

**WTCHP Non-Research Cooperative Agreement
Final Report Narrative**

TITLE PAGE

Grant Number: 5E11OH010452-02

Project Title: World Trade Center Health Program Outreach and Education Plan

Project Period: 09/01/2012 – 08/31/2014 & No Cost Time Extension (9/1/2014-2/28/2015)

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

Institution: District Council 37, AFSCME
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I. OVERVIEW

- A. Project Title:** World Trade Center Health Program Outreach and Education Plan
B. Primary Staff: Guille Mejia, Principal Investigator; Liam Lynch, Outreach Specialist
C. Organization: District Council 37, AFSCME
D. Contract/Project Number: 5E11OH010452-02
E. Project Period: 12/01/2013 – 8/31/2014 & No Cost Time Extension (9/1/2014-2/28/2015)

II. PROJECT SUMMARY DESCRIPTION

A. Organization description

District Council 37 (DC 37) of the American Federation of State, County, and Municipal Employees (AFSCME), AFL-CIO is a public-sector union that represents over 110,000 employees of the City of New York, numerous authorities, cultural institutions, the Health and Hospitals Corporation, as well as several state agencies. For almost 70 years, DC 37 has represented a wide range of city employees in every New York City agency. DC 37 members include accountants, nurses, social workers, highway repairers, school aides, sewer workers, secretaries, emergency medical technicians, chaplains, computer programmers, custodians, motor vehicle operators, mortuary technicians, sanitarians, parks enforcement officers, crossing guards, architects, engineers, epidemiologists, traffic device maintainers, and many other job titles. Thousands of these workers were either directly involved in World Trade Center rescue, recovery and clean-up efforts, or worked in the areas most directly affected by contaminants emitted during the buildings' collapse and subsequent fires at the site.

B. Target populations

Under the DC 37 umbrella are 52 locals representing employees within hundreds of different job titles at numerous city and state agencies as well as cultural institutions. On September 11, 2001 and the days and months that followed, thousands of DC 37 members acted in different capacities in the city's efforts to rescue and recover victims, and in the clean-up and restoration of the site where the World Trade Center Towers and surrounding buildings once stood. These individuals would be considered "general responders" in the WTC Health Program. Examples of DC 37 members involved in this work were:

- School Aides in the neighborhood schools who took care of the children on September 11, 2001, assisted in their evacuation, and then stayed on to assist the rescue and recovery workers utilizing the school buildings for staging areas;
- Public Health Nurses who provided daily medical assistance to the injured on 9/11/01 and days afterwards;
- Industrial Hygienists and Chemists who monitored the environment and kept vigilance on worksite conditions;
- City Chaplains who comforted distraught workers as they dealt with the death and destruction surrounding them;
- Morgue Technicians and Criminalists who had to remove the bodies and assisted in their identification;

- Engineers who had to determine the structural integrities of the buildings in and around Ground Zero;
- Custodial Assistants who maintained the contaminated buildings temporarily used by law enforcement communities;
- Water System Workers who labored to restore water supply to the area;
- Traffic Enforcement Agents who secured access to the site and surrounding streets;
- Transportation Workers and Motor Vehicle Operators who carted off the debris as workers desperately worked to dig out and recover bodies.

Since the WTC complex is situated in the financial center of NYC and in the heart of city governance, public sector workers, many of whom are or were DC 37 members, were dispatched to their office buildings to recover necessary business documents and equipment to keep city government running. Some returned to these office buildings within days only to find out the buildings were not properly decontaminated. Others lived in the affected area and they also returned to buildings that were in some stage of disrepair exposing them to the same types of contaminants that responders, clean-up and restoration workers were exposed to as they attempted to reestablish their lives. These workers more than likely fall within the category of “survivors” in the WTC Health Program.

III. PROJECT AIMS

First aim:

To inform and educate the active and retiree memberships of the American Federation of State, County, and Municipal Employees (AFSCME) and its affiliate, District Council 37 (DC 37) about the existence of the WTCHP administered by the National Institute for Occupational Safety and Health (NIOSH).

**WTCHP Non-Research Cooperative Agreement
Interim Progress Report Narrative**

TITLE PAGE

Grant Number: 1E11OH010452-01

Project Title: World Trade Center Health Program Outreach and Education Plan

Reporting Period: 09/01/2012 – 04/30/2013

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

Institution: District Council 37, AFSCME
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I. OVERVIEW

- A. Project Title:** World Trade Center Health Program Outreach and Education Plan
B. Primary Staff: Lee Clarke, Principal Investigator; Guille Mejia, Project Manager; Darrah Sipe, Outreach Specialist
C. Organization: District Council 37, AFSCME
D. Contract/Project Number: 1E11OH010452-01
E. Project Period: 09/01/2012 - 08/31/2014
F. Reporting Period: 09/01/2012-04/30/2013

A. Accomplishments/progress

1. Number of outreach materials developed and distributed

In total, we have printed, copied, and distributed outreach materials as follows:

- Our Project Manager and Outreach Specialist created two handouts (for the survivor and general responder populations respectively) on the eligibility criteria and documentation necessary to apply for the WTCHP. We have distributed **605** of these to our members, retirees, and members of affiliated unions in conjunction with the WTCHP enrollment application.
- In addition, we developed a handout describing our outreach initiative that features the contact information of our Outreach Specialist and encourages locals to contact her to set up a presentation. We have disseminated **725** of these handouts via email and in person during **eight** union local meetings, **seven** council-wide meetings, and **five** safety and health committee meetings. This handout has also been circulated by DC 37 Safety and Health Department staff to activists to post on worksite union bulletin boards.
- We also developed a half-page sheet to be attached to the WTCHP applications that gives a brief description of the program, in addition to the Outreach Specialist's contact information if members need assistance in the application process. We distributed **65** of these documents.
- While developing our outreach materials we have utilized the general responder factsheet generated by NIOSH and the survivor brochure created by the World Trade Center Environmental Health Clinic. We have disseminated **505** of these materials.

2. Number of outreach presentations

- **Presentations to target populations**
Our team has made **17** presentations to provide information to our target populations about the WTCHP. The Outreach Specialist designed a PowerPoint to convey information about the WTCHP, as proposed in our initial application. The presentation venues have ranged from town halls with hundreds of members to safety and health committee meetings at city agencies to local chapter meetings at a specific workplace. These larger outreach opportunities have led to numerous individual interactions between the Outreach Specialist and members. Members attend the presentations themselves or union local representatives share outreach materials with their members which allows those individuals to reach out to our staff. During these personal interactions, the Outreach Specialist is able to provide specialized attention and support to members as they navigate the WTCHP application process.

- **Presentations to potential stakeholders**

District Council 37 has given information sessions to and held meetings with **nine** potential stakeholders outside of the union in order to gain their support for our planned activities and assist us in the dissemination of outreach materials. We have connected with the Department of Administrative City Services (DCAS) to feature the WTCHP on the agency's intranet that is accessed by thousands of employees on a daily basis. Our team also met with the producers of Labor Lines, a radio program focused on labor issues on Long Island. The show's staff will produce a PSA on the WTCHP to air on their program and distribute to their radio partners. They will also work with DC 37 to produce a show that is dedicated to an expert panel on the WTCHP, which could provide an opportunity for additional cooperative agreement awardees to participate. In addition, DC 37's outreach team met with the Marketing Director of the Municipal Credit Union (MCU), a bank where many city employees have accounts, to discuss information distribution strategies in their branches around the city. Finally, an initial meeting took place with the union Communications Workers of America (CWA) to plan an information session on the WTCHP with their members. These initial meetings with stakeholders have resulted in multiple subsequent communications with our contacts to explore additional opportunities for outreach. We do not track every phone call or email between interested outreach parties; as such, the number of formal meetings with potential stakeholders does not reflect the full extent of the outreach connection accomplished.

3. NIOSH/WTCHP orientation meetings attended

We have attended **25** meetings with NIOSH since November 2012. These gatherings include the cooperative agreement awardees meetings, the WTC Executive Steering Committee meetings, Survivor Steering Committee meetings, and individual meetings with NIOSH staff to discuss grant activities.

4. Meetings with WTCHP organizations to coordinate outreach and education activities

During the grant period, we have participated in **nine** meetings with groups having a vested interest in the administration of the WTCHP. These sessions include the monthly General Responder Consortium outreach phone call, meetings with the data center and Clinical Center of Excellence at Mount Sinai, coordinating with NYCOSH on joint outreach initiatives, and an orientation meeting with Terry Miles at the WTC Environmental Health Center. In addition, an outreach staff member from the CCE at Mount Sinai accompanied our Outreach Specialist and Project Manager at a presentation at the NYC Department of Design and Construction (DDC). As such, we are actively fulfilling the collaboration element of our proposed work plan.

5. Communication materials developed

DC 37 recently launched an informational website for our members on the WTCHP. It can be accessed at <http://www.dc37.net/about/OSHA/wtchp.html>. The page is promoted on DC 37's homepage and has the potential to reach thousands of our members each month. In addition, the website was promoted on DC 37's Facebook page and was posted on several AFSCME affiliates Facebook pages as well as other sites that cater to labor organizations. This exposure creates a

ripple effect of information posting and linking to our informational website, much of which we cannot track since it is done by affiliate organizations.

DC 37 issued a press release to call attention to the new website. Our Outreach Specialist, Darrah Sipe, conducted a 15-minute radio interview on WBAI's "Wake Up Call" on April 15, 2013 to promote the new website and DC 37's broader outreach efforts. This 15-minute long interview highlighted the cooperative agreement award and described the benefits of both the survivor and general responder programs. Our informational website features a button with an encoded link that directs members directly to the NIOSH/CDC application site. This link allows NIOSH to track traffic from our site to their site.

6. Upcoming Activities

• Meetings and Presentations

- The Outreach Specialist will continue attending regularly scheduled union meetings to present on the WTCHP.
- Outreach staff will attend community association meetings to share information on WTCHP.
- The outreach team will continue to meet with potential stakeholders and partners to increase the scope of our outreach initiatives.

• Communications and Outreach Materials

- A handout that identifies the various programs available to the affected and targeted populated is being finalized. This stand-alone document is necessary to dispel confusion about each of the programs and what they offer and to whom. The handout was created as a response to the confusion expressed by many participants attending our orientation sessions. We will print initially **500** copies and have the capability of producing more as needed.
- A brochure is currently being developed and designed that explains the survivor and general responder programs. The brochure will have a tear-off sheet to be sent back to District Council 37 for individuals who want to join our volunteer corps or to be contacted for news about the WTCHP. The brochure is one of many printed educational materials that we proposed in our initial work plan. The number of brochures to be printed is yet to be determined, but the estimate is **6,000** copies.
- DC 37 is currently in discussion with the Office of the NYC Comptroller to include information on the WTCHP in the quarterly statements mailed out to all NYC public employees. We have provided the text to the Comptroller's representative to include in the informational insert. The pool of NYC public employee retirees comes from anyone receiving a city pension including DC 37 members (50,000 retirees), workers represented by other unions (Communications Workers of America, Teamsters Local 237, some uniformed employees, among others) and managers from all city agencies. This mailing has the potential to cast a very wide net and provide information on the WTCHP to tens of thousands of individuals.
- As discussed in our proposal, DC 37 will launch a poster campaign as part of our printed educational materials outreach. The poster campaign will be a grassroots effort to engage the businesses located in the defined geographical area to inform

residents, area workers and others within the survivor group of the existence of the WTCHP and encourage their enrollment or return to the program.

- The outreach team will develop and design a volunteer program that will enlist volunteers to canvass the neighborhoods south of Canal Street and encourage local business owners to participate in displaying the poster throughout the length of the project.

- **Media Initiatives**

- With the assistance of a hired consultant, DC 37 will produce a video featuring affected members and providing information on eligibility and enrollment. The goal is to launch the video to coincide with the anniversary of September 11th. Once the video is complete, DC 37 will distribute a press release to highlight its launch. The video will be disseminated in various media markets and in collaboration with key personnel within DC 37, AFSCME, and the Retirees Association. Links to the video will be included on all media and printed literature to maximize reach.
- DC 37 will launch a Facebook page specifically geared towards the WTCHP. This page will feature information geared towards DC 37 members and retirees, in addition to AFSCME members nationwide who could have been exposed to 9/11. It will direct individuals to DC 37's informational site on the WTCHP and to NIOSH's site where they can download applications. DC 37 will promote the page on its own Facebook page and share the information on the Facebook pages of AFSCME affiliates across the country.
- The radio PSA will be produced, aired on WWRL, and distributed to community radio stations. It will also be translated into Spanish, Polish, and Mandarin. DC 37 will link to the PSA on our website and Facebook pages and make the link available to the other cooperative agreement awardees for their outreach efforts.
- We are also in discussions with the DC 37 Communications Director to appear on the DC 37 TV and radio shows to share information on the WTCHP.

