



Situation in Puerto Rico Post-Maria

- High-priority public health needs included access to clean water, waste disposal, vector control, and management of generators
- Severely limited electricity, telecom and internet

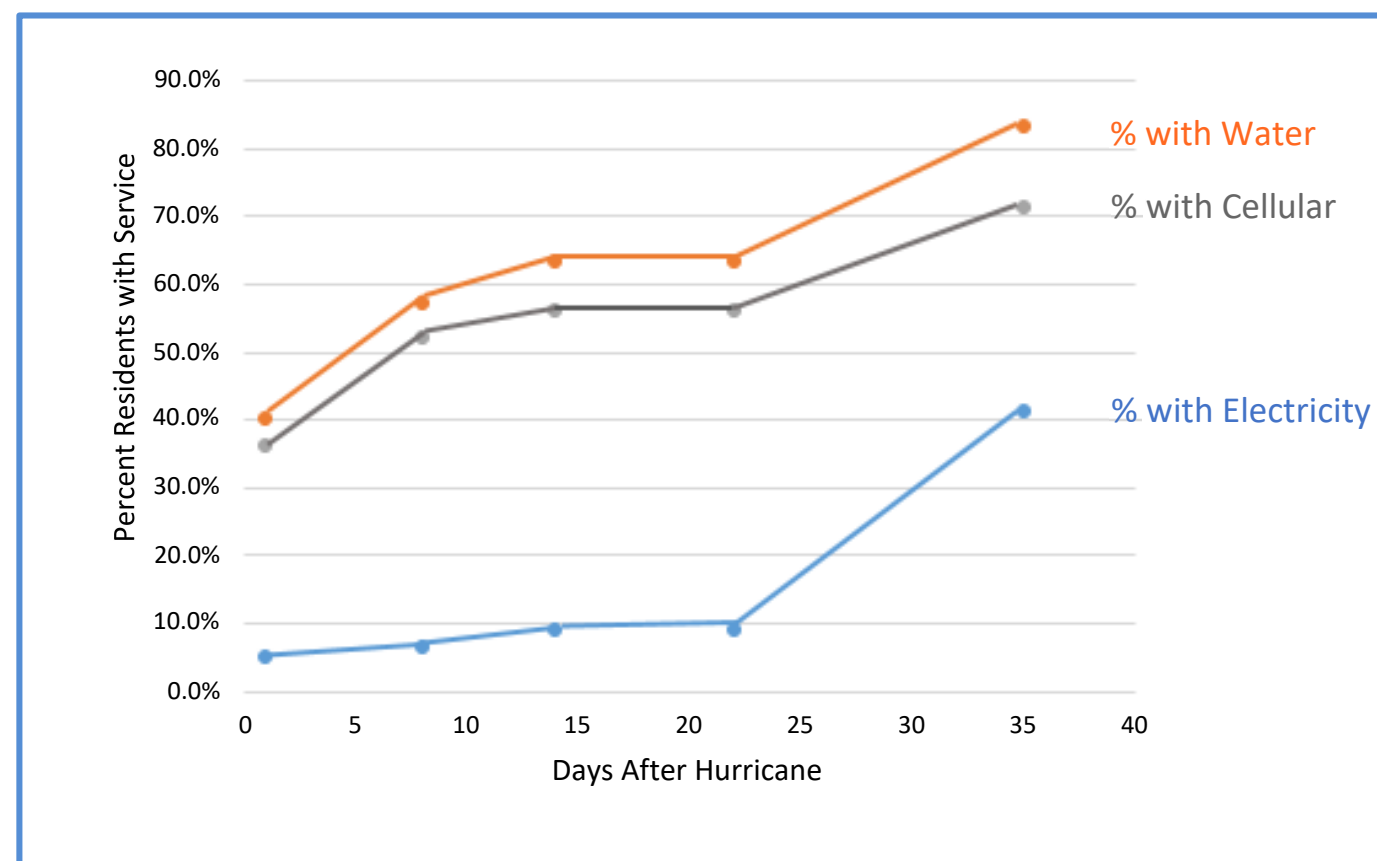


Figure 1. Locally-reported Service Availability Over Time

- Puerto Rico Department of Health (PR DOH) facilities damaged
- Most online resources are difficult to understand, not pertinent, too long and English only

Resources Available

1) **Trusted** technical assistance **partner** of health department (**Impactivo LLC**) **able to respond**

2) **Puerto Rico Network of local partners** from **diverse** sectors, gathered by **Impactivo**

- ✓ Newspapers
- ✓ Universities
- ✓ Health Departments
- ✓ Health care providers
- ✓ For profit Companies
- ✓ Charitable Foundations
- ✓ Non profits
- ✓ Radio
- ✓ Drug distributor
- ✓ Associations
- ✓ Pharmaceutical companies
- ✓ Media providers

3) Public Health Learning Network of ten university-based **Public Health Training Centers**, an existing, knowledgeable and **responsive team**

