

## Climate & Heat Health Task Force | Workshop 1

Outreach & Education

12.7.21

Breakout room notes (4 rooms)

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### Room 1

Facilitator: Jane Gilbert

Notetaker: Julia Marturano

#### Attendees:

Alicia Horner

Daniel Lastra

Katherine Mach

Jorge Rodriguez

Meenakshi Chabba

Juanita Ballesteros

Natalie Rivas

Robert Hevia

Guoyan Zhang

Oscar Londono

Motsa Dubois

Steven Leidner

Teresa (on phone)

#### Q1. Good examples of public outreach and communication strategies:

- COVID 19 - working through faith based communities and have leaders talk about risks and benefits of vaccinations
- Wildfires in California - air quality, evacuations - new terms are emerging and main stream deployment - no warning system to totally new system over 5 years
- Long-term -- include other organizations like faith based, but also a buddy system to check up on people, smartphones apps
- Lifeguard towers and flags - but for heat?
- Compared to hurricane preparedness
  - you get a printed hurricane guide at the beginning of season
    - presentation for vulnerable populations at assisted living facilities
    - news outlets
  - difference communication for emergency and preparedness
  - the use of cell phones, warnings, and heat in microclimates
  - how good is our sensor network?
- Miami Dade Core - faith based organization to disseminate information like covid, hurricanes
  - free program for vulnerable populations
  - ready mdc app - one for other hazards
  - Miami-dade alerts - all hazards

- Campaign for warning who vulnerable populations are via social media
- Reach out to community facilities (like one in Little Havana) that provide lunch and do outreach there
- Vector borne disease outreach - door to door - lots of manpower
  - Curbed mosquito outbreaks
- Easy to read infographic (in parks?)
  - information can be a lot to take in, this is easy to the eye and could provide fun facts
- Community health worker model - trainers are those who spread the message - messages are workshopped - catchy slogans
- Literacy and technology are issues around the county, be inclusive to all languages including mayan dialects -- radio in different languages could be utilized to reach out
- Fire Drills teach children how to respond to fire hazard, same idea but with heat
- Community emergency response teams
  - 40 hours of training to prepare for any hazard
  - Include heat training

#### Q2. Message Partners & Targets:

- Older population - residential healthcare facilities like nursing homes have to provide emergency response plan, could be good to provide outreach, person to person calls
- Partner with parks and senior center -- they already do outreach -- push heat information
  - Field trips that will teach about heat
  - Closed event for senior citizens
  - Push information in libraries
- Most interaction with health system when women are pregnant
  - This tactic could be really overwhelming
  - Push information to mother after the newborn is born
    - Top 5 risks including heat
    - Information on heat from preparatory programs
- Low income- no AC
  - Too hot, but cant turn on AC? -- here are ways to get support
  - Find donors or support to install fans or AC units in places that don't have the resources
  - Identify individuals in their own communities who want to spread the word
  - Improvement project money -- look into parks that have or don't have certain amenities
    - Places that don't have equitable shares don't have the means to cool down
    - Help places that don't have the tools/money (parks as resources)
  - Resident councils, miami workers center to identify low income at risk population

#### Q3. Test messaging in efficient effective way:

- Encourage people through stimulus
- Sign up campaign

#### Q4. Stakeholders:

- Million trees miami - use their resources to push this info out
- Newsletters - fairchild

#### Additional comments in chat after breakout session ended:

- Partnership with FDOT, funding improvements to streetscapes, increasing tree canopy coverage along major thoroughfares
  - Residents have distrust of FPL -- partner with local agencies which administer successful energy assistance programs
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## **Room 2**

Facilitator: Nichole Hefty

Notetaker: Chelsea Clark

#### Attendees:

Amy Clement – UM professor

Dr. Mary Leonce – Doctor/mental health professional

Amy Horton-Tavera – MDC budget office (sitting in for David Clodfelter)

Jeanette Ruiz – Miami Climate Alliance – climate and health working group w focus on heat

Pamela Berkowsky – South FL Defense Alliance – reps interests of military community

