

World Trade Center Health Program (WTCHP)
Final Report
April 27, 2015

I. Overview

Project Title: Using Well-Established Local and National Networks to Reach WTC Responders and Survivors including the Hardest to Reach.

- Grant Number: 5E11OH010457
- Total project period: 11/14/2012 to 2/28/2015
- Funding Agency: National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention
- Institution: New York Committee for Occupational Safety and Health (NYCOSH)

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II. Summary

The New York Committee for Occupational Health and Safety (NYCOSH) is a non-profit coalition of 150 labor unions and more than 200 safety and health activists, legal and health professionals, community organizers and activists. NYCOSH is dedicated to the right of every worker to a safe and healthful workplace. For more than 35 years, NYCOSH has provided high quality training and technical assistance to workers on how to reduce or eliminate job-related hazards in an effort to improve workplace safety. For this project, NYCOSH project staff used our well-established national and local networks to reach populations of World Trade Center responders and survivors. To increase participation in the World Trade Center Health Program, we reached out to people locally and nationally with information about the benefits they are afforded under the James Zadroga Bill.

III. Project Aims

The overall goal of the project was to increase enrollment and participation in the WTC Health Program (WTCHP). NYCOSH and its partner and collaborative organizations represent a wide geographic and demographic range, and therefore this proposal covers both responders and survivors locally in the New York Metropolitan Area and nationally.

NYCOSH developed a multi-faceted outreach and education strategy to provide information and outreach to responders and survivors. We learned about how best to encourage and assist responders and survivors in participating in the monitoring and, where appropriate, treatment programs, based on the successes and challenges in the past decade of work. We implemented

multiple outreach approaches required to cover a wide array of language, literacy levels, cultures, access to general health care and many other factors.

Our approach differed depending on the target population, yet the core message remained consistent: we encouraged all eligible responders and survivors and provided assistance in preparing their applications to participate in monitoring and treatment if needed. We tailored that message to meet the specific needs of each sub-group based on their WTC health-related status.

Approaches for outreach and education included:

- Development and dissemination of outreach and education materials
 1. Materials developed
 2. Materials disseminated
 - a. In person meetings with community and professional organizations
 - b. Online outreach via social media and targeted advertisements
 - c. Earned media coverage about WTCHP
- Establishment of a telephone hotline and online information systems
 1. Telephone hotline
 2. Online information systems
 - a. Development of WTCHP webpage on NYCOSH website
 - b. Development of social media accounts to promote WTCHP
 - c. WTCHP promotions via *Newsline*, NYCOSH's weekly e-newsletter

IV. Project Evaluation

The data in this report is for the period of January 1, 2014 through February 28, 2015. Project activities that occurred prior to January 1, 2014 have been summarized in previous reports. NYCOSH completed a significant number of training programs, presentations, and distributed information throughout the region on the WTCHP. Table 1 provides an overview of activities conducted through this program and the number of individuals reached.

Table 1: Activities conducted by type

Activity Type	Description	Individuals Reached
Direct Mailing	Print and electronic mailings including information about WTCHP.	283,512
Presentations	Attended meetings and presented on WTCHP	8,398
Website	The NYCOSH WTCHP website was developed and updated to include new information as appropriate. (Data collected November 2014-February 2015)	12,571
Social media	Development of Facebook and Twitter accounts.	440 Facebook followers and 295 Twitter followers

Outreach Strategy

NYCOSH has implemented a three-prong outreach strategy for the final reporting period, which included:

- 1) In-person outreach, including program promotion at NYCOSH trainings and attending outreach at events hosted by NYCOSH, constituent organizations and other allies;
- 2) Advertising placements designed to reach the members of constituent and allied organizations.
- 3) Communications work, including use of social media, earning media placements, and using other communications tools

NYCOSH reached a total of 7,316,031 individuals with information about the WTCHP via these three methods. Of these, 8,398 individuals were reached through in-person outreach, 288,108 individuals were reached through targeted advertising, and 7,019,525 were reached through communications work.