PH Training Center Network Response

Rapid Organization and Design

- Work plan initiated based on strong leadership and trust between partners
- Cloud based folders used to share urgent public health needs identified by PR DOH via **Impactivo**
- Identified and deconstructed online resources using instructional design expertise
- Asked subject matter experts within the network (see figure 2) to fill in gaps where online resources did not exist (e.g., cistern cleaning, addressing dialysis without electricity)
- Requested pro-bono Spanish translation support from the University of Miami
- Impactivo** worked on reducing branding and simplification for multiple distribution streams

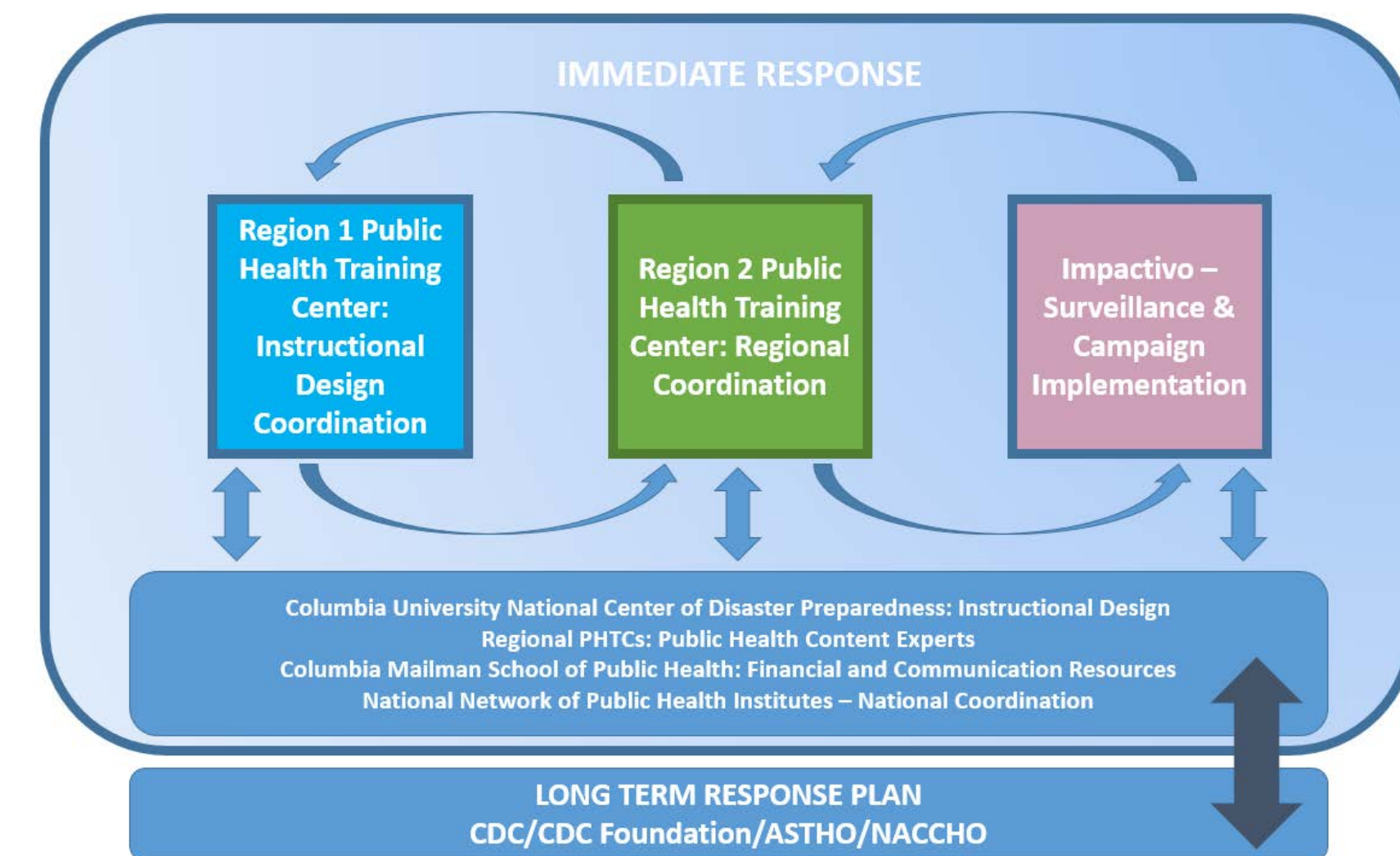


Figure 2. Representation of organizational network established to create media campaign in Puerto Rico

Public Health Campaign changed over time

- First, newspaper-based campaign generated printed copies
- Second, large local organizations printed and shared
- Third, pharmaceutical/health suppliers incorporated it into the supply chain to hospitals and moved the information with their goods.

Implications

PHLN is a strong, existing team, able to rapidly respond to specific needs for PH expertise

- Established communication patterns
- Trust
- SMEs known by network
- Instructional Design technical skills

Impactivo: an essential partner on the ground

- Trusted by PR DOH
- Identified and prioritized needs
- Customized materials for local culture

Conclusion:
Relative to centralized funding approaches, strong **SME Network with Local Partner** can generate quick outcomes in a cost-effective manner



Figure 3. Sample Element of Public Health Campaign

www.impactivo.com/saludame-saludable