

**WTCHP Non-Research Cooperative Agreements
Final Progress Report
Voices of September 11th**

March 6, 2015

Grant Number:
1E11OH010453-01

Project Title:
Voices of September 11th / MHA of NYC WTCHP Outreach Project Cooperative Agreement

Total project period: Sept 1, 2012 – September 30, 2014

Funding Agency: National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention

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I. Overview

Project Title

Voices of September WTCHP Outreach Project

Primary Staff : VOICES: Mary Fetchet, Frank Fetchet (volunteer), Sheri Burkat, Debbie Westfal, Stephanie Landau, Susan Dahill, Jean Garten, Sean Dudley ; MHA-NYC: **Christian Burgess (interim Program Manager; volunteer), Juliana Gonzalez, Tracy Luo**

Organization/Institution: Voices of September 11th (VOICES), MHA of NYC (MHA-NYC)

Contract/Project Number: CDC-RFA-OH12-1201

Project Period: September 1, 2012 to September 30, 2015 Data in this report begins on October 1, 2013. Our Annual Progress Report along with this Final Progress Report represent our full Cooperative Agreement close-out.

II. Project Summary Description

Organization description

Voices of September 11th (VOICES) and the Mental Health Association of New York City (MHA-NYC) joined forces to address the goals of the World Trade Center Outreach and Education Plan Non-Research Funding Announcement. Both VOICES and MHA-NYC are uniquely positioned to leverage each organization's core competencies to increase understanding of the WTC Health Program and the number of individuals registered and screened for service within the target population as defined by the Zadroga Act. The partnership worked out very well.

Both organizations have seasoned professionals who educate as well as provide support for the WTC Health Program enrollment and screening process. The plan for outreach was broad-based and uses proven engagement techniques, direct-contact print materials, web-based activities and social networks as well as community-based and corporate presentations, conferences and forums. VOICES and MHA-NYC overall tactical goal is outreach to companies, organizations, local residents, culturally and linguistically diverse populations (ex. Chinese and Spanish), and other subgroups. This report will substantiate meeting this goal.

VOICES was co-founded in 2001 by Mary Fetchet, a clinical social worker who lost her son Brad on 9/11. As an experienced clinician, she recognized the need to create an organization that would provide information, continuity of care, and a wide range of support services for 9/11 families, rescue workers and survivors. VOICES is nationally acclaimed for its work. In 2011 VOICES membership grew to over 14,000, and its website had over 18.2 million hits. VOICES staff provides case management services, teleconference and in person support groups, special events and an annual Information Forum in New York City. VOICES "Enhanced Support Model" is based on effective outreach to the 9/11 community and taking programs outbound to their communities. There is a unique level of trust among its membership since VOICES is run by someone who has also lived a similar experience. VOICES staff provide programs that promote continuity of care and build personal resilience. MHA-NYC is a subcontractor to VOICES and is nationally recognized as a leader in linking people to behavioral health as well as support services including psycho-educational materials, screening tools, tools to promote resilience, crisis

intervention services and short-term care coordination services. It has the cutting-edge technological and informational infrastructure and the wealth of relevant contacts to support all aspects of this project. MHA-NYC offers 24-7 crisis counseling and has been closely involved with 9/11 – following the attacks by offering the technology platform for mental health benefits along with programs for mental health outreach to generate enrollment. Most recently MHA-NYC ran the 9-11 Healing and Remembrance Program for the US Department of Justice, Office for Victims of Crime to assist the 9/11 community through the 10th anniversary through support, assessments and outreach.

Target population(s)