Strategy One: In-Person Outreach

One of the primary ways we conducted outreach for the WTCHP was in person. We promoted the WTCHP both during NYCOSH's scheduled trainings and through outreach events we hosted or participated in with organizational partners. Over the course of the reporting period, NYCOSH reached 8,398 responders and survivors representing 76 unions and organizations in the New York Metropolitan area. While NYCOSH has engaged in ongoing efforts to work alongside the union sector to promote the program, in the final reporting period, we increased our focus on non-unionized immigrant worker groups and community-based organizations that represent populations with limited English proficiency.

Some examples of the organizations and constituents reached during these trainings include the predominantly Spanish-speaking members of organizations like Make the Road, New York Immigration Coalition, Street Vendor Project, and New Immigrant Community Empowerment. Members of such organizations work in low-wage industries such as: day labor, janitorial services, domestic work and restaurant work. They span the population of survivors and responders, with some individuals potentially qualifying as both. As such, it was a challenge for NYCOSH to discern the exact number of each group reached. We have instead compiled data to show a combined number of survivors and responders. Another contributing challenge was the lack of appropriate (and timely) Spanish outreach materials. We will discuss this further in the "Challenges" section.

Outreach Tools Developed

NYCOSH reviewed materials from NIOSH and other sources for inclusion in the materials distributed in this program. Five NIOSH documents were co-branded by NYCOSH. These include:

1. Collage Poster
2. Responder Palm Card
3. Map-themed postcard
4. *Making Resources Available* informational flier
5. *Medical Exams, Treatment and Medication* informational flier

Strategy Highlights

During this reporting period, NYCOSH participated in numerous events and trainings, including some national outreach events. NYCOSH staff also coordinated media efforts around the thirteenth anniversary of September 11th to earn media coverage about the WTCHP. A few events of note during this period include:

1. NYCOSH participated as an exhibitor during the American Public Health Association's Annual Meeting, held in November 2014 in New Orleans, which reached approximately 5,000 responders, survivors, and the service providers who represent them.
2. NYCOSH coordinated a Latino Health Fair held at Saint Anne's Church in Queens, New York in February of 2015, which reached 60 responders and survivors.

The American Public Health Association Annual Meeting was a particular success. NYCOSH staff delivered information to more than 5,000 public health advocates from across the nation, including materials packets and promotional items like folders and pens. We networked with dozens of new local and national contacts for continued outreach. All NYCOSH program staff participated in the event, which included the placement of a NYCOSH/WTCHP promotional booth in the Exhibition Hall, which had daily traffic of over 1,500 attendees.

Additionally, NYCOSH staff represented the WTCHP in a variety of forums, roundtable discussions, meetings, and networking events with disaster response and readiness professionals and public health professionals. We displayed promotional materials in public information areas, reaching countless attendees. While the cumulative impact of this important event is challenging to calculate, NYCOSH estimates that thousands more service providers, responders, and survivors have been reached through these efforts, as thousands of event attendees brought home over 5,000 pieces of WTCHP printed and promotional information to disseminate in their home communities across the United States.

The Latino Health Fair at Saint Anne's Church in Queens was a great venue for NYCOSH staff to reach some of the hardest to reach populations by bringing the message about the WTCHP directly to their community, alongside nine Latino-oriented service providers. This event, held on February 15th just after a Spanish-language mass offered by the church, provided warmth, food, and important information about the WTCHP to 60 Latino families in Flushing, Queens.

Materials disseminated

NYCOSH reached responders and survivors in the New York area by working with: labor unions; volunteer organizations; groups of responders who were active on 9/11 health issues; and the media who continued to inform those who have not participated in a health program, about the benefits of doing so.

There are many responders who do not live in the New York City area. Some were workers and volunteers who have never lived in New York City but came here after 9/11 to participate in the recovery and cleanup. Others are former New York City residents who have since left the area. The same methods were employed to reach this population as the local New York City population; however some of the organizations that were engaged in the outreach efforts were different. NYCOSH regularly attended and made presentations at meetings and other events sponsored by labor unions, community organizations, immigrant and faith-based groups that

represent responders and survivors. These presentations conveyed the core message of the program. NYCOSH presented at 86 meetings with community and professional groups, providing resources to 8,398 individuals. The types of organizations and the number reached through in-person meetings are listed in Table 2.

