

Education & Public Outreach Working Group Meeting

Meeting Time and Location

Wednesday, April 2, 2014, 1:30 – 3:30 p.m.

Yakima County Courthouse 4th floor - Room 419

Call In: 509-574-2353 (pin 2353#)

Purpose of the Meeting:

- Hear about proposed edits to standardized talking points (based on GWAC feedback)
- Review Status of the High Risk Well Assessment Outreach and determine next steps
- Hear from Andy and Jean regarding the analysis of the Public Questionnaire results
- Hear about the GWAC's 2014 Task List and determine next steps

Note: New mom brochure campaign is TABLED to May, pending PEHSU feedback

Agenda

Time	Topic	Purpose	Lead
1:30 - 1:35 p.m.	Welcome & Meeting Overview	<ul style="list-style-type: none"> • Introductions, meeting overview, confirm agenda 	Lisa Freund, Chair
1:35 – 2:00 p.m.	Feedback from the GWAC	<ul style="list-style-type: none"> • Hear what the GWAC had to say about the Nitrogen Cycle & Nitrate Ed standardized talking points • Review proposed edits 	Lisa Freund Andy Cervantes(via phone)
2:00 – 2:15 p.m.	Outreach for High Risk Well Assessment Survey	<ul style="list-style-type: none"> • Status and Report Backs on: <ul style="list-style-type: none"> ○ KDNA Public Affairs ○ Radio Ads/PSA's ○ WorkSource ○ Bulletin/Flyers 	Andy Cervantes Ignacio Marquez Lisa Freund
2:15 – 2:45 p.m.	Public Questionnaire Survey Analysis	<ul style="list-style-type: none"> • Hear from Andy and Jean regarding the survey analysis. • Determine next steps 	Andy Cervantes Jean Mendoza
2:45 – 3:15 p.m.	2014 GWAC Task List	<ul style="list-style-type: none"> • Hear from Lisa and Andy regarding the GWAC's tasks and EPO requests 	Lisa Freund Andy Cervantes
3:15 – 3:20 p.m.	Next Meeting, Next Steps	<ul style="list-style-type: none"> • Review action items, next steps, and May meeting date & topics 	Lisa
	<i>New Mom Brochure</i>	<i>Note: PEHSU pediatricians are reviewing materials</i>	<i>TABLED until May</i>

Next Meeting: May 7, 2014 1:30-3:30 pm

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High Risk Well Assessment Survey

December 2013 - March 2014

SURVEY RESULTS AS OF MARCH 31, 2014

Total YHD contacts = 137

Completed Surveys = 85

In Process (yet to be scheduled, etc.) = 28

Caller's property outside GWMA boundary = 20

Unable to re-contact caller (bad phone #, no voicemail/e-mail, cancelled by owner) = 4

How did participants hear about the survey (informal results)?

1. Radio/TV
2. Letter
3. Newspaper
4. Friend/neighbor
5. Website
6. Unknown

OUTREACH COMPLETED

1. Mailed Rand's Letter to newspapers – Dec. 13, 2013 [PUBLISHED: YHR December 22; El Sol December 27; Sunnyside Daily Sun, January 10; Review-Independent January 24]
2. Mailed 600 invitations to residents - MAILED Dec. 13, 2013
3. Issued News release about program –Mon. Dec. 16 – to radio stations; newspapers. [STORIES/ARTICLES: KIMA Dec 16; YHR and Sunnyside Daily Sun December 17; El Sol December 27;]
4. Church bulletin outreach completed –January - Patricia Newhouse
5. Launched PSA radio campaign - Start last week of Jan. through February. KDNA & KIT January; The Bull, Adelanta Media, February; (Lead: Ignacio Marquez)
6. Radio KDNA – Public Affairs 1-hour program – Feb 14. – Andy and Ignacio
7. KIT radio program – Bastinelli - February 25, 2014 Commissioner Rand Elliott

In Progress

8. Work Source Outreach - (Lead: Ignacio)
9. Flyer distribution -February-March 2014

Yakima County Solid Waste - Cheyne Landfill and Lower Valley Transfer Station (500); Ignacio Marquez for WorkSource presentations (300);

GWAC member Patricia Newhouse for Casa Nuestra (50);

GWAC member Kathleen Rogers for Grandview & Toppenish Yakima Valley Farmworkers clinics, Fiesta Foods, Sunnyside; Mabton City Hall (100)

Yakima Valley Farm Workers Clinic (Asthma in-home visits) (50)

Yakima County HOME Program Clients, Central Washington Home Builders Show, YVCOG (100)

Next Steps (TBD)

10. Mail postcard reminder