B. Problems/barriers and the methods utilized to address them

- District Council 37's WTCHP outreach program has faced significant barriers since the beginning of this grant period. To begin with, the grant year began on September 1, 2012. We received our "Notice of Award" letter on September 21, 2012 with funding restrictions. We were then advised that our budget restriction was lifted as of October 30, 2012. The first meeting with NIOSH did not take place until November 2012, two months after the start of the grant year. Furthermore, we have still yet to receive our award monies which has hindered our capacity to fully realize our project aims. Due to the timely nature of this project, we moved forward without receiving NIOSH monies. We are currently operating with funds borrowed from District Council 37 until we obtain our designated NIOSH funds.
- The delay in funding meant that DC 37 could not hire an Outreach Specialist until January. As such, we did not officially begin our outreach until her start date on January 22, 2013.

- DC 37 was delayed in the production of our communications materials since we were originally under the impression that we needed to follow a program-wide branding initiative with templates for materials development. We produced our own pieces when it became clear that we could independently develop DC 37-branded materials, but we had delayed our printing as a result of this miscommunication. In addition, we contacted NIOSH several times for assistance in acquiring program-approved photos for our materials and were never provided with the photos. As such, we used open-source photos to avoid copyright restrictions.
- District Council 37 experienced displacement due to Super Storm Sandy in late October 2012. As such, we have been working outside of our union office for nearly six months which has markedly decreased our ability to network within the established union infrastructure. Despite this obstacle, we have engaged in aggressive outreach to connect with our members by attending meetings throughout the five boroughs that normally would have been held in our union building.
- Members often express confusion over the variety of programs related to 9/11. They frequently believe that they are already enrolled in the WTCHP when they are a part of the WTC Health Registry. They also confuse the WTCHP with the Victim Compensation Fund. To counter this confusion, we are developing an informational reference table that compares the services of WTC-related programs.

Second aim:

To increase registration of eligible responders and survivors as identified in the James Zadroga 9/11 Health and Compensation Act of 2010, sections 3311 and 3321.

Please see the evaluation section for further information on the methods DC 37 is utilizing to increase registration for responders and survivors.

IV. PROJECT EVALUATION

1. How many people were reached?

- **Direct interaction with target populations**

District Council 37 estimates that we have reached **1,145** individuals through our direct outreach efforts. This number reflects in-person presentations and information sessions and one-on-one conversations with union members about the program.

- **Indirect outreach done electronically**

District Council 37 has engaged in extensive education on the WTCHP via social media and email blasts. It is estimated that these efforts have reached **501,754** individuals. Exact enrollment information is not available since a tracking system for "hits" or "clicks" on the websites and receipts of emails was not proposed in our original application. However, the following demographics were provided from our indirect outreach and can be used to project the larger scope of our efforts:

- Radio interview on WBAI = estimated **250,000** listeners
 - Informational website hosted on www.dc37.net = active and retiree membership accessing website estimated to be **150,000**
 - Article featured in the print and online April 19, 2013 edition of "The Chief" newspaper highlighting DC 37's WTCHP informational website = **100,000** estimated circulation
 - Informational website featured on DC 37 Facebook page = **1,204** individuals "like" that Facebook page
 - Human Resources Administration (HRA) of NYC emailed DC 37's informational handout to their employees = estimated **500** recipients
 - Civil Service Employees Association (CSEA) emailed DC 37's informational handout to their Occupational Safety and Health staff = **50** individuals
- Direct and indirect outreach often dovetail in these outreach activities. For instance, when the Outreach Specialist made a in-person presentation to the Safety and Health Committee at the Human Resources Administration (HRA) of NYC, the HRA staff then performed indirect outreach by emailing DC 37's informational handout to all of their employees. As a result, several HRA workers directly contacted the Outreach Specialist to discuss the WTCHP and requested enrollment and documentation assistance.

2. Who are the people reached?

District Council has targeted both the general responder and survivor populations in our WTCHP education campaign. DC 37 members are public employees throughout New York City, some of whom were assigned to work on the pile at Ground Zero while others worked or lived in the WTC Disaster Area. As such, DC 37 has tailored our messages accordingly to effectively communicate key program information to these two groups when making presentations or conducting electronic outreach. Many of our outreach materials are directed simultaneously at both groups since several city agencies where our members work contain individuals from both categories. For instance, our presentation to our members at the Department of Design and Construction incorporated salient details for individuals who were involved with the recovery and rebuilding at Ground Zero while also providing information on the Survivor Program for those who were area workers. At that particular meeting, DC 37 staff was able to re-engage some members in the General Responder program who had lapsed in their WTCHP appointments. This example highlights the multi-faceted approach that we employ in our outreach campaign.

Outreach efforts to increase enrollment in the National Provider Network have targeted AFSCME members deployed by their governmental employers. Recently, DC 37's Outreach Specialist and Project Manager attended a conference in Albany run by the Civil Service Employee Association (CSEA), an affiliate of AFSCME in New York State. CSEA had many members come to Ground Zero to perform rescue and recovery services. During this outreach activity, several individuals learned about the WTCHP for the first time and expressed their desire to enroll, while others were encourage to re-engage and continue their participation.

3. Were the outreach and education messages successful in getting people to enroll in the WTC Health Program?

The methods to identify individuals who enroll as a result of outreach efforts

- **Self-report:** During the course of our outreach presentations at governmental agencies and during District Council 37 union meetings, we have kept attendance logs to assist with future communication with attendees. We will utilize these logs to maintain contact with our members and follow up on their application process to the extent possible. Since we are conducting such an expansive outreach effort with limited staff, it is not feasible to follow up with every single member who has received an application. However, we are in consistent communication with members who have expressed a desire or need for application assistance. We have received calls from a small number of members to report that they successfully enrolled or re-entered the program. Once we launch our volunteer program, these member volunteers can perform the task of following up with the attendees of all of our presentations to assist them with applications and to help with evaluating our outreach process.
- **First visit survey:** To be performed by WTCHP staff.
- **Listing of individuals contacted by each study:** Since District Council 37 proposed a multimedia and direct educational marketing project, it is difficult to provide a listing of the individuals who access our outreach information as much of it is done remotely. Moreover, the Outreach Specialist attends many council-wide meetings to present on the WTCHP where attendance sheets listing the individuals present are not available.

V. DATA COLLECTION AND MANAGEMENT PLAN

DC 37's Outreach Specialist maintains two spreadsheets (please see attached appendices) which track program orientation and coordination activities, outreach events, and direct communication with members. Following the evaluation plan provided by NIOSH at the March 7th Cooperative Agreement Awardees meeting, the spreadsheets record the date and location of events, outreach or coordination accomplished, the number of attendees, target populations, and materials distributed. The Outreach Specialist updates these spreadsheets on a daily basis to accurately track our program activities. Moreover, the records assist our team in assessing the scope of our outreach efforts and whether we are on track for contacting all of our affected union locals.

**WTCHP Non-Research Cooperative Agreement
Interim Progress Report Narrative**

TITLE PAGE

Grant Number: 1E11OH010452-01

Project Title: World Trade Center Health Program Outreach and Education Plan

Project Period: 09/01/2012 – 08/31/2014

Report Period: 05/01/2013 – 11/30/2013

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

Institution: District Council 37, AFSCME
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B. Primary Staff: Lee Clarke, Principal Investigator; Guille Mejia, Project Manager; Darrah Sipe, Outreach Specialist

C. Organization: District Council 37, AFSCME

D. Contract/Project Number: 1E11OH010452-01

E. Project Period: 09/1/2012-8/31/2014

F. Report Period: 05/1/2013-11/30/2013

A. Accomplishments/progress

1. Number of outreach materials developed and distributed

In addition to the activities reported in the previous report covering September 1, 2012 – April 30, 2013, our project team has achieved the following materials development goals during this current reporting period from May 1, 2013 through November 30, 2013:

- The outreach team has given out a total of **904 WTCHP applications** during the reporting period. We have sent and emailed 99 applications to members who contacted us through our WTCHP hotline number. We disseminated 746 applications at various outreach presentations to our members, retirees, and labor affiliates. Finally, we emailed and sent 59 applications to individuals who called us, stopped by the office, or we met with in person through union contacts.
- Our Project Manager and Outreach Specialist developed and printed a brochure in May 2013 on WTCHP for DC 37 members. The brochure provides information on the responder and survivor programs and application procedures, in addition to Nationwide Provider Network resources. We have distributed **3,000 copies of this brochure** and have recently ordered 3,000 more of a revised version due to the high demand for this document.
- In addition, we have distributed co-branded “9/11: Were You There?” posters created by NIOSH’s designer specifically targeted to the responder and survivor communities. These posters feature DC 37’s logo, along with our Outreach Specialist’s contact information, for quick and easy access to WTCHP enrollment. We have circulated **934 posters** through our outreach presentations, mailings, tabling efforts, and union local meetings. DC 37 intends to distribute several thousand more posters in 2014 through our grassroots poster dissemination campaign.
- Building off of the “9/11: Were You There?” poster, DC 37 has been dispersing postcard versions of the design that can be easily distributed at union functions. Similarly to the poster, we printed separate responder and survivor versions, each with the Outreach Specialist’s contact information. We have disseminated **2,660 postcards** at union meetings, outreach presentations, event tabling, and health and safety committee meetings.
- In addition, DC 37 has organized two major mailings of these postcards to our members, totaling in **861 postcards**. Utilizing a database generated in 2002 populated by members

- who reported their presence near Ground Zero following 9/11, our outreach team sent the postcards to 361 of these individuals. One of the locals of DC 37, Local 436, also sent out 500 of these postcards to their members. Our Outreach Specialist reported that dozens of callers to the hotline noted the postcard as their impetus for calling.
- DC 37 has also distributed NIOSH's WTCHP newsletter to our members and allies over the past several months. We have given out 470 copies of the newsletter at presentations, in addition to featuring it prominently in our office and using it for tabling purposes in the union building's lobby. Our Outreach Specialist has also distributed 125 newsletters in the mail, as she includes the newsletter with every WTCHP application she sends out to our members. This comes to a total of **595 newsletters** distributed.
- DC 37 was able to secure a major outreach push through the Office of the NYC Comptroller, John C. Liu. The Comptroller included an insert in its June quarterly mailing to all NYC municipal retirees with information on the WTCHP, including the program's phone number and website. This mailing went out to **300,000 retirees**.
- In order to reach out to DC 37 and AFSCME retirees and members across the country, we have distributed **150 copies of the Nationwide Provider Network factsheets** developed by NIOSH through both in-person outreach and mailings. DC 37 plans to further utilize these factsheets through a mailing to all AFSCME councils in 2014, in addition to national travel opportunities.
- At the beginning of the reporting period, we continued to utilize the general responder factsheet generated by NIOSH prior to the printing of our brochure. We disseminated **135 factsheets**.

2. Number of outreach presentations

- **Presentations to target populations**

Our team has made **25** presentations to provide information to our target populations about the WTCHP. The presentation venues have ranged from town halls with hundreds of members to safety and health committee meetings at city agencies to local chapter meetings at a specific workplace to retiree conventions out of state. These larger outreach opportunities have led to numerous individual interactions between the Outreach Specialist and members. Members attend the presentations themselves or union local representatives share outreach materials with their members which allows those individuals to reach out to our staff. During these personal interactions, the Outreach Specialist is able to provide specialized attention and support to members as they navigate the WTCHP application process.

3. NIOSH/WTCHP orientation meetings attended

We have attended **14** meetings with NIOSH since May 2013. These gatherings include the cooperative agreement awardees meetings, the WTC Executive Steering Committee meetings, Survivor Steering Committee meetings, and individual meetings with NIOSH staff to discuss grant activities. In addition, we have participated in **5** calls with NIOSH staff during that time period. These calls have been both one-on-one between NIOSH and DC 37 staff to talk about outreach activities and receive guidance, in addition to conference calls for all cooperative agreement awardees.