Table 2: Organizations and number reached through educational presentations and meetings by date, 2014-15.

Date	Type of organization	Organization	# Attended
02/10/2014	Immigrant Worker Organizations	Ecuadorian Consulate	9
03/03/2014	Immigrant Worker Organizations	Mexican Consulate	10
03/10/2014	Immigrant Worker Organizations	Colombian Consulate	12
03/11/2014	Immigrant Worker Organizations	Ecuadorian Consulate	8
03/12/2014	Immigrant Worker Organizations	Casa Ecuatoriana	22
03/13/2014	Immigrant Worker Organizations	Movimiento Inmigrante Internacional	9
03/13/2014	Immigrant Worker Organizations	Casa Ecuatoriana	35
04/07/2014	Immigrant Worker Organizations	Mexican Consulate	7
04/27/2014	Immigrant Worker Organizations	Saint Ann Parish	30
05/27/2014	Immigrant Worker Organizations	Mexican Consulate	45
05/27/2014	Immigrant Worker Organizations	Casa Ecuatoriana	7
06/21/2014	Immigrant Worker Organizations	Mexican Consulate	31
06/23/2014	Immigrant Worker Organizations	Colombian Consulate	17
06/30/2014	Immigrant Worker Organizations	Colombian Consulate	16
07/30/2014	Responders &/or Survivors	LES Ready!	25
08/07/2014	Community Based Organizations	The Osborne Association	15
08/12/2014	Responders &/or Survivors	FEMA	100
09/05/2014	Responders	Various Unions & Organizations	30
09/06/2014	Labor Organizations & Unions	Various Unions & Organizations	50
09/11/2014	Labor Organizations & Unions	NYCTA	40
09/12/2014	Government	Various Unions & Organizations	18
09/16/2014	Responders &/or Survivors	Various Unions & Organizations	300
09/27/2014	General Public - Mixed Groups	DC 37	75
10/02/2014	Community Based Organizations	Nontraditional Employment for Women (NEW)	15
10/03/2014	Community Based Organizations	Metropolitan Health Center	150
10/06/2014	Immigrant Worker Organizations	Casa Ecuatoriana	22
10/07/2014	Community Based Organizations	Nontraditional Employment for Women (NEW)	20
10/09/2014	Labor Organizations & Unions	TWU Local 101	75
10/10/2014	Government	Various Unions & Organizations	17
10/10/2014	Community Based Organizations	Neighbors Link Northern Westchester	9
10/10/2014	Community Based Organizations	Mixteca Organization, Inc	19
10/14/2014	Community Based Organizations	Street Vendor Project	50
10/14/2014	Community Based Organizations	Mexican Consulate	100
10/15/2014	Government	NYC Office of Emergency Management	25
10/16/2014	Labor Organizations & Unions	CLC	60
10/16/2014	Community Based Organizations	Immigrant Movement International	7