Survivors and responders on both local and national levels

III. Project Aims

Accomplishments/progress

- ❖ The following will summarize the outcomes since our Annual Progress Report submission with data through November 30, 2013:
- ❖ VOICES provided WTCHP information at the following events:
 - 180 community events with 42,300 attendees
 - 16 health fairs with over 47,000 attendees
 - 56 small meetings / office visits with 550+ attendees
 - Three major events with over 600 attendees. VOICES distributed over 28,000 WTCHP brochures at these events of which nearly 10,000 were in Chinese or Spanish
 - During the “Preview Period” prior to the 9/11 Museum opening, VOICES provided WTCHP information to 200+ individuals and provided over 100 WTCHP applications to interested individuals.
- ❖ VOICES distributed information about the WTCHP via direct mail to 13,000 individuals
- ❖ WTCHP information posters were exhibited in August and September 2014 at the Chambers Street subway station in both English and Spanish. An estimated 1,300,000 people passed these posters at a time when 9/11 is more top of mind immediately before and during the anniversary month.
- ❖ We have attached a spreadsheet which details and supports the above summary data points.
- ❖ Major Conferences VOICES or MHA/NYC participated in:
 - National Homeland Security Conference
 - Disaster Response Statewide Conference
 - Major County Sheriff’s Conference
 - Symposium promoting resiliency in communities impacted by trauma
 - VOICES 9/10/2014 Annual Information Forum
 - LinCT Conference
 - NASW NJ Annual Conference
 - NJ State Emergency Preparedness Conference
 - National VOAD Conference
 - National Homeland Security Conference

- Rutgers University Institute for Emergency Preparedness and Homeland Security Conference
- ❖ Health Fairs and Community Events (Sampling)
 - Asian American and Pacific Heritage Festival
 - YAIP Learning Day Community Fair
 - NY Channel 4 / NY Giants Health EXPO two day event
 - Columbia Health Fair
 - Chinese Hotel Association Community Fair
 - Staten Island Community Center Fair
 - Chinese Consolidated Benevolent Association
 - Canarsie Community Day
 - National Wellness Week (tabling)
 - Grand Settlement Community Fair
 - Scotch Plains Fanwood Health Fair
 - NY Alliance (tabling event)
 - Queens College Community Fair
 - 9/11 Museum Fun Run / Walk 5K and Community Day
- ❖ Help Line
 - Averaging one call per working day
 - All calls returned within 24 hours

The following is the detail by month of key activities:

December 2013

6 events were attended and 1 tabling event, 300 potential attendees

2,250 brochures in Chinese were distributed

16 email packages containing 10 complete sets of applications, maps, enrollment and eligibility info, list of diseases list of Center of Excellence were included.

January 2014

27 events were attended potential of 2,300 in attendance

We held our Symposium in New Jersey which included extensive outreach to various agencies- used the networks of the consortium partners, and our data base as well as info from the NASW of NJ and our data base...we were able to provide CEU's for social workers who attended.

950 Chinese brochures were distributed and 36 Chinese applications

350 English brochures and 8 English applications

We did a blog on the Symposium and several tweets and facebook updates

February 2014

26 events attended with a potential for 1,390 in attendance

900 Chinese brochures 5 Chinese applications

2,080 English brochures

20 Help line calls

2,000 brochures were brought to the Visitor Center and Preview Site of the Memorial & Museum for distribution to the general public. We reprinted our brochure to a two side single page and condensed the information one side concentrated on survivors and the other for responders

March 2014

19 Events with 1,600 in attendance

400 Chinese brochures

240 English brochures

70 Spanish brochures

1 targeted E-Blast- 8,500

20 Help line calls

26 applications

April 2014

20 Events- 2,500 in attendance

9/11 Memorial & Museum Run/Walk – 3,500 runners, estimated 4,000 the lower Manhattan Community

2065 Web site visits

380 electronic packages (result of Preview period tabling at museum)

Help line – 20 calls

24 Email packages sent to various mental health organizations that requested information after a phone call to each organization

900 Chinese brochures 6 Chinese applications

150 Spanish brochures

700 English brochures

2000 English brochures to Visitor Center and Preview Site

May 2014

13 Events over 10,000 in attendance at the Museum opening over the 5 days

1000 English brochures 50 applications

50 Spanish brochures

150 Chinese brochures 1 Chinese application

1,045 website visits

June 2014

19 events- 11,000 in attendance

3 health fairs

490 English brochures

280 Chinese brochures

45 Spanish brochures

21 Applications

Web site 1,173

July 2014

13 events- 1,700 potential in attendance plus the NY4Giants Health Fair

4 Health Fairs – over 40,000 in attendance

1,612 website visits

20 Help line calls

August 2014

14 events—1,900 in attendance

5 health fairs

Subway – 1.3MM views

80 English brochures

860 Chinese brochures 70 applications

54 Spanish brochures 3 applications

20 Help line calls

2,759 website visits

6 E News blasts –outreach for forum and highlighting deadlines for NYS - WCB

September 2014

19 Events over 3,300 in attendance

Our largest event was the 13th Annual Always Remember Information Forum in NYC which was attended by most members of the consortium and the CCE's. We had updates on the programs from the clinical directors of each clinic. Additionally there were lectures on resilience, techniques for self care and updates on the WTCHP and the VCF. A panel of legal experts as well as an update from the 9/11 Museum were among some of the other choices. At the end of the day we arranged for groups to be escorted to the museum, an opportunity to visit before the general public was admitted. Tabling by a variety of the clinics and programs rounded out the program.

