

**Quarterly Progress Report Outline for NN/LM Pacific NW Region
Subcontracts and Outreach Awards**

Please save as a Word document and submit as an email attachment to the appropriate NN/LM PNR staff contact.

COVER SHEET

Title of the Project:	Dialogo Informativo- A Spanish radio network program focused on health education and outreach.
Name of Institution:	Community Choice, PHCO (Physician, Hospital, Community Organization) www.communitychoice.us
Project Leader's Name:	Mr. Jesus Hernandez, Executive Director
Project Leader's Mailing Address:	102 Maple Street Suite B Cashmere, WA 98815
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Project Leader's Phone:	509-782-5030
Time Period Covered:	April 2008-October 2008
Date Submitted:	March 15, 2009

NARRATIVE DESCRIPTION

1. Executive summary. Please provide a brief, one-paragraph narrative summarizing major accomplishments made during the quarter.

Community Choice/Dialogo Informativo partnered with seven major Spanish radio stations throughout Washington state. News, health and education information is produced and distributed to the Spanish speaking communities in short (2-5 minute) audio segments that are aired in one of our three program air times. Our Dialogo Informativo program runs Monday through Friday in the early morning, noon hour and evening hour. Topics have included health awareness on Diabetes, Cholesterol and Breast and Cervical health to name a few. Community Choice/Dialogo Informativo established a Latino Health and Education Council. Members of the council include representatives from the Wenatchee School District, Head Start, Together for a Drug Free Youth, EPIC, and OIC Employment Services for farm workers. The council members were specifically chosen because they have daily interaction with the target population (Spanish speakers). This group of people serves in an advisory capacity to provide feedback on the quality of our audio segments produced. We have them listen to the audio segments and complete a short survey. Additional feedback is sought from our partner radio stations and radio listeners when identified. Community Choice/Dialogo Informativo partnered with North Central Regional Library and their 28 community libraries in an effort that involves distributing over 4,000 bookmarks to date via their mail a book program. This extensive distribution of the bookmarks promotes our partner's online resources including the MedlinePlus website and other partner sites. There are four bookmarks topics including one on NN/LM. All bookmarks include all our partner websites (see attached Publisher Doc Bookmarks).

2. Description of Progress toward the Project's Major Objectives
 - a. Administrative/Planning Activities

Community Choice/Dialogo Informativo project's major short-term objectives include a 20% increase in our toll-free number seeking information about healthcare access and produce/air 2 segments a week for a total of 104 segments in 12 months. The major long-term goal is to seek a minimum of 5% improvement in government indicators tracking health disparities in target areas. Calls received to our toll free number increased by more than 50% (received 409 calls-increased by 200 calls). A minimum of two audio segments have been produced/air daily in addition they are being aired multiple times a day.

The impact of this NN/LM funded project is augmented significantly by our ongoing Community Access Program and SHIBA HelpLine program services in counseling about healthcare benefits and navigating the complex healthcare system.

- b. Collaborations/Partnerships

As stated previously Community Choice/Dialogo Informativo have been successful in establishing partnerships with North Central Regional Library and Collaboration with personnel from Wenatchee School District, Head Start, Together for a Drug Free Youth, EPIC, and OIC

Employment Services for farm workers. In addition Community Choice consortium includes Central Washington Hospital, Wenatchee Valley Medical Center, Quincy Valley Hospital, Columbia Valley Community Health, North Valley Hospital, Mid-Valley Hospital and 20 rural health clinics in North Central Washington.

c. Publicity/Marketing Activities

Community Choice/Dialogo Informativo have designed, printed and distributed 4,000 bookmarks, have created an informative brochure and have gained valuable recognition from the local community due to the health education news that is being aired daily by Spanish speakers.

c. Product/Resource Development Activities

Products and resources developed include the development, production and distribution of bookmarks, brochures and creating the Latino Health and Education Council in addition to the production of two informative Spanish audios aired weekly through our Dialogo Informativo program and Spanish radio network.

d. Site Visits (Include number and description of the sites and target population)

Sites visited include:

- Continued meetings with Dan Howard, Director of Public Service, at North Regional Library.
- A large group presentation to staff and library managers from all 28 library sites making up the North Regional Library system.
- Meeting with and maintaining contact with seven radio station directors of our partner radio stations.
- One large group meeting with members of the agency representatives that agreed to serve on the Health and Education Council supporting this project.
- Individual meetings with the seven members of our Health and Education Council.
- The target population for the most part are the Spanish speaking populations in Chelan, Douglas and Grant counties.

e. Outreach Activities *NOTE: Please complete a record of Training/Demonstration Sessions using the form at <http://nrlm.gov/evaluation/datacollection/ActivityInfo.pdf> and fax to your PNR staff contact at (206)543-2469.