10/16/2014	Community Based Organizations	Mexican Consulate	20
10/17/2014	Community Based Organizations	Nontraditional Employment for Women (NEW)	25
10/18/2014	Government	Council Member Debi Rose	100
10/19/2014	Community Based Organizations	Domestic Workers United	300
10/21/2014	Responders &/or Survivors	Various Unions & Organizations	30
10/22/2014	Labor Organizations & Unions	CSEA	225
10/24/2014	Labor Organizations & Unions	NYCTA	29
10/25/2014	Community Based Organizations	Rockaway United	75
10/28/2014	Community Based Organizations	Sadie Nash	25
10/29/2014	Labor Organizations & Unions	TWU Local 100	15
11/04/2014	Labor Organizations & Unions	United Way Long Island	20
11/04/2014	Community Based Organizations	Casa Ecuatoriana	16
11/06/2014	Labor Organizations & Unions	New York City Central Labor Council, AFL-CIO	16
11/06/2014	Community Based Organizations	Various Unions & Organizations	20
11/10/2014	Labor Organizations & Unions	Various Unions & Organizations	115
11/12/2014	Community Based Organizations	Make The Road NY	38
11/12/2014	Community Based Organizations	Neighbors Link Northern Westchester	10
11/12/2014	Community Based Organizations	Project Hope	20
11/12/2014	Community Based Organizations	Project Hope	23
11/12/2014	Community Based Organizations	Make The Road NY	38
11/14/2014	Community Based Organizations	Nontraditional Employment for Women (NEW)	25
11/14/2014	Community Based Organizations	Movimiento Inmigrante Internacional	14
11/14/2014	Government	Various Unions & Organizations	20
11/14/2014	Community Based Organizations	Movimiento Inmigrante Internacional	12
11/17/2014	Professional Organizations - National	American Public Health Association	5000
11/20/2014	Labor Organizations & Unions	Local 246	175
11/21/2014	Responders	NYCTA	19
11/25/2014	Community Based Organizations	Sustainable South Bronx	25
12/02/2014	Community Based Organizations	Casa Ecuatoriana	11
12/03/2014	Community Based Organizations	NYIC	25
12/03/2014	Community Based Organizations	Project Hope	15
12/04/2014	Community Based Organizations	Mexican Coalition	15
12/05/2014	Responders	NYCTA	13
12/05/2014	Labor Organizations & Unions	La Fuente/32BJ	30
12/05/2014	Community Based Organizations	Fathers In Accion Inc.	25
12/07/2014	Community Based Organizations	NYIC	25
12/10/2014	Responders	NYCTA	28
12/11/2014	General Public - Mixed Groups	Dramatics, Inc.	45
12/11/2014	Community Based Organizations	Movimiento Inmigrante Internacional	21
12/18/2014	Community Based Organizations	Movimiento Inmigrante Internacional	5
01/14/2015	Community Based Organizations	Nontraditional Employment for Women (NEW)	20
01/29/2015	Responders	NYCTA	18
01/30/2015	Community Based Organizations	Nontraditional Employment for Women	19

		(NEW)	
02/02/2015	Labor Organizations & Unions	IATSE, Local 1	8
2/10/2015	Community Based Organizations	Casa Ecuatoriana	26
2/13/2015	Community Based Organizations	English Speaking Unions	12
2/15/2015	General Public - Mixed Groups	Saint Anne Parish	50
2/17/2015	Community Based Organizations	Project Hope	21
2/19/2015	Responders	NYCTA	11
2/26/2015	Labor Organizations & Unions	New York City Central Labor Council, AFL-CIO	25
TOTAL			8398

Strategy Two: Targeted Advertising

In addition to investing NYCOSH staff resources for outreach events and trainings, we identified advertising as a strategic use of resources. We tailored messages for a variety of audiences, events, and publications. Our advertising strategy includes:

- A combination of targeted mailings including email and print advertisements mailed directly to the members of various constituent and ally organizations of NYCOSH
- Advertisements purchased in event programs
- Advertisements in other organization’s member-facing publications
- Banners and/or digital advertisements displayed at events hosted by other organizations

NYCOSH reached 288,108 individuals with our advertising strategy during this reporting period.

Advertising Tools Developed

NYCOSH developed 23 separate advertisements for various media. Of these, nine were developed bilingually or in a language other than English. Other languages include Spanish, Korean and Mandarin Chinese. NYCOSH also secured 13 media placements. Eight were in print/digital formats, and five were on radio or television. All advertising tools developed are included in Appendix 1.

