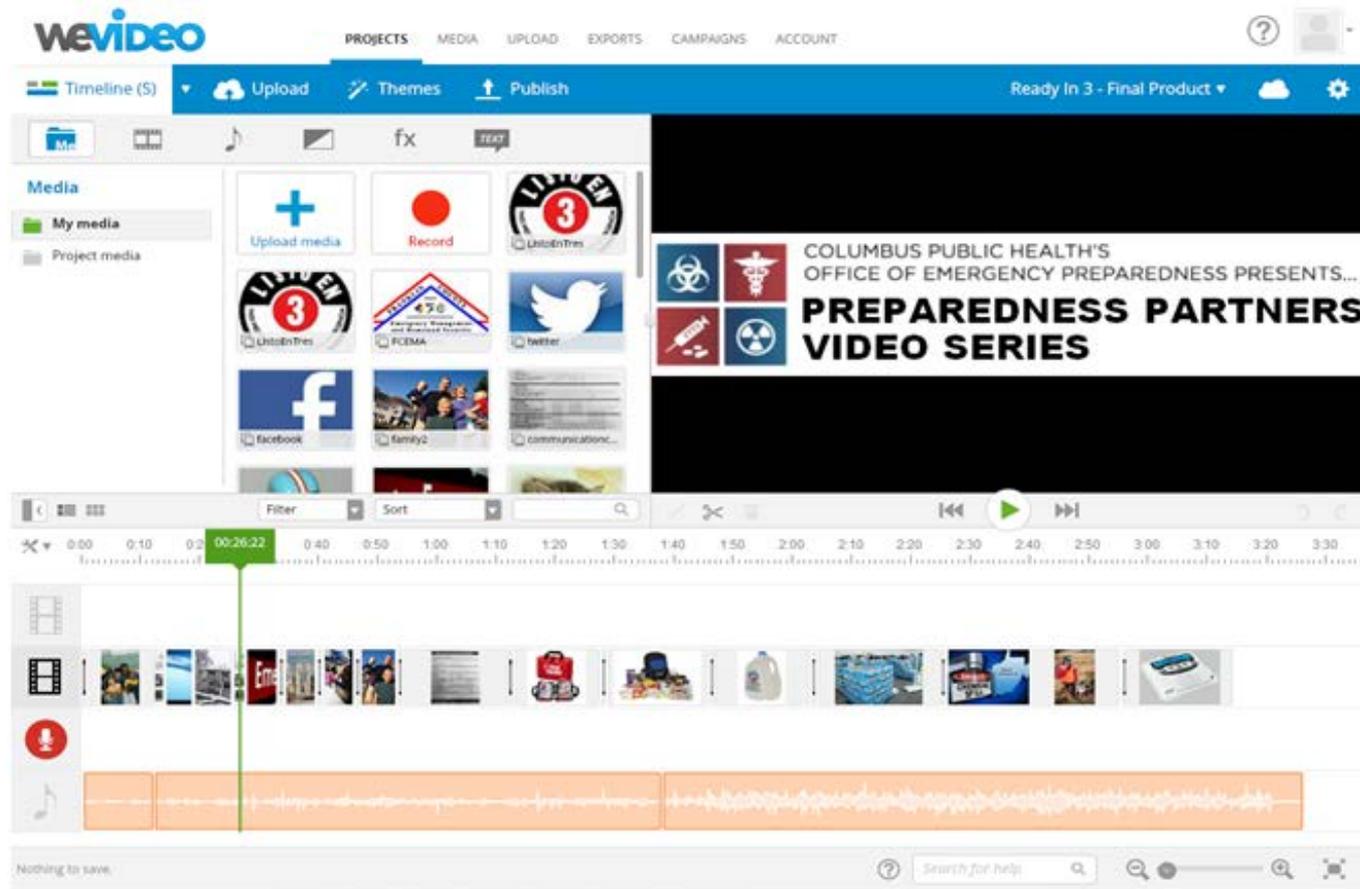
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Existing Gaps



Bridging Gaps Through Multimedia



Emergency Preparedness Videos



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Top 10 Hazards 2013

Below are the top ten risks from the 2013 Risk Assessment:

1. Tornadoes
2. Dam Failure
3. Flooding
4. WMD Terrorism
5. Cyber-Terrorism
6. Infectious Diseases
7. Severe Winter Weather
8. Hazardous Material Incidents
9. Transportation Accident
10. Severe Summer Weather



Sharing and Connecting



Ohio Commission On
Minority Health

SomaliC★**n**

- Community Based Organizations
- Office of Minority Health
- Local Health Departments
- Individuals:



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Next Steps



**PREPARARSE HOY
REDUCE LOS EFECTOS
DE UN DESASTRE MAÑANA.**


Listo.
LISTO.GOV





Questions?

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