4. Meetings with WTCHP organizations to coordinate outreach and education activities

During the grant period, we have participated in **29** meetings with groups affiliated with WTCHP outreach and administration. These sessions include the biweekly General Responder Consortium outreach phone call, meetings with the WTC Environmental Health Center at Bellevue and the SUNY Stony Brook CCE, and coordinating with NYCOSH, Single Stop, and 9/11 Environmental Action on joint outreach initiatives. DC 37 collaborated with several partner organizations in conceiving and executing two panel radio shows on the WTCHP, to be further outlined in the Communications section. In addition, two social workers from the CCE at NYU Bellevue accompanied our Outreach Specialist at presentations at four locations of the Office of the Chief Medical Examiner in October. As such, we are actively fulfilling the collaboration element of our proposed work plan.

5. Communication materials developed

DC 37 has made significant gains in regards to our WTCHP communication work over the past six months. In addition to our brochure, website, and Facebook page, we have engaged in the following communications and PR activities:

- Our outreach team launched a Facebook page to promote the WTCHP and connect with our members and AFSCME affiliates.
- As laid out in our grant proposal, DC 37 hired a videographer consultant to film two short video PSAs for the responder and survivor communities, respectively. The responder PSA featured Senator Charles Schumer (D-NY) and the survivor PSA had Congresswoman Carolyn Maloney (D-NY) as the spokesperson. Both videos were uploaded to DC 37's YouTube channel and displayed on the union's website and Facebook pages. Links to the videos were also tweeted out to thousands of followers by Sen. Schumer and AFSCME International. DC 37 also sent out a press release to promote the PSA's in conjunction with the 12th anniversary of 9/11, which led to several interview opportunities for the DC 37 team.
- Outreach Specialist Darrah Sipe was interviewed in September for two national radio programs, "The Union Edge" and "The Rick Smith Show" following the press release for the video PSAs. She provided information on the WTCHP, the Nationwide Provider Network, and how to apply.
- Project Manager Guille Mejia and Darrah Sipe appeared on DC 37's monthly half-hour TV show, "The State of the Union" in September 2013 to talk about the WTCHP and the video PSAs. This program was broadcast on public access television multiple times throughout the month in all five boroughs (please see tracking document).
- Outreach Specialist Darrah Sipe, along with a DC 37 staff member and Fran Gottfried from the September 11th Victim Compensation Fund, was interviewed about the WTCHP on the September edition of DC 37's half-hour radio show, "DC 37 Works For You." The show was broadcast twice on WWRL 1600 AM during the month of September.
- In conjunction with the radio shows "Labor Lines" and "Comunidades y Trabajadores Unidos," DC 37 produced English and Spanish radio PSAs that are 30 and 60 seconds long. Both shows have aired the PSAs multiple times during their broadcasts on WWRL 1600 AM and WBON 98.5 FM. The Spanish PSAs feature the voices of NYCOSH staff members Luzdary Giraldo and Jessica Caicedo. DC 37 features these PSAs on their website and also distributed digital copies to all cooperative agreement awardees.

- Building on the partnership with these two radio shows, DC 37 convened an hour-long panel show on the WTCHP on “Labor Lines” in July 2013, featuring Darrah Sipe from DC 37, Dr. Laura Crowley from Mount Sinai, Melodie Guerrero from SUNY Stony Brook, Dr. James Melius of the WTC Executive Steering Committee, and Nancy Mercado, a DC 37 member and employee of the NYC Dept. of Parks and Recreation. This hour-long show aired on WWRL 1600 AM, is posted on DC 37’s website and Facebook, and was distributed to all WTCHP outreach partners.
- Our outreach team also organized a half-hour long panel show in Spanish on the WTCHP for “Comunidades y Trabajadores Unidos” on WBON 98.5 FM. This show featured Luzdary Giraldo from NYCOSH, Jessica Paddock from NYU Bellevue, and Vivian Escroguima from Mount Sinai.

6. Upcoming Activities

• Meetings and Presentations

- The Outreach Specialist will continue attending regularly scheduled union meetings to present on the WTCHP.
- Outreach staff will attend community association meetings to share information on WTCHP.
- The outreach team will continue to meet with potential stakeholders and partners to increase the scope of our outreach initiatives.
- The Outreach Specialist will attend the International AFSCME Convention in Chicago in July 2014 to present on the WTCHP and staff a table for thousands of attendees.

• Communications and Outreach Materials

- DC 37 plans to print 3,000 copies of our WTCHP brochure in Spanish to be distributed to our member and partners, in addition to 3,000 more copies of our English version.
- A series of handouts on WTCHP covered conditions is being developed and will be circulated in 2014.
- As discussed in our proposal, DC 37 will launch a poster campaign as part of our printed educational materials outreach. The poster campaign will be a grassroots effort to engage the businesses located in the defined geographical area to inform residents, area workers and others within the survivor group of the existence of the WTCHP and encourage their enrollment or return to the program. The outreach team will develop and design a volunteer program that will enlist volunteers to canvass the neighborhoods south of Canal Street and encourage local business owners to participate in displaying the poster throughout the length of the project. The Safety and Health Department may partner with AFSCME’s Next Wave group of young union activists to launch this volunteer corps for the poster campaign.

• Media Initiatives

- DC 37 plans to further our outreach with “Labor Lines” and “Comunidades y Trabajadores Unidos” by doing follow-up shows that feature union members talking about their experiences in the WTCHP in English and Spanish.

- We plan to continue to utilize our connection with AFSCME International and will do follow-up stories to our 9/11 anniversary coverage with posts on the international union's blog and in the "AFSCME Works" newsletter, which is distributed to 1.6 million members.

B. Problems/barriers and the methods utilized to address them

- District Council 37 experienced displacement due to Super Storm Sandy in late October 2012. As such, we were working outside of our union office until July 2013, which markedly decreased our ability to network within the established union infrastructure. Despite this obstacle, we engaged in aggressive outreach to connect with our members by attending meetings throughout the five boroughs that normally would have been held in our union building.
- Members often express confusion over the variety of programs related to 9/11. They frequently believe that they are already enrolled in the WTCHP when they are a part of the WTC Health Registry. They also confuse the WTCHP with the Victim Compensation Fund. To counter this confusion, we utilize an informational sheet developed by 9/11 Environmental Action that explains the differences between the programs.

Second aim:

To increase registration of eligible responders and survivors as identified in the James Zadroga 9/11 Health and Compensation Act of 2010, sections 3311 and 3321.

Please see the evaluation section for further information on the methods DC 37 is utilizing to increase registration for responders and survivors.

IV. PROJECT EVALUATION

1. How many people were reached?

- **Direct interaction with target populations**
DC 37 estimates that we have reached **4,484** individuals through our direct outreach efforts. This number reflects presentations, meetings, information sessions, tabling at outreach events, and one-on-one conversations with union members about the program.
- **Indirect outreach done electronically and through mailings**
District Council 37 has engaged in extensive education on the WTCHP via social media, TV, radio, and email blasts. It is estimated that these efforts have reached nearly **3,000,000** individuals. Exact enrollment information is not available since a tracking system for "hits" or "clicks" on the websites and receipts of emails was not proposed in our original application. However, the following demographics were provided from our indirect outreach and can be used to project the larger scope of our efforts:
 - Article in Fall 2013 *AFSCME Works* newsletter = mailed to **1,600,000** members
 - Mailing through NYC Office of the Comptroller = **300,000** retirees

- Story on 9/11 anniversary and members in WTCHP in DC 37's newspaper, *The Public Employee Press* = mailed to **125,000** members
 - Information on WTCHP featured on homepage of employee intranet for Dept. of Citywide Administrative Services (DCAS) = used daily by over **3,000** employees
 - Mailing of NIOSH-designed postcards to DC 37 members = **861** members
 - Radio interview on "The Rick Smith Show" = estimated **15,000** listeners
 - Radio interview on "The Union Edge" = estimated **15,000** listeners
 - "DC 37 Works for You" radio show broadcast twice on WWRL = estimated **20,000** total listeners
 - DC 37's television show "The State of the Union" broadcast multiple times in all five boroughs on public access = estimated **25,000** total viewers
 - Article featured in the print and online September 27, 2013 edition of *The Chief* newspaper highlighting DC 37's WTCHP video PSAs = **100,000** estimated circulation
 - AFSCME International featured DC 37's PSAs on their blog, homepage, Twitter and Facebook page = **250,000** estimated reached
 - "Labor Lines" panel show on WTCHP = **15,000** estimated listeners
 - "Comunidades y Trabajadores Unidos" panel show on WTCHP = **10,000** listeners
 - Many more activities as listed in the media tracking spreadsheet
- Direct and indirect outreach methods often dovetail in these outreach activities. For instance, when the Outreach Specialist met with the president of Local 436 about the WTCHP, that local leader then mailed out postcards to all her local members. Many of these members then contacted the Outreach Specialist to find out more information about the program.
 - The viral nature of indirect/electronic outreach makes it difficult to quantify the exact amount of individuals reached with WTCHP information. When DC 37 sent out a press release on the video PSAs, this information was distributed to all AFL-CIO unions nationwide through the LaborWeb platform. This means that several unions posted DC 37's information on their own websites and blogs, but we are not able to track this viral growth.

2. Who are the people reached?

District Council has targeted both the general responder and survivor populations in our WTCHP education campaign. DC 37 members are public employees throughout New York City, some of whom were assigned to work on the pile at Ground Zero while others worked or lived in the WTC Disaster Area. As such, DC 37 has tailored our messages accordingly to effectively communicate key program information to these two groups when making presentations or conducting electronic outreach. Many of our outreach materials are directed simultaneously at both groups since several city agencies where our members work contain individuals from both categories.

Outreach efforts to increase enrollment in the National Provider Network have targeted AFSCME members deployed by their governmental employers, as well as DC 37 and AFSCME retirees who have left the NYC area. DC 37's Outreach Specialist has made presentations to the

Civil Service Employee Association (CSEA), an affiliate of AFSCME in New York State, and sent materials for tabling at AFSCME affiliate events outside of the region. She also traveled to North Carolina to meet with retirees there to educate them on the Nationwide Provider Network.

3. Were the outreach and education messages successful in getting people to enroll in the WTC Health Program?

The methods to identify individuals who enroll as a result of outreach efforts

- **Self-report:** During the course of our outreach presentations at governmental agencies and during District Council 37 union meetings, we have kept attendance logs to assist with future communication with attendees. We will utilize these logs to maintain contact with our members and follow up on their application process to the extent possible. Since we are conducting such an expansive outreach effort with limited staff, it is not feasible to follow up with every single member who has received an application. However, we are in consistent communication with members who have expressed a desire or need for application assistance. We have received calls from a small number of members to report that they successfully enrolled or re-entered the program. Once we launch our volunteer program, these member volunteers can perform the task of following up with the attendees of all of our presentations to assist them with applications and to help with evaluating our outreach process.
- **First visit survey:** To be performed by WTCHP staff.
- **Listing of individuals contacted by each study:** Since District Council 37 proposed a multimedia and direct educational marketing project, it is difficult to provide a listing of the individuals who access our outreach information as much of it is done remotely. Moreover, the Outreach Specialist attends many council-wide meetings to present on the WTCHP where attendance sheets listing the individuals present are not available.

V. DATA COLLECTION AND MANAGEMENT PLAN

DC 37's Outreach Specialist maintains a spreadsheet and a presentation tracking log (please see attached appendices) which record program orientation and coordination activities, outreach events, and direct communication with members. Following the evaluation plan provided by NIOSH, the logs record the date and location of events, outreach or coordination accomplished, the number of attendees, target populations, materials distributed, and staff member present. The Outreach Specialist updates these logs on a daily basis to accurately track our program activities. Moreover, the records assist our team in assessing the scope of our outreach efforts and whether we are on track for contacting all of our affected union locals.

VI. PRESENTATIONS, MEETINGS, AND TABLING TRACKING

- 5/1/13 – (M) Lee, Guille, and Darrah attended WTC Executive Steering Committee Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 5/2/13 – (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.

