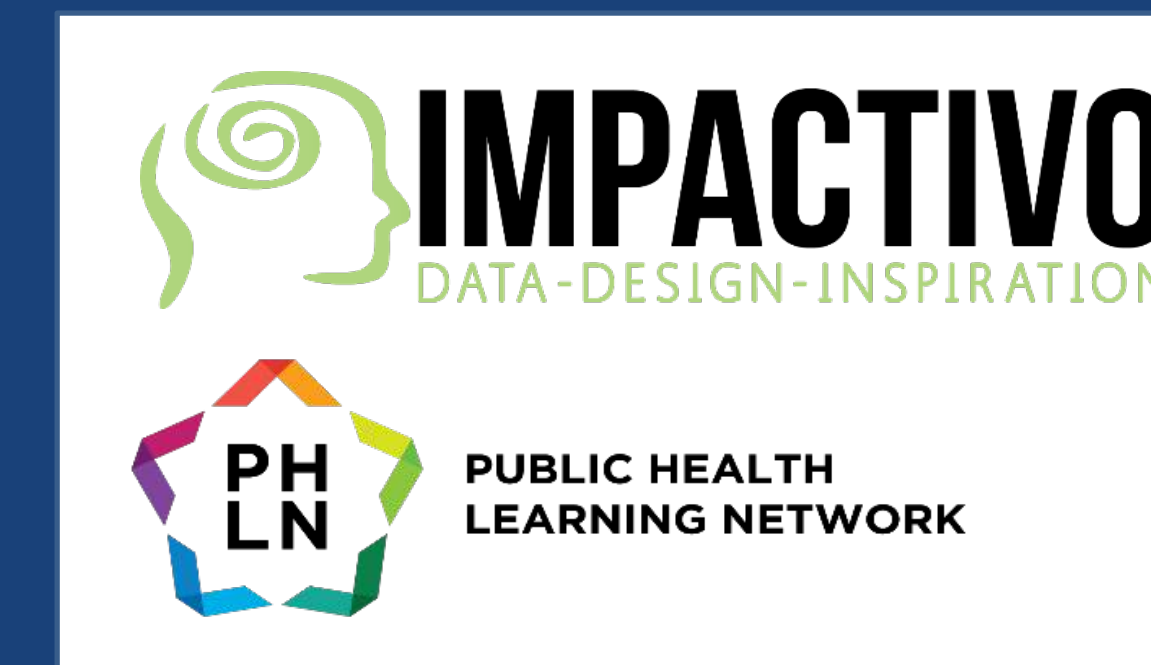


# Deconstructing Online Content for Puerto Rico Post-Hurricane Maria: Rapid Response Public Health Campaign by the Regional Public Health Training Centers

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## Situation in Puerto Rico Post-Maria

- High-priority public health needs included access to clean water, waste disposal, vector control, and management of generators
- Puerto Rico faced severely limited electricity, telecom and internet