Robert Molleda – National Weather Service

Laura Levey – community member

Victor Robles – MDC parks dept – landscaping supervisor

Melba Gasque – MDC – regulatory and econ resources – public information officer

Omar Leon – Urban forester, City of Miami Beach

#### Q1: what are good campaigns for public outreach that you've seen – examples that we could emulate for heat season campaign + education in general

- Omar – brochures that you see coming out just before hurricane season to use as checklist that ppl can keep w them – helps produce education over time – after a number of years people will memorize the checklist
- Jeannette – social media campaign by transit alliance – going to bus stops to interview people – this type of storytelling is really powerful – example of older people not thinking they're in the high risk category – social media would be effective. Other venues to share besides social? Radio shows; Multilingual efforts on radio for Hispanic and Haitian communities
- Melba – public radio to get the word out; Can The Grease campaign as an example (county pushed this campaign and it did really well); visual signs – transit stops; people are very visual
- Laura – massive PR campaign w media/news announcing that we will do this campaign locally, but emphasizing that if you're going to be outside to be hydrated, explain how heat can effect health

- Robert Molleda – Signs at parks and beaches, similar to Rip Current signs at beaches which have been very effective; knowing where to get the weather information, from National Weather Service to local officials and media
- Victor Robles – local news stations have been good about advising about extreme heat warnings, hydration, etc. – perhaps also a way to reach out to tourists that come to visit
- Amy Horton-Tavera – signs/flags at school playgrounds as well + school athletic fields
- Annie Lord – what they found to prevent eviction – to the extent that there are steps that can be taken, important to get the word out in grassroots way – conducting a campaign thru grassroots orgs to reach Black communities, Hispanic communities, immigrant communities – better to have one on one + word of mouth
- Pamela Berkowsky – Might want to look at reporting on pollen and mold indexes as a case study – how that became an accepted practice

Q2: round robin – what are the best ways/potential partners to reach these vulnerable populations?

- Laura – FPL – collaboration w low income families that cannot afford AC in summer - Sponsor families to provide AC; MDCPS should help to disseminate info to students/families
- Victor Robles – perhaps rebates for simple AC units for lower income housing; perhaps using flags – bright – to have a warning about extreme heat warning/conditions; hydrations – install more water fountains/water refill stations; shade in parks/public spaces
- Pamela – should reach out thru VA to veteran populations – VFWs, etc. as a way to hit older demographics
- Omar – Hospital systems are ideal partner for educational outreach; our county is known for having elderly caretaking orgs – def something to reach out to
- Melba – getting word out to seniors – senior citizen centers – SW Social Services: provide information, presentations at these centers; partnering w hospitals and agencies that employ nurses – educate the nurses
- Amy – in addition to hospitals: health care centers like Borinquen; advocacy orgs could be a big help (like American Heart Assoc); health care orgs in general
- Pamela – leverage our local sports teams as messenger – thru social media etc. – can be effective communicators on this topic

Q3: can you offer any suggestions for how we could test our messaging in a cost effective way before rolling out huge program?

- Melba – partner w MDC Transit to do a digital display for free
- Laura – public service announcements
- Jeannette – TA example – going w social media which is low cost; universities – podcast class – finding unique ways to partner w youth to bring them in to get their perspective and find cost effective outlets; going thru orgs like dade street response etc that have trust built already
- Annie – a ground game where you have humans involved – county staff going to orgs that are going into the communities (like Sant La, YWCA, etc.) – human to human

contact; connecting w the neighborhoods to find out what they believe would be – build the relationships now

- Pamela – seems to be a connection w the Miami Heat – leverage w the team? Seeing if they would want to participate somehow as this campaign builds and grows at national level

Q4: what private and public sector partners, aside from those mentioned earlier, could help support the cost?