- 5/2/13 – (P) Darrah gave presentation at Local 1549's town hall meeting in Queens to **100 members** and gave out **25 applications, brochures, and flyers** for **survivors** and **responders**.
- 5/8/13 – (P) Darrah organized an information session for **25 responders** on the VCF with Fran Gottfried at the Dept. of Design and Construction in Long Island City, Queens. She gave a brief presentation and distributed **10 applications**.
- 5/8/13 – (P) Darrah gave a presentation to a group of **20 survivors** at the Civil Service Employee Association Local 010's Safety and Health Committee meeting in Manhattan, distributing **20 applications and brochures**.
- 5/9/13 – (M) Lee, Guille, and Darrah went to a meeting concerning **responder** population and pension-related issues in Manhattan for the 9/11 Worker Protection Task Force.
- 5/13/13 – (P) Darrah gave presentation at Local 1549's town hall meeting in Harlem to **100 members** and gave out **25 applications, brochures, and flyers** for **survivors** and **responders**.
- 5/16/13 – (P) Darrah gave presentation at Local 375 Chapter 30's lunchtime meeting in Queens at the Dept. of Transportation to **30 responders and survivors**, distributing **30 applications, brochures, and flyers**.
- 5/20/13 – (M) Darrah and Guille met with the presidents of the DC 37 Retirees Council at Professional Staff Congress at 61 Broadway in Manhattan to discuss outreach to **responder** and **survivor** retirees.
- 5/22/13 – (P) Darrah gave presentation at Local 375 Chapter 38's lunchtime meeting in Manhattan at the Dept. of Housing, Preservation, and Development to **50 responders and survivors**, distributing **25 applications** and **50 brochures**.
- 6/4/13 – (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.
- 6/5/13 – (M) Lee, Guille, and Darrah attended WTC Executive Steering Committee Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 6/6/13 – (M) Darrah and Guille went to meeting at 26 Federal Plaza with other NIOSH cooperative agreement awardees to go over updates on WTCHP outreach projects.
- 6/10/13 – (P) Lee and Darrah organized educational forum on VCF at headquarters of DC 1707 in Manhattan for **responders** and **survivors**. Darrah gave a presentation on

- WTCHP to the **60 attendees** and distributed **60 applications** and **30 brochures and flyers**.
- 6/13/13 – (P) Darrah gave presentation in Manhattan at the Dept. of Transportation's Lunch and Learn Series to **25 responders and survivors**, distributing **25 applications, brochures, and flyers**.
- 6/18/13 – (M) Darrah met in Manhattan with Julie Broihier from the SUNY CCE to discuss possible joint outreach initiatives for **responders** between SUNY and DC 37.
- 6/19/13 – (M) Lillian (DC 37 staff member) met with **10** safety and health representatives from the Human Resources Administration in Brooklyn and gave **50 DC 37 WTCHP brochures** to be distributed to **survivor** members at HRA.
- 6/25/13 – (M) Lee attended DC 37 delegates meeting at union headquarters in Manhattan, giving out **100 brochures** to the **100 attendees** for both **survivor and responder** members.
- 6/26/13 – (M) Guille went to safety and health committee meeting at FDNY headquarters in Brooklyn and distributed **100 brochures** to the **25 attendees** for **responders and survivors**, while also encouraging representatives to join volunteer corps to spread word about WTCHP.
- 6/26/13 – (M) Darrah met with Fredy Gonzalez Burgos at Single Stop's office in Harlem to discuss joint outreach initiatives to **survivor and responder** communities.
- 7/2/13 – (M) Darrah went to Bellevue WTC EHC to meet with clinic staff there to discuss outreach for the **survivor** population, specifically for DC 37 members, and distributed **10 brochures**.
- 7/9/13 – (M) Darrah met with organizers at the Professional Staff Congress union at 61 Broadway to discuss outreach to **survivors** at Borough of Manhattan Community College and distributed **20 applications** and **50 brochures**.
- 7/10/13 – (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.
- 7/18/13 – (M) Darrah went to breakfast at Single Stop office in Harlem for NIOSH cooperative agreement awardees to discuss their various outreach initiatives.
- 7/26/13 – (M) Lee, Guille, and Darrah met with DC 37's Communications Director to plan PR campaign for **responder** and **survivor** video PSAs to be released for 9/11 anniversary.

- 8/5/13 – (M) Lillian went to a meeting at the NYC Taxi and Limousine Commission attended by **20 people**, gave out **100 brochures**, and encouraged members to contact Outreach Specialist.
- 8/6/13 – (M) Lillian went to a meeting at the NYC Tow Pound attended by **25 people**, gave out **25 brochures**, and encouraged members to contact Outreach Specialist.
- 8/7/13 – (M) Lee, Guille, and Darrah attended WTC Executive Steering Committee Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 8/8/13 – (M) Darrah went to meeting at 26 Federal Plaza with other NIOSH cooperative agreement awardees to go over updates on WTCHP outreach projects.
- 8/8/13 – (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.
- 8/11/13 – (P) Lee and Guille presented at Local 384's annual conference in Atlantic City to **50 members**, distributing **25 applications** and **50 brochures**.
- 8/26/13 – (T) Guille distributed **200 copies of the WTCHP newsletter** by tabling in the lobby of the DC 37 union building.
- 8/29/13 – (P) Lee gave a presentation at a pep rally at the union building on WTCHP to **200 members**, giving out **200 brochures, postcards, and posters** for **responders and survivors**.
- 9/3/13 - (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.
- 9/9/13 – (M) Lee, Guille, and Darrah attend press conference for the VCF in Manhattan.
- 9/10/13 – (P) Darrah gave presentation to **150 retirees** at DC 37 union building on **survivor and responder** parts of WTCHP and handed out **20 applications** and **150 postcards and brochures**.
- 9/11/13 – (T) Guille, Darrah, and Lisa staffed a table in the lobby of the DC 37 union building, handing out literature to **250 members** and staff, including **50 applications, 200 brochures, 200 postcards, and 25 posters**.
- 9/12/13 – (P) Darrah gave a presentation to **7 responders** at the Dept. of Design and Construction in Queens, giving out **7 applications** and **50 brochures, postcards, and posters**.

- 9/12/13 – (P) Darrah gave a presentation to **50 DC 37 staff members**, potentially survivors, at the Federation of Field Representatives meeting at the DC 37 union building, distributing **25 applications, 50 brochures, 50 postcards, and 50 posters.**
- 9/12/13 – (P) Guille presented to the **20 members** of the Executive Board of Local 1070 in the DC 37 building, giving out **20 applications, 25 brochures, 25 postcards, and 25 posters.**
- 9/16/13 – (M) Darrah met with **3 members** of the DC 37 Clerical Division staff at the union building and distributed **3 survivor applications, 25 brochures, 25 postcards, and 25 posters.**
- 9/16/13 – (P) Guille and Darrah made a presentation on WTCHP and DC 37's poster dissemination campaign to **25 survivors** at the Local 372 Next Wave meeting at the union building, giving out **25 brochures, posters, and postcards.**
- 9/16/13 – (T) Lee tabled to **200 survivors** at the union building at the Local 1549 general membership meeting, distributing **200 postcards.**
- 9/16/13 – (M) Lisa attended a safety and health committee meeting with **15 responders and survivors** at the Dept. of Housing, Preservation, and Development in Manhattan, distributing **100 postcards.**
- 9/16/13 – (M) Lisa attended a meeting with **20 responders and survivors** at Local 375 Chapter 12's Safety and Health Committee in Manhattan, distributing **25 brochures and postcards.**
- 9/16/13 – (M) Darrah met with NYU Bellevue staff member Jessica Paddock at NYU to discuss joint outreach possibilities.
- 9/18/13 – (M) Guille attended Local 2507 general membership meeting at union building, distributing literature to **75 responders**, including **75 brochures and postcards.**
- 9/18/13 – (M) Darrah went to a meeting of **100 survivors** at the Local 371 general membership meeting at the union building, distributing **100 brochures, postcards, and posters.**
- 9/18/13 – (M) Darrah went to a meeting of **100 responders and survivors** at the Local 436 general membership meeting at the union building, distributing **100 brochures, postcards, and posters.**
- 9/23/13 - (M) Lisa attended a labor-management meeting with **20 responders and survivors** at Dept. of Transportation in Manhattan, distributing **150 brochures.**

- 9/24/13 – (M) Lee, Guille, and Darrah attended meeting of all DC 37 delegates at union building, handing out information to **250 responders and survivors**, including **200 brochures, postcards, and posters**.
- 9/25/13 – (M) Darrah attended meeting of **100 responders and survivors** at the Local 375 delegates meeting at the union building, distributing **50 applications, 100 brochures, 200 postcards, and 50 posters**.
- 9/30/13 – (M) Darrah distributed materials for **25 responders and survivors** at Local 372 Section 2's meeting at the union building, providing **50 brochures**.
- 10/1/13 - (M) Susan attended a meeting with **20 survivors** at the Office of the Comptroller's Safety and Health Committee in Manhattan, distributing **30 brochures**.
- 10/1/13 – (M) Darrah met with the 3 leaders of the Local 1549 Next Wave Committee to talk about DC 37's upcoming WTCHP poster dissemination campaign, distributing **10 posters**.
- 10/1/13 – (P) Darrah gave a presentation to **75 responders and survivors** at Local 1070's general membership meeting at the union building, distributing **20 applications, 50 brochures, 50 postcards, and 20 posters**.
- 10/1/13 - (M) Darrah attended WTC Survivor Steering Committee Meeting at 8 Leonard St, Manhattan to discuss issues affecting WTCHP **survivor** populations.
- 10/2/13 - (M) Lee and Guille attended WTC Executive Steering Committee Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 10/2/13 – (P) Darrah gave presentations to **30 responders** total at the Office of the Chief Medical Examiner's locations in the Bronx, Queens, and Brooklyn, giving out **30 applications and 50 brochures**.
- 10/3/13 – (P) Lee gave a presentation to **200 survivors** at the Local 1549 Shop Steward Training at the union building, giving out **200 postcards and WTCHP newsletters**.
- 10/7/13 – (P) Darrah gave a training on the WTCHP to **15 staff members** in the Personal Service Unit at DC 37, which works with members who are **survivors and responders**. She handed out **10 applications, 150 postcards, 150 WTCHP newsletters, and 5 posters**.
- 10/9/13 – (P) Darrah gave a presentation to **6 responders** at the Office of the Chief Medical Examiner's location in Manhattan, giving out **6 applications and 20 brochures**.

- 10/9/13 – (P) Darrah gave a presentation to **250 responders and survivors** at Local 372's general membership meeting at the union building, distributing **20 applications** and **100 brochures**.
- 10/9/13 – (T) Darrah sent materials to for tabling for the **Nationwide Provider Network** to AFSCME District Council 82's Executive Board Meeting in Albany, NY. She sent **20 applications, 200 brochures, 25 posters, 25 WTCHP newsletters, 50 NPN factsheets**.
- 10/10/13 – (P) Darrah gave a training on the WTCHP to **15 staff members** in the social work department of the Municipal Employee Legal Services at DC 37, which works with members who are **survivors and responders**. She handed out **50 brochures** and **2 posters**.
- 10/15/13 – (M) Darrah attended meeting of Local 372 Paraprofessionals Chapter, distributing **25 applications** and **50 brochures**.
- 10/16/13– (P) Darrah gave a training on the WTCHP to **18 people** who are supervisors of the Municipal Employee Legal Services at DC 37, which works with members who are **survivors and responders**. She handed out **50 brochures, 50 postcards** and **2 posters**.
- 10/16/13 – (M) Darrah met with Christiaan Perez, producer of radio shows Labor Lines and Comunidades y Trabajadores Unidos to discuss future radio shows for WTCHP outreach.
- 10/17/13 – (P) Darrah presented to **15 responders and survivors** at Local 436's lunchtime meeting at the Dept. of Health and Mental Hygiene in Queens, distributing **15 applications, brochures, and postcards**.
- 10/18/13 – (P) Darrah presented to **20 responders and survivors** at Local 436's lunchtime meeting at the Dept. of Health and Mental Hygiene in Queens, distributing **20 applications, brochures, and postcards**.
- 10/21/13 – (T) Darrah sent **Nationwide Provider Network** materials for a table at the Civil Service Employees Association Annual Delegates meeting in Albany for 200 attendees, providing **20 applications, 50 brochures, 20 posters, 25 WTCHP newsletters, and 50 NPN factsheets**.
- 10/22/13 – (P) Darrah traveled to Durham, NC to present on WTCHP and **Nationwide Provider Network** to an AFSCME Retiree Convention with 150 attendees. She distributed **50 applications, 50 brochures, 150 postcards, 20 WTCHP newsletters, and 50 NPN factsheets**.

- 10/23/13 – (T) Lillian staffed a table at the Dept. of Environmental Protection Employee Health Day in Queens for over **1,000** attendees who could be survivors or responders. She distributed **50 applications, 75 brochures, and 200 postcards**
- 10/24/13 – (T) Darrah and Lisa staffed a table at the Human Resources Administration Health Fair at the DC 37 union building for **400 survivors**. They handed out **20 applications, 50 brochures, and 100 postcards**.
- 11/6/13 – (M) Lee, Guille, and Darrah attended WTC Executive Steering Committee Meeting at the DC 37 union building in Manhattan to discuss administration of WTCHP for FDNY and **general responders**.
- 11/18/13 – (M) Lee and Guille attended Local 375 staff meeting and spoke to **10 attendees** about importance of spreading the word about WTCHP to **responder and survivor** members.