List of outreach activities include:

- Monthly Interagency Council meetings (3)
- Monthly Wenatchee Valley Senior Services Network meetings (3)
- Monthly SHIBA Update Trainings (3)
- Distributed of 4000 bookmarks (1 set of 4,000)
- Produced/Aired two weekly audio segments (26)

- Bi-monthly Community Choice Board meetings (1)
- Community Choice/Dialogo Informativo Brochure (Designed 1 brochure)
- Health and Education Council (1)

Total # of sessions for the Quarter: 12
 Total # of sessions in which half or more of participants were from minority populations: 5
 Total # of participants for the Quarter: estimated 160

Breakdown of the count of participants by:

Health care or service provider, with a subtotal for public health personnel	estimated 152
Health sciences library staff member	0
Public/other library staff member	estimated 14
Member of the general public	estimated 45

f. Web site development activities

In addition to promoting our partner websites through the 4000 bookmarks distributed quarterly throughout the North Regional Library system, we have also added our partner websites to our Community Choice corporate website. Visit: www.communitychoice.us

g. Exhibits *NOTE: Please complete and include in the quarterly report an exhibit report found at <http://nmlm.gov/pnr/funding/ExhibitReportOutline09-12-02.doc>.

3. Loan some Doc/Document Delivery Activities

4. Evaluation Activities

We developed a survey and sent it to the members of the Health and Education council and listeners identified by our affiliate radio stations. The survey includes these 5 questions:

- The topic or message is of value to the Spanish speaking community.
- The quality of the segment allows for good understanding of the message.
- The length of the audio segment was appropriate for the message.
- The segment captures the target audiences' attention.
- Would you change anything about the segment.

Questions 1-4 were asked to be answered from a scale of 1 (disagree) to 5 (agree) and question 5 left space for comment. On average, 46% of the survey responses gave a 4 and 72% of the responses gave a 5 to each of the first 4 survey questions. On question 5, 100% of the responses would not make any changes to the audio segments they reviewed.

The Health and Education council members include people that know what works best in reaching the target community as they have daily contact with that target population. This is an effective tool to generate valid feedback to the quality of the audio segments. We continued to

receive very positive word of mouth reaction to our radio programming from the programming directors in two of our affiliate radio stations.

Finally, our continuous improvement process utilized for all our programs involves a regular review of our accomplishments relative to our target goals and the feedback mechanisms detailed above. This approach allows us to assess our quantitative outputs with relation to our stated goals and a qualitative perspective as an indication of our success in achieving the desired outcomes and impact of our services in our target communities.

5. Problems/Corrective Actions (including significant changes made in implementation of the project)

WE ARE PLEASED TO REPORT THAT NO CHANGES TO OUR PROPOSED DELIVERABLES HAVE BEEN NECESSARY. WE ARE ON TRACK TO MEET OR EXCEED OUR PROJECT GOALS.

6. Lessons Learned/Significant Feedback

We are pleased to report our success in meeting and exceeding our project objectives. However, our ability to meet and exceed our project goals would not be possible without the additional resources that we have been able to leverage through complementing grant funds from other organizations that have similar purpose.

7. Projected Activities for Next Quarter

APPENDIX

Include copies of: communications, materials produced, evaluation tools/instruments used or developed, press releases, advertisements, articles for newsletters, etc.

If journal articles are prepared with full or partial support from the subcontract, project directors are asked to comply with the NIH Public Access Policy (<http://publicaccess.nih.gov>). This policy asks project directors to submit voluntarily to the NIH manuscript submission (NIHMS) system (<http://www.nihms.nih.gov>) at PubMed Central (PMC) final manuscripts upon acceptance for publication.