- Sports teams – Miami Heat
- Laura – Publix as sponsor – should target all big companies, all pharma companies; walgreens, cvs, etc. ; create a verb like nike’s ‘just do it’ ; every business should be involved – local media has to play big role in this to spread info into every home – translating into every language
- Pamela – is there a CSR component to businesses moving into miami dade? What are the elements of those incentive packages? If companies have to contribute CSR dollars as obligation in moving to Miami Dade? – get on this list? Create partnerships w new companies in the community
- Dr Mary Leone – mom and pop radio stations – don’t forget these local group that listen to their church pastors or local radio show
- Amy – reaching out to animal welfare groups and engaging them on the impact of heat on pet health as well as pet owner health
- Omar – Arbor Day Foundation
- Melba – important to also partner with other NPOs like United Way – they reach a huge population and have their own NPO partners; Should start official Heat Campaign with MDC Communications Dept
- Robert M – National Weather Service is happy to take part in any community event to inform about heat awareness and safety

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### **Room 3**

Facilitator: Galen Treuer

Notetaker: Brenda Krebs

Participants – first line = affiliation, then these numbers represent answers to specific questions:

1. What is the best marketing campaign you’ve seen on heat?
2. What are the best ways/partners to reach each group? For ex. older adults/caretakers
3. Pregnant women/young children
4. Mental or physical health groups?
5. The group that includes sports and parties?
6. Those in substandard housing and those who can’t afford A/C
7. Homeless populations
8. Cost-effective way to test messaging?

9. What private and public sector partners might also be able to assist with this messaging and costs?

Anthony Llau – epidemiologist with County

Anthony's area of expertise is opioid group (Opioid Affected Youth Initiative), for which social media and billboards were very effective

face-to-face trainings were better for this group, which tends to lose focus on Zoom meetings

8. Yes, focus groups work really well to develop consistent/effective messaging

Beatriz Baldan – managing partner of Be Sustainable

in parks/beaches. Also through churches, community groups, nonprofits. Need MEETINGS to learn.

works as elections volunteer and that has given her opportunity to talk w/ people about what they know and what questions they have

2. We need all this done without a serious warning, but make it FUN, enjoy the community to connect

5. PROS must have water fountains! Bottled water is NOT good

6. Include info on how to lower temperature inside of homes even if there is no A/C

Esber Andiroglu – UM Dept Civil Architectural Engineering, director of College of Engineering & outreach

notices in monthly bills, for ex. FPL could include heat message. Also digital dashboards (depends on built environment as to whether there is access)

8. Partnerships with school systems

9. Try Home Depot

Jen Posner – UM Civic & Community Engagement, affordable housing

thinks that hurricane guide is a missed opportunity for getting out info on extreme heat

2. Children's Trust and their Early Reading Program with free books

5. Some parks do not have water fountains. We need posters there!

8. Middle schools and high schools have very active volunteer clubs and groups

Lynée Turek-Hankins – UM climate change issues policies

in bathroom stalls, human trafficking posters are VERY effective. A private space with a good message

2. When caretakers get CPR training, also include heat training

4. Some with spinal injuries don't realize heat is what is making them feel bad. Those new to a chronic illness might not know what is wrong with them

5. At the bars, MAKE them serve water and NOT charge \$5 for it!

6. If receiving other types of assistance, such as SNAP, might need info on extreme heat. FPL could help!

8. Tie to messaging ALREADY in place: hurricane info can slap on additional heat info

Madison Brown – city of Miami Beach social media specialist and also Fire Dept and Police messaging

likes the play on words for "Our Best Shot" – the COVID vaccine campaign

2. Email and TV for older

Mark Roberts – works w/ County in air quality, also a nurse. Heat and health intertwined likes a. posters, esp. at bus stops. b. Also likes County's door hangers – there was a great campaign recently. And c. third is anything that comes directly in the mail.

2. Every year, nurses have to get CEUs so that is a great place as are Leon Medical Centers used by seniors

7. Miami Dade Homeless Trust

9. ALL Big Box stores, along with Google and Facebook

Melissa Taveras – Blackbird Strategies communications firm for vulnerable communities traditional EARNED media is a great way to get messages out, both TV and radio

8. Use small focus groups. Give small gift card and get opinions

Miky Gonzalez (woman) – With MDFR (Miami-Dade Fire Rescue Bravo leader/night shift when activated)

demographics to reach – for ex. octogenarians might not have smart phones with apps many Latino retirees get their news from radio and Telemundo, and other broadcast media, as does Haitian community. These groups are less likely to get messages in print or through apps. Radio is super important. At medical facilities and w/ docs, the Medical group of South Florida is also very important.