**WTCHP Non-Research Cooperative Agreement
Interim Progress Report Narrative**

TITLE PAGE

Grant Number: 5E11OH010452-02

Project Title: World Trade Center Health Program Outreach and Education Plan

Project Period: 09/01/2012 – 08/31/2014

Report Period: 12/1/2013 – 8/31/2014 & No Cost Time Extension (9/1/2014-2/28/2015)

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

Institution: District Council 37, AFSCME
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I. OVERVIEW

- A. Project Title:** World Trade Center Health Program Outreach and Education Plan
B. Primary Staff: Guille Mejia, Principal Investigator; Liam Lynch, Outreach Specialist
C. Organization: District Council 37, AFSCME
D. Contract/Project Number: 5E11OH010452-02
E. Project Period: 12/01/2013 – 2/28/2015

II. PROJECT SUMMARY DESCRIPTION

A. Organization description

District Council 37 (DC 37) of the American Federation of State, County, and Municipal Employees (AFSCME), AFL-CIO is a public-sector union that represents over 110,000 employees of the City of New York, numerous authorities, cultural institutions, the Health and Hospitals Corporation, as well as several state agencies. For almost 70 years, DC 37 has represented a wide range of city employees in every New York City agency. DC 37 members include accountants, nurses, social workers, highway repairers, school aides, sewer workers, secretaries, emergency medical technicians, chaplains, computer programmers, custodians, motor vehicle operators, mortuary technicians, sanitarians, parks enforcement officers, crossing guards, architects, engineers, epidemiologists, traffic device maintainers, and many other job titles. Thousands of these workers were either directly involved in World Trade Center rescue, recovery and clean-up efforts, or worked in the areas most directly affected by contaminants emitted during the buildings' collapse and subsequent fires at the site.

B. Target populations

Under the DC 37 umbrella are 52 locals representing employees within hundreds of different job titles at numerous city and state agencies as well as cultural institutions. On September 11, 2001 and the days and months that followed, thousands of DC 37 members acted in different capacities in the city's efforts to rescue and recover victims, and in the clean-up and restoration of the site where the World Trade Center Towers and surrounding buildings once stood. These individuals would be considered "general responders" in the WTC Health Program. Examples of DC 37 members involved in this work were:

- School Aides in the neighborhood schools who took care of the children on September 11, 2001, assisted in their evacuation, and then stayed on to assist the rescue and recovery workers utilizing the school buildings for staging areas;
- Public Health Nurses who provided daily medical assistance to the injured on 9/11/01 and days afterwards;
- Industrial Hygienists and Chemists who monitored the environment and kept vigilance on worksite conditions;
- City Chaplains who comforted distraught workers as they dealt with the death and destruction surrounding them;
- Morgue Technicians and Criminalists who had to remove the bodies and assisted in their identification;

- Engineers who had to determine the structural integrities of the buildings in and around Ground Zero;
- Custodial Assistants who maintained the contaminated buildings temporarily used by law enforcement communities;
- Water System Workers who labored to restore water supply to the area;
- Traffic Enforcement Agents who secured access to the site and surrounding streets;
- Transportation Workers and Motor Vehicle Operators who carted off the debris as workers desperately worked to dig out and recover bodies.

Since the WTC complex is situated in the financial center of NYC and in the heart of city governance, public sector workers, many of whom are or were DC 37 members, were dispatched to their office buildings to recover necessary business documents and equipment to keep city government running. Some returned to these office buildings within days only to find out the buildings were not properly decontaminated. Others lived in the affected area and they also returned to buildings that were in some stage of disrepair exposing them to the same types of contaminants that responders, clean-up and restoration workers were exposed to as they attempted to reestablish their lives. These workers more than likely fall within the category of “survivors” in the WTC Health Program.

III. PROJECT AIMS

First aim:

To inform and educate the active and retiree memberships of the American Federation of State, County, and Municipal Employees (AFSCME) and its affiliate, District Council 37 (DC 37) about the existence of the WTCHP administered by the National Institute for Occupational Safety and Health (NIOSH).

A. Accomplishments/progress

1. Number of outreach materials developed and distributed

In addition to the activities reported in the previous report covering May 1, 2013- November 30, 2013, our project team has achieved the following materials development goals during this current reporting period from December 1, 2013- February 28th, 2015:

- The outreach team has given out a total of **719 WTCHP applications** during the reporting period. We disseminated **650** applications at various outreach presentations to our members, retirees, and labor affiliates. Finally, we emailed and sent **66** applications to individuals who called us on our WTCHP hotline number, stopped by the office, or met us in person through union contacts.
- Our Principal Investigator and Outreach Specialist co-branded and printed the Responder NIOSH poster in March-April 2014 with the DC 37 logo. We printed posters in two sizes, 11” x 17” and 8.5” x 11”. The poster gave information geared towards DC 37 members and provided information on the Responder program and WTC HP contact information. We have disseminated **800 posters** to Council field staff who then distributed the material to members on location as well as through various union events.
- In addition, we designed and printed in March 2014 a new Nationwide Provider Network informational poster. The poster was geared towards survivors and responders who do not live in the NYC Metro Area and provided general information about the national

program as well as contact information. We distributed this material through our international AFSCME Council mailing as well as the AFSCME 41st International Convention in Chicago. We disseminated **300 posters**.

- DC 37 organized three major mailings of the NIOSH co-branded “9/11: Were You There?” responder postcards to our members, totaling **869 postcards**. This time we targeted specific locals with members who were responders based on their city title. These titles were chosen based on our knowledge that these members were heavily exposed to 9/11 toxins due to their WTC-related response work. We teamed up with Local 376 NYC Construction Laborers, Highway Repairers & Watershed Maintainers and sent **469 postcards** to the city title “Highway Repairer”. With Local 1087 NYC Prevailing Rate Employees, we sent **100 postcards** to two city titles, “Radio Repair Mechanic and Supervisor Radio Repair Operator.” With Local 1931 MTA Triborough Bridge and Tunnel Authority Maintenance Employees we sent **300 postcards to all members in the local**.
- In addition, in May 2014 DC 37 reprinted **3,000 more copies of the WTC HP brochure** that was developed in May 2013 for DC 37 members. The brochure provided information on the responder and survivor programs and application procedures, in addition to Nationwide Provider Network resources. We distributed 3,000 copies of this brochure between 12/1/2013 and 4/30/2014. More brochures were needed because of the high demand. In total **5,500 brochures** were distributed during the reporting period.
- In an effort to reach DC 37 and AFSCME retirees and members across the country, we distributed **1800 Nationwide Provide Network factsheets** developed by NIOSH through in-person meetings and a national mailing to all councils in AFSCME.
- Additionally, for the purpose of the AFSCME 41st International Convention, DC 37 printed factsheets on survivor and responder eligibility and documentation. We distributed **200 copies of the survivor factsheet** and **200 copies of the responder factsheet** to convention delegates from across the country.
- DC 37 distributed NIOSH’s WTCHP newsletter to our members and allies over the course of the project period. We have given out the updated Spring 2014 newsletter at presentations, in addition to featuring it prominently in our office and using it for tabling purposes in the union building’s lobby. Our Outreach Specialist included the NIOSH newsletter with every WTCHP application he mailed to our members. To date, a total of **1,050 newsletters** have been distributed.
- In order to reach the wider NYC community, DC 37 ordered and co-branded the “9/11: Were You There?” Survivor poster in the Fall of 2013 in anticipation of the start of the Poster Campaign outreach activities. For this reporting period, we distributed **700 posters throughout the Lower Manhattan community** through our grassroots poster campaign. We teamed up with several Locals who have standing “Next Wave Committees” as well as collaborated with the students at the CUNY Murphy Institute of Labor Studies and disseminated a plethora of WTC HP outreach materials to local businesses situated in the NYC Disaster Area. We estimate that between **350-400 businesses were actively engaged in the campaign** through their acceptance of outreach material. This campaign involved training **44 volunteers** about the WTC HP thus enhancing the NYC labor movement’s ability to spread the word about the health program. The volunteers were well equipped to spread the message and answer questions about the program.

- To overcome the challenges with language and engage the Chinatown community, we collaborated with NYC Community Board 3 and Gouverneur Health Hospital and provided an electronic copy of the English and Chinese version of the “9/11: Were Your There?” poster developed by NIOSH. This collaboration included outreach to our members employed by these organizations as well as the wider community. Although it is difficult to ascertain a total number distributed by our partners, we observed posters displayed conspicuously throughout the respective facilities.

2. Number of outreach presentations

- **Presentations to target populations**

Our team made **37** presentations to provide information to target populations about the WTCHP. The presentations ranged from large general membership meetings to smaller shop steward trainings to safety & health committee meetings and other forums. Almost all presentations have sparked a dialogue between the presenter and the audience indicating a heightened understanding of the program. After presentations, our Outreach Specialist met individually with members to ensure they had the correct information and the assistance they needed to successfully enroll in the health program. Our experience demonstrated that presentation attendees passed information along by either redistributing outreach literature or talking to members in subsequent union meetings or worksite visits.

3. NIOSH/WTCHP orientation meetings attended

We attended **22** meetings with NIOSH since December 2013. These gatherings include the cooperative agreement awardees meetings, the WTC Executive Steering Committee meetings, Survivor Steering Committee meetings, and individual meetings with NIOSH staff to discuss grant activities. In addition, we participated in **13** calls with NIOSH staff during the reporting period. These calls have been both one-on-one between NIOSH and DC 37 staff to discuss outreach strategy, and also conference calls for all cooperative agreement awardees.

4. Meetings with WTCHP organizations to coordinate outreach and education activities

During the grant period, we participated in **48** meetings with groups affiliated with WTCHP outreach and administration. These sessions include the biweekly General Responder Consortium outreach phone calls, a biweekly DSNY outreach subcommittee phone call, the non-English outreach subcommittee phone call and telephone calls and in-person meetings to coordinate with NYCOSH, Single Stop, and 9/11 Environmental Action on joint outreach initiatives. DC 37 teamed up with a two partner organizations, North Shore- LIJ Health System and the WTC Environmental Health Center, to plan a panel presentation on a radio show hosted by Vic Fusco of Labor Lines. More information on this radio show can be found in the Communications section, page 32. In addition, our Outreach Specialist was accompanied by representatives from Mount Sinai Clinical Center of Excellence and the Queens Clinical Center of Excellence to several lunch-time meetings to present to the Police Pension Fund employees on information on the WTC HP. Frequently tabling at health fairs, conferences, trainings, and other events was done jointly with Mount Sinai and NYCOSH. DC 37 collaborated with the WTC Environmental Health Center (WTC EHC), specifically Gouverneur Healthcare Services, and dispensed outreach literature throughout the clinic. Through this initiative we were successful at

reaching our members at this specific work location. Our Outreach Specialist consulted with Community Boards 1, 2, and 3 as well as 9/11 Environmental Action throughout the Poster Campaign to identify key geographical pockets to maximize reach to the target population, and specifically the Survivor Community. As such, we have actively fulfilled the collaborative element of our work plan.

5. Communication materials developed

DC 37 expanded our WTCHP communication work since the last reporting period. We continued to distribute our popular brochure during presentations, at in-person meetings, tabling events, mailings, and throughout the poster campaign visits. We frequently updated our website with new information and regularly updated our Facebook page. In addition, we engaged in the following communications and PR activities:

- Building on our strong partnership with the radio show “Labor Lines”, DC 37 worked with Dr. Jacqueline Moline from North Shore-LIJ Health System, Dr. Nomi Levy-Carrick from WTC EHC, and a DC 37 responder, Mildred Carter from NYPD, to assemble a half-hour panel discussion radio show aired on WWRL 1600 AM. We posted a link to this show on our Facebook page and shared it with all of our WTCHP outreach partners.
- We distributed our radio PSAs, both 30 and 60 second versions, to three radio programs; one is broadcast nationally, and the other two are locally broadcast in NY. The national radio program, “The Rick Smith Show” aired on WIOO 97.9FM & 1000 AM and WEEO 93.9 & 1480AM. “Labor Lines” and “Comunidades y Trabajadores Unidos” aired on WWRL 1600 AM. All shows were available online as well.
- Throughout the entire project period, we ran a message about the WTC HP via our telephone system “Voice-on-Hold” feature. As it turned out, many individuals who called the Outreach Specialist stated that it was this brief message that was the impetus for calling.
- Several times the WTCHP was featured in DC 37’s Action Alerts & News E-messages, an e-mail blast that reaches thousands of our members via their personal cell phones and computers. In addition to the e-mail blasts, these e-messages were featured routinely on the DC 37 website homepage allowing our members to quickly access and view WTCHP information.
- Our International Union, AFSCME, featured an article on DC 37’s WTCHP Outreach and Education Project on its blog which reached tens of thousands of AFSCME members across the nation. Supporting our national outreach objective, the blog post highlighted the national program for those who live outside of the New York metro area. Additionally, during the 2014 AFSCME International Convention, the daily convention newsletter featured an article on our WTC HP booth. Over 4,000 AFSCME delegates and guests attended the week-long convention. The newsletter encouraged convention attendees to stop by our booth and receive additional information and assistance with eligibility questions about the WTCHP. Many of those who stopped by the booth took packets of information to carry back to their home union locations for distribution.
- We worked with our partners in city government to add information about DC 37 to the NYC website (www.nyc.gov) under the “9/11 Health” section. This information directed visitors who may be DC 37 members to our WTCHP website. We were listed as an organization that offers WTCHP assistance.