6 health fairs

570 Chinese brochures

290 English brochures

20 Help line calls

12,070 website visits

Additionally we had 135 plays of the WTCHP videos

We received 2508 “likes” on facebook

Currently have 660 twitter followers

Additional Narrative Summary:

Outreach Model

Our outreach approach remained consistent throughout the award period. Our collaboration through our subcontract with the Mental Health Association of NYC proved invaluable, especially within the Latino and Chinese speaking populations. Our outreach was centered on proven methods – participating in large and small events, delivering presentations groups of varying sizes and distributing information about the WTC Health Program.

VOICES leveraged its existing partnerships to additionally scale the impact of our outreach. An example is the “pre” opening of the 9/11 Museum in May, 2014 when we were able to set up a table that showcased WTCHP. An estimated 10,000 attended during the five days prior to the opening to the public. We were honored to help as our staff worked 12 hour days during the pre-

opening timeframe. Overall we averaged participation in an event each working day through our team's efforts as well as the work of the MHA / NYC.

Programming

Our programming was held in three languages – English, Spanish and Chinese. We hosted two Forums, one in New Brunswick, NJ and the other in New York City and attracted hundreds of attendees. We modified our usual agenda to include a “track” for professionals with training for the 9/11 service community.

Examples of other programming includes daily outreach at events and participation in events that offer an extra large audience venue such as the NY4 and NY Giants two day health fair with an estimated 40,000 attendees. We additionally used a list provided by the Port Authority Property Management Division to attempt to contract a point person from each company or organization that was located in the building when the attacks occurred. Our team also reached out to Police Departments in NJ and Pennsylvania to ensure awareness of WTCHP. All received electronic information and in some cases paper versions of the information.

We attempted to reach corporations that had groups of survivors but found there has been considerable turnover – and many survivors are no longer associated with the corporations. This was one of our biggest challenges as we made nearly 400 outreach phone calls with minimal success in this grouping.

We feel our programming overall was very impactful based on numbers of events that we participated in, amount of information distributed and follow-up where appropriate by our team.

Communications

VOICES had a communications plan which leveraged all of the key elements – website, email and the range of social media. During the course of this award VOICES revamped its overall website and updated its information on the WTCHP. This includes instructions and forms in four languages and links to the CDC site. All CDC marketing materials were easily available on the site and still are. We tracked an average of 1,800 visits to our site each month other than September in which 12,000 visitors went to our site.

Our poster campaign included the Chambers Street subway station which is the most highly trafficked station in Lower Manhattan. Our campaign ran during August and September 2014 in both Spanish and English. It is estimated that about 1,300,000 people pass these ads during this timeframe.

We found our Helpline very effective as a resource for people to call for information on the WTCHP. The recording is in multiple languages and all calls are returned within 24 hours. We averaged about a call each working day during this award.

Throughout this award period VOICES and MHA/NYC used Facebook, Twitter, YouTube and Vimeo for further communications and outreach.

The following were our key finds during this Cooperative Agreement:

- The most effective outreach outcomes were achieved as a result of well segmented direct mail campaigns and one-on-one engagements with the target population.

- When this award began on September 1, 2012 there was considerable confusion concerning the WTCHP among the target population. Consistent messaging and high quality deliverables from CDC / NIOSH, with our outreach helped address this challenge.
- The WTCHP topic gets most attention from July through December each year - and programming needs planned accordingly to maximize this national spotlight which leads up to the 9/11 anniversary and the timeframe following through the holidays at year end.
- Effective outcomes can only be achieved through a wide range of outreach in multiple languages - English, Spanish and Chinese. Outreach categories include community events, health fairs, office visits, 9/11 Museum opening, our help line, targeted advertisements and the full complement of email and social media elements.

VOICES is honored to have taken on this WTCHP project through the CDC / NIOSH Cooperative Agreement.