2. Those in CAHSD have a huge help through senior centers – for ex. provide lunch & take-home dinner

4. APD – Agency for People with Disabilities

8. County has READY MDC app, which is activated during emergencies. Heat can be added to this by ITD.

Patricia Gomez – silent

Robin Yang – emergency management, helps with for ex. parks messaging

Maricopa County's extreme heat campaign to get water to people

<https://vsuw.org/blog/maricopa-county-bottled-water-drive-doubles-goal-collects-over-450-000-bottles-of-water>

8. Send out an email to all participating today and have them forward to their contacts to build network

Viviana Alvarado Pacheco – senior research association and operations manager at The Women's Fund

Best we've had is: Daddy Why Do They Pay Women Less?

Also heat and pregnancy awareness campaign, delivering materials in docs' clinics these are TRUSTED sources: docs, pastors, neighbors. So make the community leaders aware.

2. Healthy Baby Task Force, Human Rights Watch also has a lot of information

7. Shelters, Lotus House target the homeless population

Chat From Group Three

There was NO access to copying the Chat, so this was lost, but note below from Galen shows the partners the group would recommend reaching out to, including: Baptist, Jackson, Citrus Health, Habitat to Humanity, Miami Homes for all, radio, outdoor events, Disability Independence Group.

Jane – we had great feedback. Build on OEM and PROS work, the healthcare network and CAHSD. There are lots of groups already in place. Aiming for campaign ready by end of January with all this messaging.

Nichole Hefty – hurricane brochures and colorful flags, Ports and tourists are a good venue, work w/ MDCPS and its vast network, utilizing big brands like Miami Heat and FPL – be part of the SOLUTION esp. for those who don't have A/C. All in our chat room want to know how they can help! What are the next steps?

Galen – build on things we are already doing Countywide. Engage with people at multiple levels, not just social media. Also a short survey to get more people involved. Partners can include: Baptist, Jackson, Citrus Health, Habitat to Humanity, Miami Homes for all, radio, outdoor events, Disability Independence Group.

Sandra – experts in group. Lots of parallels to Nichole's group. Work w/ FPL when they send out outages notices. Lots of physicians in our group, so we talked about ways to disseminate the messaging.

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#### **Room 4**

Facilitator: Sandra St. Hilaire

Notetaker: Monica Gregory

#### Attendees

- Catherine Toms, - from Miami, moved back to SoFlo, Florida Clinicians for Climate Action and Healthcare without Harm
- Marya Meyer, - interim of Womens Fund Miami Dade – put a gender focus on issues because of Opa Locka DC – brought together experts like Dr Holder and Mayra, human rights watch and focused on heat and health and came out with recs on heat and pregnancy. ~14 people worked on this. Like our messaging but needs to grow up and go further
- Cheryl Holder, - part of the task force for a while – hoping to address how to communicate across groups, some impacted more than others but we need to find proper messaging that targets the right group. Gets expensive and difficult but need to push
- Gaby Lopez, - MD-PROS – manage the neat streets Miami county board – focused on maintenance and beautification – million trees Miami and
- Mayra Cruz, - PhD student at UM – focusing on chronic heat impacts on underserved populations.
- Megan Donovan, - grant program manager – office of civic and community engagement
- Motsa Dubois, -
- Natalia Brown, - Catalyst Miami
- Shari Holbery – Deputy Emergency Manager for Miami Beach – also on extreme heat resilience alliance – Arsht rock – policy and outreach and education group -
- Robert Curtis – Curtis Rodgers design studio – county and muni work on public works
- Jim Murley – CRO for Miami-Dade –



- Sedona Webb – started working under Jane Gilbert for practicum – public health major at UM, a senior – want to work on interventions on climate and health related, heat related illness and death

Q1. What are good campaigns for public outreach and education that you've seen and learned from?