- DC 37 teamed up with the City University of New York's (CUNY) Murphy Institute for Labor Studies for assistance with the WTC Poster Campaign. Students received a half day presentation on the WTCHP, its origins, the enabling legislation, and our objectives for the campaign. Then they went out in teams to encourage businesses to publically post the information and also share it with their employees. This partnership led to further dissemination of the Council's outreach information and material regarding the health programs by way of the school's blog, which is seen by students, faculty, staff and labor allies. The blog post was reposted on the Murphy Institute's Twitter account as well as its Facebook page.
- Over the course of the project period, DC 37's monthly newspaper, the Public Employee Press (PEP), with a circulation of over 300,000 including retirees, featured articles on the WTCHP numerous times. These articles ranged from a lengthy article on the Poster Campaign to small blurbs on the VCF with WTCHP information included. After publication and distribution, there was always an influx in calls to our hotline number. During the week of the AFSCME International convention, an issue of the PEP with a feature story on the WTCHP was distributed to the membership, delegates, and guests. Reports from AFSCME councils indicated that the message was forwarded to many potentially affected responders.

6. Problems/barriers and the methods utilized to address them

- From the onset of our outreach efforts, members often expressed uncertainty when it came to differentiating between the various programs related to 9/11. They commonly believed they were signed up for the WTCHP because they had registered years earlier with the WTC Health Registry or the Victim Compensation Fund. Other times they assumed that filing for disability with their Pension System or submitting a claim with the NYS Workers Comp Board meant they were enrolled in the health program. We tackled this barrier by utilizing an informational sheet developed by 9/11 Environmental Action that explains the differences among the programs. Additionally, during one-on-one meetings with members, we took the time to carefully explain each program and go over individually which programs the member was eligible for. Utilizing this approach, we ensured that each member applied, if eligible, to the WTCHP as well as registering properly for all other programs. Members walked away with a better understanding of their status in relation to the WTCHP.
- At times, working with NIOSH presented challenges. NIOSH oversight of certain details and changes in procedure throughout the grant project period demanded our flexibility and tested our ability to move ahead without being fully equipped with adequate knowledge or materials. Despite this challenge, we forged ahead and our outreach and education activities remained unaffected.
- Oversaturation of WTCHP information was a "positive" barrier that we encountered towards the end of the project period. We overcame this barrier by impressing on the targeted population the confusion that still exists about the various programs and the urgency in enrolling before the windows of opportunity were closed. Members and staff alike felt they were well-informed of the WTCHP due to our diligent and efficient efforts to reach the diverse membership of AFSCME and its affiliate DC 37. They were not only

knowledgeable of the WTCHP; many felt they were equipped with the knowledge to conduct outreach on their own to members and the larger 9/11 community.

Second aim:

To increase registration of eligible responders and survivors as identified in the James Zadroga 9/11 Health and Compensation Act of 2010, sections 3311 and 3321.

Please see the evaluation section for further information on the methods DC 37 is utilizing to increase registration for responders and survivors.

IV. PROJECT EVALUATION

1. How many people were reached?

- **Direct interaction with target populations**

DC 37 estimates that we have reached an estimated **3,678** individuals through our direct outreach efforts. This number reflects presentations, meetings, information sessions, tabling at outreach or Council events, one-on-one conversations with union members (in-person or through our hotline) about the program, and the wide-reaching poster campaign.

- **Indirect outreach done electronically and through mailings**

District Council 37 has engaged in extensive education on the WTCHP via social media, TV, radio, direct mailings, and email blasts. It is estimated that these efforts reached over **2,000,000** individuals. Exact enrollment information is not available since a tracking system for "hits" or "clicks" on the websites and receipts of emails was not proposed in our original proposal. However, the following demographics were obtained from our partners and can be used to project the reach and nature of our audience:

- Numerous articles about the WTCHP in the DC 37 newspaper, *The Public Employee Press* = mailed to **300,000** members
- "Labor Lines" panel show on WTCHP = **15,000** estimated listeners
- DC 37 PSAs aired on "The Rick Smith Show" estimated **15,000** listeners
- AFSCME International posted a WTCHP article on their blog, homepage and Twitter = **145,000** estimated reached
- Mailing of NIOSH-designed postcards to DC 37 members = **869** members
- NYC.gov 311 website- DC 37 WTC HP information posted= **4,000-5,000** "hits" per month on 9/11 NYC.gov site.
- AFSCME International Convention Daily Newspaper= **4,000** members
- DC 37 Voice on Hold Announcement= **2,500** members reached
- DC 37 Homepage WTC HP Announcements = **5,000** members reached
- DC 37 Action Alerts & News E-messages, WTCHP e-mails = **13,261** members reached
- E-mail blast to all Local 154 members, NYC Amalgamated Professional Employees, working in NYC Disaster Area = **243** members
- Mailing of **Nationwide Provider Network (NPN)** outreach material to the **56 Councils** of AFSCME. The estimated AFSCME membership was 1.6 million.

- “DC 37’s WTC Health Program” Facebook Page has **228** Likes and on average reached **55** people per post
- We utilized numerous additional indirect methods of outreach; however we are unable to quantify certain activities. For example, announcements from DC 37 on the WTCHP was posted on the website of Community Board 2 as well as the CUNY Joseph S. Murphy Institute Blog and Twitter account, but we were not able to ascertain how many were reached because the partner organizations do not track this data.
- Direct and indirect outreach methods often dovetail in these outreach activities. For instance, our “Labor Lines” panel radio show included participants who used their own networks to distribute the link to the show and thus increased the number of listeners. Additionally, many of our Facebook posts were shared on other pages and then “liked” by others. Thus we cannot fully quantify how many were reached on this social media platform.
- The viral nature of indirect/electronic outreach makes it difficult to quantify the exact reach of our activities. When we mailed NPN outreach materials to the 56 Councils within AFSCME, this information was further dispensed to individual locals within those Councils. Each Local and Council utilized a variety of methods to deliver the information and we could not capture the extent of their outreach efforts. This outreach initiative had the potential to reach more than 1.6 million active and retired members. We received numerous postcards in the mail thanking us for the WTCHP information and multiple union leaders acknowledged they received and distributed the outreach materials when we met with them at the AFSCME Convention.

2. Who are the people reached?

District Council has targeted both the general responder and survivor populations in our WTCHP education campaign. DC 37 members are public employees throughout New York City, some of whom were assigned to work on the pile at Ground Zero while others worked or lived in the WTC Disaster Area as defined in the Zadroga Act. As such, our messages were crafted accordingly to effectively communicate key program information to these two groups when making presentations or conducting electronic outreach. Many of our outreach materials are directed simultaneously at both groups since several city agencies employed members who could be categorized into one of the two groups (responders and survivors).

Outreach efforts to increase enrollment in the National Provider Network (NPN) were directed to AFSCME members outside of New York City who were dispatched by their employers during the different phases of rescue, recovery, and clean-up. We also targeted NPN outreach toward DC 37 and AFSCME retirees who left the NYC area after 9/11 but were members of the covered groups specified by the Zadroga Act. Our Outreach Specialist sent a mailing to the Executive Directors of all Councils affiliated with AFSCME in order to ensure that they were well-informed of the program and could assist their members in this regard. Additionally, DC 37 staffed a WTC HP informational booth at the week-long AFSCME International Convention held in Chicago.

As laid out in our grant proposal, we embarked on our grassroots Poster Campaign and successfully reached the communities of Lower Manhattan and Northwest Brooklyn. We

spoke to hundreds of workers and business owners and effectively engaged **323 businesses** to accept and display our NIOSH-designed and co-branded posters, brochures, and postcards on their windows, window sills, doors, in lobbies, etc. With this visibility our material was seen by many community members living, working, or passing by. Most businesses kept the information posted for a minimum of two weeks while others continue to display the materials. We distributed over **700 Survivor posters** in the NYC Disaster Area. During the months of the campaign, our posters were a part of people's daily commute, reaching hundreds and possibly thousands of people who could benefit from the message. Additionally, we trained **44 volunteers** from within the labor community throughout the duration of the poster campaign, who became well-versed in the WTCHP and the enrollment process. These trained volunteers assisted community members in regards to the health program and also assisted their own coworkers, friends, and family members. Our volunteer training sessions not only led to a better understanding of the program for the volunteers but also equipped them to convey information within their own social networks. By displaying the posters prominently, we attempted to close the information gap between union members and members of the community. The far reaching effects of this effort may have contributed to the spikes in enrollment, especially in the "survivor" program.

3. Were the outreach and education messages successful in getting people to enroll in the WTC Health Program?

The methods to identify individuals who enroll as a result of outreach efforts

- **Self-report:** During the course of our outreach, through the various activities-presentations, tabling events, the poster campaign, trainings, etc, the Outreach Specialist distributed his business card to those attending the events. Thus, many members were able to reach out to the Outreach Specialist for individualized attention and assistance in enrolling in the program. Often times and when possible, we have asked members to provide us with their contact information if they wanted further information on the WTCHP and could not take the time right at the moment. The Outreach Specialist then followed up with these members to ensure they received the information and assistance they needed to successfully enroll in the program. Similar to the last reporting period, we have received calls from a number of members to report that they successfully enrolled or re-entered the program.
- **First visit survey:** To be performed by WTCHP staff.
- **Listing of individuals contacted by each study:** Since District Council 37 proposed a multimedia and direct educational marketing project, it is difficult to provide a listing of the individuals who access our outreach information as much of it is done remotely. Moreover, the Outreach Specialist attended many council-wide meetings to present on the WTCHP where attendance was not captured or sign-in sheets were not available. The very nature of the grassroots poster campaign makes it impossible to determine how many individuals our efforts have reached. Thousands of potentially eligible individuals live, work, and pass through Lower Manhattan every day. It was our aim to provide them with information with the help of business owners.

V. DATA COLLECTION AND MANAGEMENT PLAN

DC 37's Outreach Specialist maintained a spreadsheet and a presentation tracking log (please see attached appendices) which recorded program orientation and coordination activities, outreach events, and direct communication with members. Following the evaluation plan provided by NIOSH, the logs record the date and location of events, outreach or coordination accomplished, the number of attendees, target populations, materials distributed, and staff member present. The Outreach Specialist updates these logs on a daily basis to accurately track our program activities. Moreover, the records assist our team in assessing the scope of our outreach efforts and whether we are on track for contacting all of our affected union locals.

VI. PRESENTATIONS, MEETINGS, AND TABLING TRACKING

- 12/4/13 – (M) Lee and Guille attended WTC Executive Steering Committee Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 12/10/13 – (T) Guille attended the DC 37 Retirees' Association general membership meeting with **350 attendees from the survivor and responder populations** at the union building, distributing **350 letters** on WTCHP, along with **350 NPN factsheets**.
- 2/20/14- (P) Liam gave a brief presentation to Local 768 General Membership meeting at DC 37 in Room 4, **40 attendees** from both the **survivor and responder** population distributing **40 WTCHP brochures, 30 survivor applications and eligibility forms, 30 responder applications and eligibility forms**, as well as **30 VCF factsheets**.
- 2/24/14 (M) Liam had a phone meeting with Terry Miles of the Survivor Program at HHC to set up the **PSA videos** in the HHC facility waiting rooms
- 2/25/14- Liam and Guille gave **60 WTCHP brochures** and **35 WTCHP newsletters** to the Sergeant at Arms at the DC 37 Delegate Assembly Meeting to be distributed to the **100 attendees** for both **survivor and responder** members.
- 2/28/14- Liam and Guille met with **5 DSNY & HHC union reps** to discuss how materials could be distributed to their facilities. 22 Packets of WTC HP info went out to their facilities. Packet included **10 Posters, 40 Postcards, 20 Business cards, 40 Brochures, Eligibility factsheets**.
- 3/1/14- (T)Liam went to Local 371's Delegate Training and tabled and gave a presentation about the WTCHP, distributing **35 WTCHP brochures, 10 WTCHP newsletters** to the **130 attendees** of the survivor population.

