



Deconstructing Online Content for Puerto Rico Post-Hurricane Maria: Rapid Response Public Health Campaign by PHTCs Todd, Karla, MBA, MSM, Boston University School of Public Health, Cinnick, Samantha, MPH, CHES, CPH, Columbia School of Public Health, Parrilla-Lopez de Victoria, Heidi, PhD, BHE, Impactivo



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

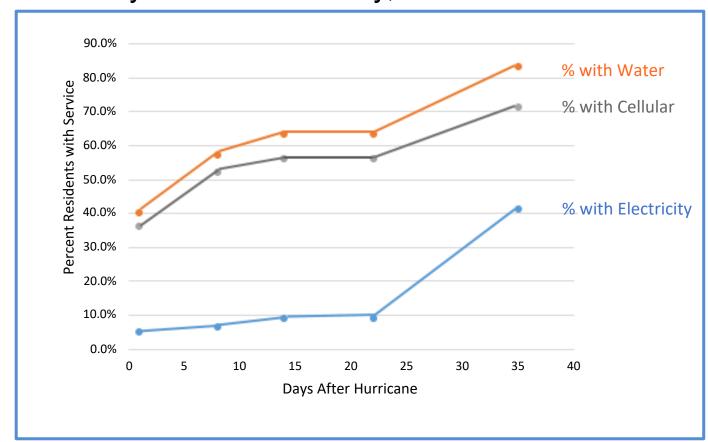


Figure 1. Locally-reported Service Availability Over Time

- 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

✓ Non profits

✓ Associations

Drug distributor

✓ Radio

- ✓ Newspapers
- ✓ Universities
- ✓ Health Departments
- ✓ Health care providers

- ✓ Charitable Foundations
- ✓ Pharmaceutical ✓ For profit Companies companies ✓ Media providers
- 3) Public Health Learning Network of ten universitybased **Public Health Training Centers**, an existing, knowledgeable and responsive team

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

Use solamente agua

X

Vacíe contenadores

para evitar plagas.

que contengan agua

embotellada o que

haya sido hervida.

8 ACCIONES IMPORTANTES

A REALIZAR

DESPUES DE

UN HURACAN

SALÚDAMF Saluda¹

Deseche comida que

Use las estufas afuera

distancia de al menos

eléctricas a una

20 pies de la casa.

mantenga las plantas

con agua de inundación

avese las manos

Guarde restos de

perecederos fuera de

Manténgase hidratado

y fuera del sol para

prevenir las náuseas.

Figure 3. Sample Element of Public Health Campaign

haya estado en contacto comida y alimentos

agua y jabón.

PH Training Center Network Response

IMMEDIATE RESPONSE Region 1 Public **Region 2 Public** Impactivo – **Health Training Health Training** Center: Center: Regiona Instructional Coordination Design Coordination Columbia University National Center of Disaster Preparedness: Instructional Design Regional PHTCs: Public Health Content Experts **LONG TERM RESPONSE PLAN** CDC/CDC Foundation/ASTHO/NACCHO

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

Public Health Campaign changed over time

- 1. First, newspaper-based campaign generated printed copies
- 2. 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

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

Conclusion:

www.impactivo.com/saludame-saludable