- o Got Milk? – very successful
- o Safe Sleep Campaign + one that used an app and text messaging to reach out to new moms, to do the right things to protect their kids from risk from SIDs. Mom was a smoker, and those American Lung Association campaigns – addressing people
- o National campaign about littering when she was young – had indigenous leader who was standing at the side of the road as slow mo garbage got thrown out of the car. Keep America Beautiful Campaign
- o HIV campaign - that is her area and they have struggles a lot – U = undetectable leads to less infection and non infection – helpful for patients in understanding their risks. Campaigns that are hardest when ppl have to assess their own risk.
- o USA Network – while you were brushing your teeth, while you had your water running, the pond would go down and a fish out here would be struggling to swim
- o The DARE campaign – permeated our childhood for so long and the focus on kids could be really useful. Trying to get kids more involved and how to talk to their parents. The branding was pretty successful.
- o Social media campaigns – Dove real beauty campaign – effective and branched out into more body positivity in general on social media. Has background in homeless services and needle exchanges – A big button that said I carry Narcon, can you? Songs help too
- o Self replicating slogans, like Nike Just Do it, and McDo's I'm lovin it – some sort of self replicating slogan that people can associate with certain symptoms would be
- o Got Milk & campaigns like for Fire, stop drop and roll – immediately associate that with something else, like stop drop and roll TELLS you what to do – like Homer Simpson “something something something duh” – these types of campaigns transcend one type of platform
- o DARE and the color coordinating into schools – all the students wear one color and take an image and solidifies in my mind. RICE, Rest, Ice, Compression, Elevation – something like that would be an effective tool – what acronym could we make out of Heat. Right now, working on a project with City of Hollywood, they have a GIS dashboard. Hollywood is doing a citizen science data reporting – reporting flooding and king tide flooding within the city. In some sense it is public outreach & site includes info about flooding and what to do/not to do – something like that related to heat, mapping cooling centers, having some sort of live interactive web interface
- o Comprehensive effort the county undertook through equity and engagement to do thrive305 document – would like us to link to that in the Chat –

- o One intervention she wants to mention – passive signage and advertising, people may not realize they feel certain ways and it's because of the extreme heat.

Q2. What are some of the best ways and potential partners to help us reach the following more vulnerable populations:

- Older Adults, Caretakers of Older Adults
  - Shari: Main social environment was her caretaker and her children – that's how her mom would get information. Mail and phone not really effective. Outreach to medical facilities is one of the best ways. Most of us don't watch TV the same way as older adults, they watch cable & those basic 3 networks – messaging on those outlets would be more effective than social media or email for them. Miami Beach does wellness checks pre hurricane and post hurricane – heat has become more of a complaint than a threat at the moment. Many ways they have reached their older pops have been their trusted sources – commissioners and their aides. Using services they tend to gravitate towards like bulletin boards, Publix, churches/synagogues.
    - o Sandra: could include physical therapists and visiting nurses and occupational therapists in a campaign
  - Cheryl: Pharmacists, doctors, any systems- but how are they reimbursed for it? Only have 15-20 mins, so not a lot of time in the business to do it – or someone else in the team is responsible for it – or they are getting it outside the pharmacy or doctor's office. One area to remember – not everyone is literate. Radio is big especially in Haitian communities. Black community, older – religious radio is big. Varies a lot based on age, gender, culture, literacy. Must look at where they listen, where they live, who they are in contact with. In English speaking Caribbean community there are a lot of free newspapers that people read over things like the Miami Herald which is not read in those communities. May have to use the corindaro that can deliver the message.
  - Catherine: make it easy – everyone in hospitals is busy. Health departments, work closely with hospitals. Agree with places of worship. Elderly go every Sat and Sun to church. Social workers also get a lot of contact with patients.
  - Mayra: specifically for latinx – Telemundo and Univision, Spanish news sites would be good way of reaching them. Only thing parents listen to back home and know its pretty common here as well.
  - Grandchildren for older family members
- Pregnant Women & Young Children
  - Marya – when the power goes, most people do respond to text and get the FPL text. But needs to be language appropriate. County and partnership with library system cooling centers so when power goes down, can be an automatic part of their messaging – help them locate the cooling center. “Healthier Miami Dade Coalition” – way to approach public health officials with newer cutting edge information

to get to pregnant people and the unborn. One works at March of Dimes, one works at “Doula?” – invited them to speak at National Dimes Summit and can bring everyone together around messaging. Had billboards, info a bus stops (big campaign) paired with smaller campaigns. Want to take the extreme heat messaging – what are the best calls to action, best images. Cobrand with every organization that would like to be part of that so they can reach people where they are in the right languages within their networks.