- 3/4/14- (M) Liam and Lisa attended the **WTC Survivors Steering Committee** to discuss issues affecting **WTCHP survivor** populations.
- 3/5/14 (M) Liam, Lisa, and Guille attended the **WTC Executive Steering Committee Meeting** at DC 37 Headquarters in Manhattan to discuss administration of WTCHP for FDNY and **general responders**.
- 3/5/14 (M) Guille and Liam attended the **VCF Meeting** at DC 37 Headquarters in Manhattan to discuss VCF medical issues for Responder and Survivor populations
- 3/5/14- (P) Liam went to Local 1549's HHC Chapter Meeting and distributed **40 WTCHP brochures** and presented on the WTC HP to the **40 attendees** present from the **survivor** population.
- 3/7/14 – (M) Liam met with Fredy Gonzalez Burgos at Single Stop's office in Harlem to discuss joint outreach initiatives to **survivor and responder** communities
- 3/12/14- (P) Liam went to a DOT Labor-Management meeting with union representatives and managers, and gave a presentation to the **20 attendees** for both **responder and survivor** population and distributed **20 Brochures & 20 Postcards as well as Business cards**
- 3/13/14- (P) Liam went to a Parks And Recreation Labor-Management meeting with union representatives and managers, and gave a presentation to **12 attendees** for the **responder** members and distributed **15 brochures and a 5 Postcards as well as 5 Business cards**
- 3/17/14 (T) Liam attended the 9-1-1 Operators Health Fair at 11 Metro Tech Center in Brooklyn, NY via Local 1549 and set up a table distributing WTC HP information. Collaboration with Mount Sinai, Cleo Silvers and Vivian Escrogima. Handed out **40 brochures, 20 newsletters, 20 postcards, 10 business cards** to the **75 attendees** that passed by as part of the **survivor and responder** population.
- 3/20/14 (P) Liam attended a Department of Housing Preservation & Development Labor-Management meeting with union representatives and managers, and gave a quick presentation to the **10 attendees** for **responder** members and distributed **30 brochures, 20 Postcards, 8 Survivor & Responder Posters, and 10 Survivor & Responder Applications, and 10 Business Cards**.
- 3/21/14 (T) Liam attended the 9-1-1 Operators Health Fair at 11 Metro Tech Center in Brooklyn, NY via Local 1549 and set up a table distributing WTC HP information. Collaboration with Mount Sinai, Vivian Escrogima. Handed out **10 brochures, 10 newsletters, 5 postcards, 5 business cards and 5 survivor applications** to the **60 attendees passing through** for both **responder and survivor** members.

- 3/31/14 – (Poster Campaign Around WTC site) Liam did a test-run for the poster campaign, by asking businesses south of Canal St. to display WTC Health Program poster targeted to Survivors. **9 Businesses** hung our poster and took brochures and postcards. Each business was given an explanation of the WTC HP by our Outreach Specialist.
- 3/31/14 (T) Liam attended DC 37's Delegate Assembly and distributed outreach materials in the Lobby's booth to the **100 responders and survivors**, including **10 Brochures, 10 Newsletter, 10 VCF sheets**
- 4/2/14 (M) Liam and Lisa attended the **WTC Executive Steering Committee** Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 4/2/14 (M) Liam attended the **VCF Meeting** at FDNY Headquarters in Brooklyn to discuss VCF medical issues on Responder and Survivor populations
- 4/4/14 (M) Lisa and Liam met with the chair of **Community Board One** and an **additional staff member** to gain insight into the community in order to enhance the Poster Campaign.
- 4/5/14- (Poster Campaign Around WTC site) Liam, Lisa, & Guille facilitated and participated in the first canvassing day of the poster campaign. Local 1549's Next Wave Committee made up the volunteer corps (11 volunteers) and asked businesses south of Canal St. to display WTC Health Program poster targeted to Survivors. **79 Businesses hung poster & 18 Businesses took brochures and post cards, TOTAL of 98 participating Businesses.**
- 4/7/14 (T) Liam tabled at DC 37's Political Action's Labor Faith & Community Outreach Program for their first Orientation & Advanced Training Institute Session. About **60 survivors and responders** in attendance, distributing **40 Brochures, 25 Newsletters, 60 Postcards, 20 Survivor and Responder applications, and 30 VCF information sheets.**
- 4/8/14 (M) Liam and Lisa had a meeting with **9/11 EA** about the community south of Canal St in order to maximize our effectiveness for the Poster campaign for the **survivor** population
- 4/22/14 (T) Liam attended DC 37's Delegate Assembly and distributed outreach materials in the Lobby's booth -**10 Brochures, 10 Newsletter, 10 VCF sheets** to the **100 responders and survivors** in attendance.
- 4/29/14 (P) Liam attended the Asian Heritage Committee meeting and presented on the WTC Health Program and distributed **60 Brochures, 10 Postcards, & 15 Business**

Cards and 1 survivor application to the **15 survivors** in attendance. Liam also recruited for the Poster Campaign

- 5/7/14 (M) Liam, Lisa, and Guille attended **WTC Executive Committee Meeting** at DC 37 Headquarters in Manhattan to discuss administration of WTCHP for FDNY and **general responders**
- (5/7/14) (M) Liam, Lisa, and Guille attended the **VCF meeting** at DC 37 headquarters to discuss coordination with the WTC HP clinics
- 5/8/14 (M) Liam went to meeting at 26 Federal Plaza with other **NIOSH cooperative agreement awardees** to go over updates on WTCHP outreach projects.
- 5/8/14 (M) Lisa attended **WTC Survivor Steering Committee Meeting** at 125 Worth St, Manhattan to discuss issues affecting WTC HP **survivor** population
- 5/12/14 (P) Liam attended Local 1407's General Membership Meeting and gave a presentation about the availability of the WTC Health Program and distributed **50 brochures and 2 applications to the 50 survivors** in attendance.
- 5/15/14 (P) Liam attended Local 420's (Hospital Employees) Shop Stewards Meeting and gave a presentation about the availability of the WTC Health Program and distributed **50 brochures and 40 business cards** to the **50 attendees** for both the **responder and survivor** populations.
- 5/16/14 (M) Liam attended the Asian Heritage Committee's Annual Celebration and distributed **60 brochures, 5 applications and 30 business cards**. There were **70 attendees** for both the **survivor and responder** populations.
- 5/17/14 (P) Lisa attended Local 1597's General Membership Meeting and gave a presentation on the WTC Health Program to the **30 survivors and responders** present. Distributed **75 brochures, 25 business cards, 50 postcards, 40 posters, 50 flyers** to be posted in union offices at their facilities in order to inform members who were not present at the meeting.
- 5/20/14 (P) Liam attended a Safety and Health labor-management meeting with the Taxi & Limousine Commission to recruit for poster campaign to the **5 people** in attendance. **1 brochure** was distributed.
- 5/21/14 (T) Liam tabled in the Lobby of DC 37 at 125 Barclay St in the morning through the afternoon and distributed **23 brochures, 10 applications, 10 newsletters, 15 business cards** to the **100** members and staff walking by. Our booth was announced over the building's intercom throughout the day.

- 5/21/14 (P) Liam attended a Safety and Health labor-management meeting with the Human Resources Administration (HRA) to recruit for poster campaign and to discuss the WTC HP. **15 brochures, 10 posters, 20 flyers, 5 business cards** were distributed. HRA agreed to allow flyers and posters to be hung in the city agency locations by the **20 attendees** present for the **survivor population**.
- 5/27/14 (T) Liam attended DC 37's Delegate Assembly and distributed outreach materials in the Lobby's booth -**3 Brochures, 2 Newsletters to 100 responders and survivors** in attendance.
- 6/2/14 (P) Liam attended Local 1549's Political Action Committee Meeting and gave a presentation on the WTC HP to the **35 survivors present** and distributed **30 brochures, 5 business cards, and 1 survivor application**.
- 6/3/14 (M) Liam attended WTC Survivor Steering Committee Meeting at 125 Worth St, Manhattan to discuss issues affecting WTC HP **survivor** population
- 6/3/14 (M) Susan attended a safety & health committee meeting for Metro Plus and handed out **several posters** for distribution at their 3 locations and **10 brochures to the 10 survivors** present.
- 6/4/14 (M) Liam and Guille attended the **WTC Executive Steering Committee** Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 6/4/14 (P) Liam attended a safety & health committee meeting for Department of Environmental Protection and gave a presentation about the WTC HP and recruited for the Poster Campaign, and distributed **20 brochures, 10 business cards, and 15 posters** for distribution at their locations to the **10 attendees** for both the **survivor and responder** members.
- 6/10/14 (P) Liam attended a safety & health committee meeting for Comptroller's Office and gave a presentation about the WTC HP and recruited for the Poster Campaign, and distributed **30 brochures, 8 businesses cards, and 15 posters** for distribution at their locations to the **9 attendees** for both the **survivor and responder** members.
- 6/10/14 (P) Liam attended a safety & health committee meeting for the Department of Health and gave a presentation about the WTC HP and recruited for the Poster Campaign, and distributed **30 brochures, 5 business cards, and 15 posters** for distribution at their locations to the **8 attendees** for both the **survivor and responder** members.
- 6/11/14 (T) Liam tabled in the Lobby of DC 37 Headquarters at 125 Barclay St in the afternoon to the **200 members and staff** passing through and distributed **10 Survivor Applications, 10 brochures, 10 newsletters, 10 business cards, 3 VCF factsheets** as

well as discussed the program with many who stopped by. Our booth was announced over the building's intercom throughout the day.

- 6/17/14 (P) Liam attended a safety & health committee meeting for the Department of Citywide Administrative Services and gave a presentation and distributed **15 posters, 15 brochures, 5 business cards, 20 postcards (mini posters)** to the **10 survivors** present.
- 6/18/14 (P) Liam attended a safety & health committee meeting for the Fire Department of New York and gave a presentation to the **20 responders and survivors** present and distributed **10 posters, 30 brochures, 10 business cards, 14 post cards** as well as recruiting for the poster campaign.
- 6/18/14 (P) Liam attended a safety & health committee meeting for the New York Police Department and gave a presentation to the **10 survivors and responders** present and distributed **10 posters, 25 brochures, 10 postcards, 10 business cards, and 20 flyers** as well as recruiting for the poster campaign.
- 6/18/14 (P) Liam attended a safety & health committee meeting for the Department of Homeless Services and gave a presentation **12 survivors** and distributed **12 posters, 20 brochures, 10 postcards, 5 business cards and 15 flyers** as well as recruiting for the poster campaign.
- 6/18/14 (M) Liam met with Christiaan Perez, Assistant producer of **Labor Lines Radio Show** to develop the format and the initial plans for a show in September revolving around outreach for the WTC HP
- 6/19/14 (P) Liam attended a safety & health committee meeting for the Department of Transportation and gave a presentation to **35 responders and survivors** members and distributed **20 posters, 30 brochures, 20 postcards, 15 business cards and 25 flyers** as well as recruiting for the poster campaign.
- 6/19/14 (P) Liam attended a Shop Steward Health & Safety Training event and gave a presentation on the WTC HP to **40 responders and survivors** and distributed **40 posters, 40 flyers, 40 brochures**, as well as recruiting for the poster campaign.
- 6/19/14 (P) Liam attended SSEU Local 371's Next Wave Committee's meeting and gave a presentation on the WTC HP to **40 members from the survivor population** and distributed **20 posters and 20 flyers** as well as recruiting for the poster campaign.
- 6/21/14 (Poster Campaign around WTC Site) Liam along with **8 volunteers** from Local 371's Next Wave Committee and other DC 37 members canvassed the area south of Canal St asking businesses to display our WTC HP poster and other outreach literature targeted at the Survivor population. **65 Businesses hung posters, took brochures, & postcards to inform customers of the WTC HP.** Including Street Vendors and Food Trucks