Strategy Highlights

Strategy highlights include placement of WTCHP advertisements and materials at the Mexican Consulate locations in Manhattan and in Austin, Texas. Today, the banner advertisement purchased for the Mexican government’s health program for people residing in the U.S., *Ventanilla de Salud* geo-targeted for the Austin, Texas location of the Mexican Consulate) continues to be displayed and is seen by approximately 150 people daily. Another highlight is the electronic advertisement purchased in the American Medical Society’s weekend publication, which reaches an audience of over 130,000 medical providers nationally, and 23 advertisements purchased in event programs locally and nationally. We created this advertisement in collaboration with doctors who treat patients that may have WTC-related illnesses. The advertisement links doctors to NYCOSH’s WTCHP webpage so that they can learn more about the program and increase patient referrals.

Strategy Three: Communications

NYCOSH relied heavily on a robust communications plan that enabled us to reach a combined 7,019,525 individuals with information about the WTCHP. This strategy included an emphasis on earned media placements, development of social media tools, use of existing NYCOSH communications tools, and development of electronic media tools, as outlined below.

Strategy Highlights

NYCOSH's WTC Press Conference was a part of our ongoing media efforts to promote the WTCHP, through which we reached a combined audience of over 7,000,000. We secured interviews with Spanish-language press and the press conference highlighted the long-term contributions of day laborers to the recovery efforts. We featured both English and Spanish-language speakers from diverse backgrounds and professions, including representatives from the National Day Labor Organizing Network, the Laborers' International Union's Local 78, and Congressman Jerrold Nadler, and other Cooperative Awardee groups like DC 37 and 9/11 Environmental Action staff. We urged day laborers and other non-traditional response workers to apply for the WTCHP.

NYCOSH also spent time developing relationships with a list of press-ready speakers who are leaders able to give interviews to media about the WTCHP, and has additionally developed an internal list of news reporters and outlets who cover World Trade Center-related topics.

Communications Tools Developed

Earned Media

Articles have been published in various journals, websites, or other media, including *Telemundo*, CWA Newsletter, OHSONline, NY1, and Newsday. An estimate of the number of individuals reached through these messages was over 7,000,000 people. Appendix 2 displays the outlets where we secured media placements.

Telephone hotline

The telephone line for a WTCHP multilingual (English & Spanish) "hotline" was established in April 2013. The toll-free hotline (855) 4WTC-AID was listed on 12 outreach materials produced and distributed by NYCOSH. All calls for this period were conducted in English, although Spanish language was also available for the hotline.

NYCOSH WTCHP Web page

NYCOSH developed a dedicated web page for the WTCHP Program (<http://nycosh.org/initiatives/world-trade-center-health-program/>), which went live in July 2013. The website provided information about conditions eligible through the 2011 Health and Compensation Act, a link to application to apply, and where to get additional information about the program. The website includes links to the NIOSH page, so that the WTCHP Application Form can be completed, and filed properly. The number of hits on the NYCOSH WTCHP website is 13,790, which includes web traffic from November 2014 to February 28, 2015. Prior to a website upgrade in November 2014, NYCOSH was not able to collect these data.

NYCOSH Social Media

NYCOSH has developed both Facebook and Twitter feeds for the WTCHP project. Currently, NYCOSH has 440 Facebook followers and 295 followers on Twitter. Information on the WTCHP Program was distributed through both of these social media channels.

NYCOSH Weekly Newsletter

NYCOSH has developed an active weekly eNewsletter that includes relevant information on health and safety to a wide audience. The eNewsletter frequently included information on the WTCHP Program. The eNewsletter has a subscription of over 5,000 readers.

Text Messaging

NYCOSH opted not to engage members or potential program participants through text messaging as initial outreach indicated that individuals were unwilling to share their personal information in this way.

V. Challenges

The challenges confronted by NYCOSH were at times significant, although project staff were successfully able to create solutions to many of them. These challenges fell into three main areas, outline below, including:

- 1) Challenges with the adequacy of printed materials
- 2) Challenges with other promotional materials
- 3) Administrative challenges

Printed Materials

One of the biggest impediments to reaching responders and survivors with limited English proficiency was the lack of materials appropriate to the population. Although some materials were translated in Spanish and available on the NIOSH website, these materials proved insufficient. NYCOSH program staff initiated the design and approval process of new effective materials, which took many weeks from conception, to approval and printing. Examples of lack of materials and delay of materials includes the long delay in the creation of promotional videos and other shareable social media material in Spanish which prevented NYCOSH member groups from actively using their social media networks to reach their membership with colorful and compelling messages about the WTCHP. Another example is the delay in production and print distribution of the recently produced Clinical Center of Excellence program brochure. NYCOSH staff and others within the Non-English outreach group expressed dismay upon hearing that as of February, the brochure had not been translated.