- Shari: does Youtube have PSA capabilities? Esp thinking about young children who constantly use YouTube
- Cheryl: one thing in FL is 50% of births are Medicaid. Have opportunity there. Have “Healthy Dade” and “Healthy Start Coalition” – need CMS and Medicaid to be involved – one area we need to look out here.
- Catherine: healthcare costs are the biggest budget item every year in FL, great argument to state that this would help us cut our costs a lot. Nurse-family partnerships are critical, in contact pre-natal and for 3 years afterward. Able to get that message across multiple time. Doula’s in general, nurses, and “Healthy Start” – Obs & pediatricians are important too but don’t spend as much time there.
- Childcare facilities and pre schools
- Those with mental, physical disabilities & chronic conditions
  - Cheryl: Need diabetic association, all the groups that target that population – they have a lot of money and are constantly reaching out to their target groups (sick cell, other chronic diseases)
  - Cheryl: Mental disability not as well funded – need to separate those two out, the messaging is very different for those needs.
  - Sedona: people with mental issues may not seek help either so may require talking to doctors and patients themselves. Public outreach.
  - Landlords, apartment managers, building caretakers.
- Those recreating outside - sports and parties
  - Optimist Club, trainers, coaches
  - Make water readily available in most places, encourage storefronts to have more water, fountains and splashpads, etc.
  - Schools are critical too – anecdote: a friend’s younger brother plays soccer outside at 3 PM, pushing themselves hard, no shade for players or spectators either. Important to target rec leagues and make them aware of these things. Including impacts to family like grandparents. Reaching out to schools
  - If trainers and coaches need licenses, include heat risk in their curriculums
  - Event organizers and coaches for kids
  - Alcohol doesn’t mix well – so keep eyes on big events too
  - Need free water at events because they price gouge
  - Places like TikTok for younger audiences – a choreographed dance or template could help, try to get something viral, something heat related dance or activity for Miami that kids can pick up on

- British Campaign “Dumb Ways to Die” – about not getting hit by the metro/subway –
- Miami Heat Dancers could do something like a TikTok dance
- CLEO has a huge following in SoFlo, could use them
- May need to examine policies and laws around water price gouging – right now at federal state lots of politicians being lobbied to overlook these types of issues. Water bottle filling stations should be available to the public
- Those in substandard housing and/or who cannot afford AC
  - LIHEAP and weatherization programs
- Those who are living on the streets
  - Sedona: can also have mental health issues and don't have doctors looking after them. Camila's house and other organizations can be targeted
  - people directly working with the houseless like in shelters can be targeted

General: passive signage at bus stops, building lobbies food stores. CDC's heat slogan” stay cool, hydrated, informed. Online forums (like for women battling breast cancer) can be a good forum.

Q3. Can you offer any suggestions for how we could test our messaging in a cost effective, efficient way before large-scale deployment?

- o People can get water passes as they go in – free water areas and they have to stop and watch a two minute video about heat awareness then they get a free bottle of water
- o Focus groups – can target specific demographics and test with those and get more in depth info
- o MiamiDade.gov, join our text campaign and fill out survey for chance to win something – gauge knowledge on heat related illness. Then send out every few weeks to slowly gauge info and gather data.
- o If hard to reach population, find group to target and work with – do interviews, quick survey, something that provides us a way to reach those folks
- o Sunday schools, church groups to get quick feedback

Q4. What private and public sector partners aside from those that may have been mentioned earlier might be able to support the marketing and outreach costs of this campaign?

- o Grant money – Kellogg funds national programs
- o MDC transit – buses, trains, other advertising on transit
- o Every business should take it on, what they do for employees and integrated into what they already do so it's not an additional cost for us. E.g. construction industry, service industry might be interested. McDo's, Walmart hire low wage workers should be part of education system around heat – already know they can't afford A/C