- 6/23/14 (T) Liam disseminated **30 brochures, 30 newsletters, 30 business cards** on the information table at Delegates Assembly for the **100 members present from the survivor and responder** populations.
- 6/24/14 (P) Liam attended Community Board 3's Full Executive Board Meeting and gave a presentation on the WTC Health Program to **75 people from the survivor population** and distributed **40 posters, 40 brochures, 10 applications and 20 business cards**.
- 6/27/14 (P) Liam attended a lunchtime meeting at 233 Broadway, Police Pension Fund with Jeanie Kelly of Mount Sinai and presented on the WTC Health Program to **35 NYPD responders and survivors** and distributed **20 Survivor applications**.
- 7/8/14 (M) Liam attended a WTC Survivor Steering Committee Meeting over a conference call in order to discuss issues affecting WTC HP **survivor** population.
- 7/11/14-7/19/14 (T) Liam, Guille, and Jonathan Vandenburg attended AFSCME 41st International Convention and ran a booth with WTC HP information all week long to the more than 4,000 delegates and staff from the responder and survivor population that attended. Distributing **200 9/11 Healthcare & Benefits Factsheets, 60 VCF Factsheets, 60 Survivor & Responder Applications, 100 Eligibility Factsheets, 60 CDs with WTC HP Outreach files, 500 Newsletters, 25 Large Nationwide Provider Network (NPN) Posters, 60 NPN Flyers, 500 Survivor NPN Factsheets, & 400 Responder NPN Factsheets** to the **few hundred members** that stopped by our booth.
- 8/6/14 (M) Liam, Guille, and Veronica attended the **WTC Executive Steering Committee** Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**. As well as a **special meeting with the VCF** to discuss coordination between the WTC Health Program and the VCF
- 8/8/14 (M) Liam met with a 1070 member to distribute **15 Survivor Posters** at her work location in the Manhattan Disaster Area as well as **20 newsletters, 60 brochures, 20 Survivor and Responder applications and VCF information** to distribute to fellow union brothers and sisters.
- 8/12/14 (M) Liam attended a WTC Survivor Steering Committee Meeting over a conference call in order to discuss issues affecting WTC HP **survivor** population.
- 8/17/14 (T) Liam attended Harlem Week and tabled at DC 37's street booth distributing **200 brochures, 100 VCF Factsheets, 50 postcards, 40 survivor and responder applications** to the **few hundred community members** that stopped by our booth. Over the course of July and August, Harlem Week brings in approximately 2 million attendees from all over New York and the world.
- 8/27/14 (P) Poster Campaign. Liam teamed up with the CUNY Murphy Institute, specifically the Union Semester students and presented on the WTC Health Program and

canvassed the area South of Canal St asking businesses/stores in the area to display our WTC Health Program poster. **20 volunteers** were trained and involved in the campaign, **89 Businesses hung posters, took brochures, & postcards to inform customers of the WTC HP.**

- 9/2/14 (M) Liam attended a **WTC Survivor Steering Committee** Meeting at 125 Worth St in order to discuss issues affecting WTC HP **survivor** population
- 9/3/14 (M) Liam and Guille attended the **WTC Executive Steering Committee** Meeting at DC 37 Headquarters in Manhattan to discuss administration of WTCHP for FDNY and **general responders.**
- 9/6/14 (T) Liam attended the annual Labor Day Parade in NYC and distributed **30 brochures** to DC 37 members and parade attendees.
- 9/8/14 (P) Brooklyn Poster Campaign. Five (5) Safety & Health Dept Staff members canvassed the Brooklyn Disaster Area asking business to display our WTC HP poster. **55 businesses participated in the campaign by accepting WTC HP literature**
- 9/9/14 (P) Liam attended a lunchtime meeting at 233 Broadway, the Police Pension Fund and spoke to **30 members of local 1549, 1407, & 371 from the survivor and responder populations** about the WTC Health Program. Liam distributed **30 packets of WTC HP, VCF, WTC-12 information and 35 applications**
- 9/11/14 (T) Liam tabled in the Lobby of DC 37 Headquarters at 125 Barclay St in the afternoon and distributed **7 Survivor Applications, 9 brochures, 5 newsletters, 5 business cards, 10 VCF factsheets** as well as discussed the program with the **40 members and staff from the survivor and responder population** that were passing by.
- 9/23/14 (T) Liam attended DC 37's Delegate Assembly with over 100 attendees and distributed outreach materials in the Lobby's booth, **5 Brochures, 2 Newsletters.**
- 9/23/14 (Mailing) Liam and Guille with the assistance of the blue collar division and Local 376, mailed **469 responder postcards** to the city title "Highway Repairer".
- 9/26/14 (Mailing) Liam and Guille with the assistance of the blue collar division and Local 1087, mailed over **100 responder postcards** to two city titles, "Radio Repair Mechanic" and "Supv. Radio Repair Operator"
- 9/27/14 (T) Liam attended DC 37's Safety & Health Dept & NYCOSH's joint Workers Compensation Info Event and interacted with the **75 attendees from the survivor and responder populations** and distributed **150 HHC WTC Environmental Health bags, 90 water bottles, 120 pill dispensers, 60 brochures, 60 flyers, 60 Newsletters, 100 business cards, 50 VCF factsheets, & 10 applications.**

- 10/1/14 (M) Liam and Guille attended the **WTC Executive Steering Committee Meeting** at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**. As well as a **special meeting with the VCF** to discuss coordination between the WTC Health Program and the VCF
- 10/6/14 (P) Liam attended a Local 420 union meeting at Gouverneur Health Care Services and gave a presentation to the **25 survivor and responder members** as well as distributed **15 Survivor Applications, 20 Brochures, 20 Newsletters** while providing **individual assistance with application completion**.
- 10/8/14 (T) Liam tabled in the Lobby of DC 37 Headquarters at 125 Barclay St in the afternoon and distributed **5 Survivor Applications, 10 Brochures, 10 newsletters, 15 posters, 10 business cards, 10 VCF factsheets** as well as discussed both the WTC Health Program and the VCF with the **35 survivor and responder members** that were passing by.
- 10/9/14 (P) Susan gave a presentation of the WTC Health Program at a Safety & Health Shop Stewards Training event to the **25 attendees from the survivor and responder population** and distributed **25 packets of information (WTC HP newsletter, DC 37 brochure, VCF factsheet, business card, 9/11 Health & benefits explained factsheet)**
- 10/15/14 (P) Lillian gave a presentation of the WTC Health Program at a Safety & Health Shop Stewards Training event to the **20 attendees from the survivor and responder populations** and distributed **20 packets of information (WTC H HP newsletter, DC 37 brochure, VCF factsheet, business card, 9/11 Health & benefits explained factsheet)**
- 10/17/14 (Mailing) Liam and Guille with the assistance of the blue collar division and Local 1931, mailed over **300 responder postcards** to our members working in the MTA Triborough Bridge and Tunnel Authority.
- 10/28/14 (T) Liam attended DC 37's Delegate Assembly and distributed outreach materials in the Lobby's booth, **10 Brochures, 10 Newsletters** to the **100 attendees** from the **survivor and responder populations**.
- 10/30/14 (T) Liam staffed a table at the NYC Human Resources Administration's Health Fair at DC 37 Headquarters for **400 survivors**. They handed out **35 brochures, 35 Newsletters, and 20 applications**.
- 11/1/14 (E-mail Blast) Liam and the President of Local 154, NYC Amalgamated Professional Employees, sent an e-mail blast to all Local 154 members who work/worked in the NY Disaster Area in Lower Manhattan in NYC Human Rights, DOT, DOH-MH, DORIS, Comptrollers, Law Department, and All Local 154 officers, which was **240 survivors** in total **with information on the WTC EHC incl. poster/flyers, survivor applications and brochures**.

- 11/5/14 (M) Liam and Guille attended the **WTC Executive Steering Committee Meeting** at DC 37 Headquarters in Manhattan to discuss administration of WTCHP for FDNY and **general responders**.
- 11/7/14 (M) Liam attended a **WTC Survivor Steering Committee Meeting** over the phone in order to discuss issues affecting WTC HP **survivor** population
- 11/17/14 (P) Liam attended a Press Conference at Senator Tony Avella's Office in Bayside NY about 9/11 Responder disability compensation benefits and gave a quick presentation to his **10 staff members** about the WTC Health Program and distributed **40 brochures and 10 business cards**
- 11/19/14 (M) Liam attended the WTC Research Principal Investigator Autumn/Winter Meeting to hear presentations on WTC Research. DC 37 is a stakeholder in such research and our presence at the research event allows us to be involved in WTC discussion
- 11/20/14 (T) Liam tabled at 1 Police Plaza, NYPD Headquarters, in the lobby and distributed **40 WTC HP brochures, 40 WTC HP newsletters, 40 VCF flyers, 30 business cards, 17 Responder Applications and 5 Survivor Applications** to the **40 survivors and responders** that passed through.
- 12/1/14 (P) Liam attended Local 375 Next Wave Committee's meeting and presented on the WTC Health Program to the **12 responders and survivors present** and recruited for the Poster Campaign and distributed **10 posters, 50 brochures, 20 newsletters and 10 business cards**
- 12/3/14 (M) Liam and Guille attended the **WTC Responder Steering Committee Meeting** at FDNY Headquarters at MetroTech Center to discuss administration of WTCHP for FDNY and **general responders**.
- 12/15/14 (T) Liam tabled at 1 Police Plaza, NYPD Headquarters, in the lobby and distributed **25 WTC HP brochures, 25 WTC HP Newsletters, 10 VCF flyers, 35 business cards, 12 Responder Applications and 10 Survivor Applications** to the **40 survivors and responders** that passed through.
- 12/19/14 (Poster Campaign) Liam canvassed the area south of Houston St in the NYC Disaster Area and engaged **20 businesses** with WTC HP outreach material.
- 1/7/15 (M) Liam attended the **WTC Executive Steering Committee Meeting** at DC 37 Headquarters in Manhattan to discuss administration of WTCHP for FDNY and **general responders**
- 1/8/15 (M) Liam attended a **WTC Survivor Steering Committee Meeting** over the phone in order to discuss issues affecting WTC HP **survivor** population.

- 2/3/15 (M) Liam participated on the **WTC Survivor Steering Committee** Meeting call in order to discuss issues affecting the WTC HP **survivor** population.
- 2/4/15 (M) Liam attended the **WTC Executive Steering Committee** Meeting at FDNY Headquarters in Brooklyn to discuss administration of WTCHP for FDNY and **general responders**.
- 2/4/2015 (M) Liam and Guille attended DC 37 Delegates Meeting and distributed **200 WTC Disability Retirement Factsheets and Notice of Participation Forms** (which encourages discussion on the WTC HP)
- 2/5/2015 (P) Liam attended Local 372's District 2 (NYC Board of Education Employees) Meeting at 40 Irving Place and gave a presentation about the WTC HP to the **30 survivors present** as well as distributed **30 brochures and 3 applications**.

FINAL REPORT

(First Progress Report Summary) 9/1/2012-4/30/2013

We estimate that we have reached **1,145** individuals through our direct outreach efforts. This number reflects in-person presentations, information sessions, and one-on-one conversations with union members about the program.

We estimate that we have reached **501,754** individuals through DC-37 sponsored/arranged electronic media activities (social media, radio, TV, email blasts etc.) during the reporting period.

(Second Progress Report Summary) 5/1/2013-11/30/2013

We estimate that we have reached **4,484** individuals through our direct outreach efforts. This number reflects in-person presentations, information sessions, and one-on-one conversations with union members about the program.

We estimate that we have reached **3,000,000** individuals through DC-37 sponsored/arranged electronic media activities (social media, radio, TV, email blasts etc.) during the reporting period.

(Third Progress Report Summary) 12/1/1013-2/28/2015

We estimate that we have reached **3,678** individuals through our direct outreach efforts. This number reflects in-person presentations, information sessions, and one-on-one conversations with union members about the program.

We estimate that we have reached **2,000,000** individuals through DC-37 sponsored/arranged electronic media activities (social media, radio, TV, email blasts etc.) during the reporting period.

(Final Report Summary) Cumulative of all THREE Progress Reports Estimated Reach of Targeted Population for Entire Grant Period- 9/1/2012-2/28/2015

We estimate that we have reached **9,307** individuals through direct outreach efforts. This number reflects in-person presentations, information sessions, and one-on-one conversations with union members about the program.

We estimate that we have reached over **5,501,754** individuals through DC-37 sponsored/arranged electronic media activities (social media, radio, TV, email blasts etc.) during the reporting period.