Additionally, the promotional fliers and brochures that have been printed prior to 2014 miss the mark for the audience that NYCOSH is actively working to engage, which includes people with Limited English Proficiency and varied literacy levels. The NIOSH-produced materials do not indicate that an individual's immigration status will not affect an application to the WTCHP, which is of critical importance for many day laborers and other Spanish-speaking workers. In 2014, NYCOSH designed and produced a new co-branded, bilingual postcard, which serves to

reach this population and addresses the question of immigration status; however, the process took upward of four months from start to finish due to the approval process.

Finally, the currently existing printed outreach materials are not designed with varied-literacy level audiences in mind, and due to these two oversights in materials production, NYCOSH believes that many thousands still remain to be reached with the message about the WTCHP. It is NYCOSH's hope and recommendation that as the program continues, NIOSH will place equal resources and priority on non-English and varied-literacy materials in order to increase the numbers of non-English applications to the program.

Other Promotional Materials

Another challenge that NYCOSH confronted was the inability to get NIOSH approval to produce promotional materials, such as WTCHP-branded hand sanitizer, water bottles, and/or tote bags. NYCOSH's experience coordinating outreach events and our history using the previously produced promotional items (such as the bags and water bottles historically produced by the Health and Hospitals Corporation) strongly indicate public preference for these kinds of products. For example, these products provide a conversation piece for workers on the job, who can then use the product to promote the program to their co-workers who may also qualify for the WTCHP. Additionally, giveaway promotional items such as these help initiate conversation at large outreach events, conversations that often lead to referrals and other word of mouth program advertisement; for an outreach team, the importance of promotional items like these cannot be understated.

Program Administration

NYCOSH intended to collect data from clinics on the number of referrals originated from our outreach efforts. However, the Data Center reported that this number is not possible to report, as they did not collect it. Data from an optional survey of clients upon initial registration at a WTC clinic indicated that 9 individuals heard about the program from NYCOSH. As the majority of our outreach happened through other organizations, wherein NYCOSH staff communicated with the membership of other unions and organizations at events hosted by those agencies, it is possible that clients associated their home organization as the place where they heard about the program, even when NYCOSH staff was responsible for the communication.

Another administrative challenge NYCOSH confronted was the question of reaching those responders and survivors who have migrated out of the New York area. Program staff realized that there has not yet been adequate funding or resources devoted to research that would support targeted national outreach. Funding for national outreach must also be adequate to ensure those responders and survivors living out of state are reached. As such, NYCOSH's efforts to reach the out-of-state population, has been limited in scope and based on our organizational capacity to carry out such important research and outreach. In conversations with locally-based responders and survivors, many were aware of former neighbors and coworkers who were ill and needed care but had moved out of the metro area and they were not sure how to reach them NYCOSH hopes that based on these challenges, NIOSH will invest its expertise and resources to carry out deeper, more substantive research about this topic.

Finally, NYCOSH acknowledges that there were also internal challenges in carrying out the work of the WTCHP, principally the retirement of the previous PI on the project and the additional staff turnover throughout the life of the project. In this regard, NYCOSH views the past year as an instructive moment that indicates our commitment to the WTCHP program even in the face of challenges. In the next phase of work, we are committed to continuing to strengthen our team, to continue the most effective strategies and to continue to foster all of the relationships we have built for the program to succeed.

Appendix 1

NYCOSH World Trade Center Health Program Materials Developed

Figure 1: Were You Caught in the Dust Cloud English/Spanish



9/11: Were you caught in the dust cloud?

Did you do cleanup or maintenance work below Canal Street after 9/11?

Did you live, work, or go to school below Canal Street after 9/11?

If so you may be eligible for World Trade Center Health Program Benefits, like medical exams, treatment, and medication.

Call **NYCOSH** at 855.498.2243 or visit our website
www.nycosh.org for more information.

9/11: ¿Usted se expuso a la nube de polvo?

¿Usted hizo trabajo de limpieza o mantenimiento al sur de
Canal Street después de 9/11?

¿Usted vivió, trabajó, o fue a escuela al sur de Canal Street
después de 9/11?

Entonces puede ser elegible para recibir beneficios del Programa de Salud WTC, como exámenes médicos, tratamiento, y medicamentos.

Llámemos en NYCOSH al 855.498.2243 o visite nuestra página web
en www.nycosh.org para más información.

Figure 2: Were You Caught in the Dust Cloud English/Chinese/Korean



9/11: Were you caught in the dust cloud?

Did you do cleanup or maintenance work below Canal Street after 9/11?

Did you live, work, or go to school below Canal Street after 9/11?

If so you may be eligible for World Trade Center Health Program Benefits, like medical exams, treatment, and medication.

Call NYCOSH at 855.498.2243 or visit our website www.nycosh.org for more information.

9/11: 您遭受塵害嗎?

9/11之後, 堅尼街以南地區, 您需做清理或維護的工作嗎?

9/11之後, 您在堅尼街以南地區居住, 工作或上學?

如您符合上述情況, 您符合申請世貿中心健康計畫福利, 像是: 醫療檢測、治療或藥物治療。

請洽電NYCOSH, 連絡電話: 855-498-2243, 或上官網: www.nycosh.org 獲得更多詳情。

9/11: 9/11 사건 당시 먼지의 피해를 입으셨습니까?

9/11 사건 이후 커널(Canal) 스트리트 아래 지역에서 청소나 보수작업을 하셨습니까?

9/11사건 이후 커널 스트리트 아래 지역에서 살거나, 일하거나 학교를 다니십니까?

**어쩌면 당신은 건강 진단, 치료와 약물치료를 포함하는
월드 트레이드 센터 건강 프로그램 혜택의 수혜인이 될 수 있습니다.**

**뉴욕직장안전보건위원회(NYCOSH)에 전화(855-498-2243)하거나
웹사이트(www.nycosh.org)에서 자세한 정보를 확인하세요.**

NYCOSH

Figure 3: NYOSH Dust Cloud Half English



WERE YOU CAUGHT IN THE DUST CLOUD ON 9/11?

Did you work as a cleanup worker or perform maintenance work in the year after 9/11?

Did you live, work or go to school or day care in lower Manhattan in the year after 9/11?

If so, you may be eligible for World Trade Center Health Program benefits:

- Medical monitoring exams
- Treatment services
- Medication for WTC-related conditions

Call NYCOSH at 855-4WTC-AID (855-498-2243) for further information, or visit our website www.nycosh.org.

NYCOSH
New York Committee for Safety & Health

NYCOSH_WTCHPrev.indd 1 6/3/14 2:40 PM

Figure 4: 9/11 Estuvo Presente Full Page Ad

9/11 ¿Estuvo Presente?



SI USTED:

- ▶ Trabajó o fue voluntario durante el recate, la recuperación, la demolición o la limpieza del desastre de 9/11 en el World Trade Center
- ▶ Vivía, trabajaba, o asistía alguna escuela al redor de la área impactada

Entonces puede ser elegible para recibir los beneficios del Programa de Salud de WTC de manera gratuita, que incluye exámenes médicos y tratamiento para síntomas relacionadas, como:


- ▶ Dificultad para respirar o asma,
- ▶ Cáncer,
- ▶ Estrés, ansiedad o depresión

Llámenos y dejar un mensaje sin costo en la línea directa de NYCOSH 855.498.2243 o visite la página web en www.cdc.gov/wtc para más información.

NYCOSH

Figure 5: Estuvo Presente Banner

9/11 ¿Estuvo Presente?



SI USTED:

- ▶ Trabajó o fue voluntario durante el rescate, la recuperación, la demolición o la limpieza del desastre de 9/11 en el World Trade Center
- ▶ Vivía, trabajaba, o asistía alguna escuela al redor de la área impactada

Entonces puede ser elegible para recibir los beneficios del Programa de Salud de WTC de manera gratuita, que incluye exámenes médicos y tratamiento para síntomas relacionadas, como:

- ▶ Dificultad para respirar o asma,
- ▶ Cáncer,
- ▶ Estrés, ansiedad o depresión,

Llámenos y dejar un mensaje sin costo en la línea directa de NYCOSH 855.498.2243 o visite la página web en www.cdc.gov/wtc para más información.


Figure 6: Were You There Map Postcard English



Figure 7: Estuvo Presente Map Postcard Spanish



Figure 8: American Medical Association Weekend Insertion Advertisement



**Are your
patient's
symptoms
9/11 related?**

The World Trade Center Health program provides treatment for 9/11-related illnesses, like cancer, asthma, PTSD, and much more.

Know for sure.
Ask your patients if they lived or worked near a 9/11 site.

www.nycosh.org/wtc

NYCOSH

Appendix 2

NYCOSH World Trade Center Health Program Articles Published/Media Outlets

Date	Organization	Audience	Project Description	Type of Activity	Estimated #s Reached	Outl (tele Web)
3/13/14	CWA		Notice that 9/11 workers, residents, first responders are still eligible for health screenings & treatment			Web
4/30/14	Telemundo		Workers' Memorial Day			Tele
8/13/14	Inside Public Health	R & S	WTCHP - Resources	Organizational newsletter		E-ne
9/3/14	The Journal News ¹	R	Registration deadline for workers with medical claims	Press conference	164,059	Web
9/5/14	NY1 ²	R	Advocates spread word to people to sign up for state benefits	Press conference		Web
9/5/14	Newsday ³	R	Deadline for 9/11 workers to sign up with Workers' Comp Board	Press conference	437,000	Web
9/5/14	WNYC ⁴	R	"9/11 workers have one week left to register"	Press conference		Web
9/5/14	Newsday ⁵	R	Officials encourage 9/11 workers to register with state board in case of future illness	Press conference	437,000	Web
9/5/14	Labor Press ⁶	R	Workers have one week left to register for benefits	Press conference		
9/5/14	OHS Online ⁷	R	Deadline Nears for Responders to File Claims			
9/5/14	The Chief	R		Press conference		
9/8/14	Downtown Express ⁸	R	9/11 is the deadline for Sept. 11th Workers Comp for volunteers & employees	Press conference		
1/2/15	CyTUnidos ⁹	R&S	Salud para Sobrevivientes de 9/11			

* The websites for each of these events are listed on the next page.

Websites

1. <http://www.lohud.com/story/news/local/westchester/2014/09/03/registration-deadline-for-911-workers-with-medical-claims/15016315/>
2. <http://www.nyl.com/content/news/215032/advocates-spread-word-of-deadline-for-september-11th-responders-to-apply-for-state-benefits/>
3. <http://www.newsday.com/news/new-york/9-11-workers-face-wtc-registry-deadline-1.9236609>
4. <http://www.wnyc.org/story/911-workers-have-one-week-left-register-compensation/>
5. <http://www.newsday.com/news/health/officials-urge-all-9-11-workers-to-register-with-state-board-in-case-of-future-illness-1.9238668>
6. <http://laborpress.org/sectors/health-and-safety/4385-9-11-workers-have-one-week-to-register-for-benefits>
7. <http://ohsonline.com/articles/2014/08/29/deadline-nears-for-responders-to-file-claims.aspx>
8. <http://www.downtownexpress.com/2014/09/08/911-is-the-deadline-for-sept-11th-workers-comp-for-volunteers-employees/>
9. <http://cytunidos.com/2014/12/31/sobrevivientes-del-911-incubara-para-cine-latino/>