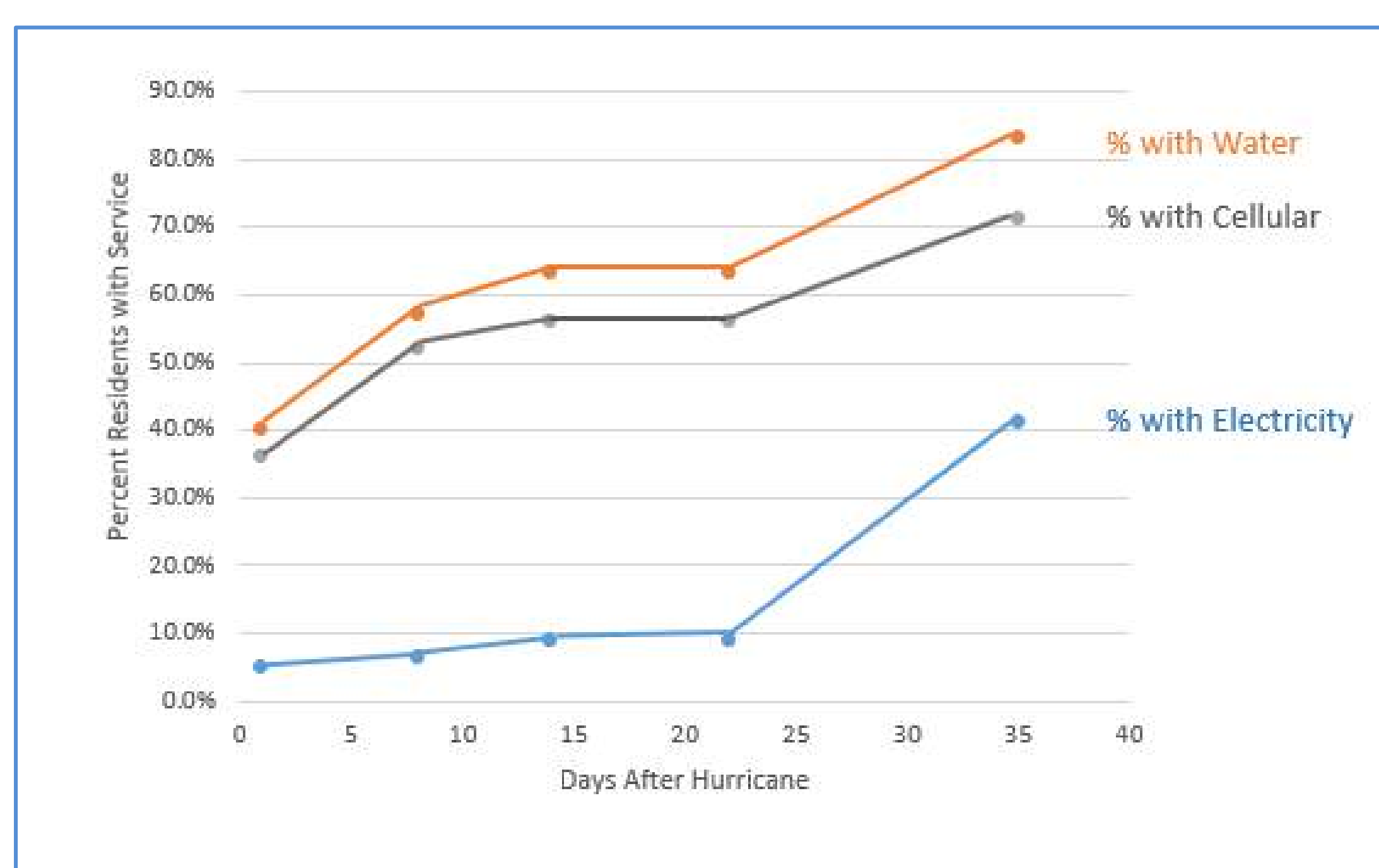


Figure 1. Locally-reported Service Availability Over Time

- Puerto Rico Department of Health (PR DOH) facilities damaged
- Most online resources are difficult to understand, not pertinent, too long, and English only

## Resources

**1) Strong Local Partner:** Impactivo, a trusted technical assistance partner of the PR DOH, was able to respond quickly

**2) Diverse Local Network:** A network of local partners from diverse sectors, gathered by Impactivo

- ✓ Newspapers
- ✓ Universities
- ✓ Health Departments
- ✓ Health care providers
- ✓ For profit companies
- ✓ Charitable foundations
- ✓ Non profits
- ✓ Radio
- ✓ Drug distributor
- ✓ Associations
- ✓ Pharmaceutical companies
- ✓ Media providers

**3) The Public Health Learning Network (PHLN):** Ten university-based, regional Public Health Training Centers with expertise in the creation and distribution of public health training.

## Public Health Training Center Network Response

### Rapid Organization and Design

- Work plan initiated based on strong leadership and trust between partners
- Cloud based folders used to share urgent public health needs identified by PR DOH via **Impactivo**
- Identified and deconstructed online resources using instructional design expertise
- Asked subject matter experts within the network (see figure 2) to fill in gaps where online resources did not exist (e.g., cistern cleaning, addressing dialysis without electricity)
- Requested pro-bono Spanish translation support from the University of Miami
- Impactivo** worked on reducing branding and simplification for multiple distribution streams

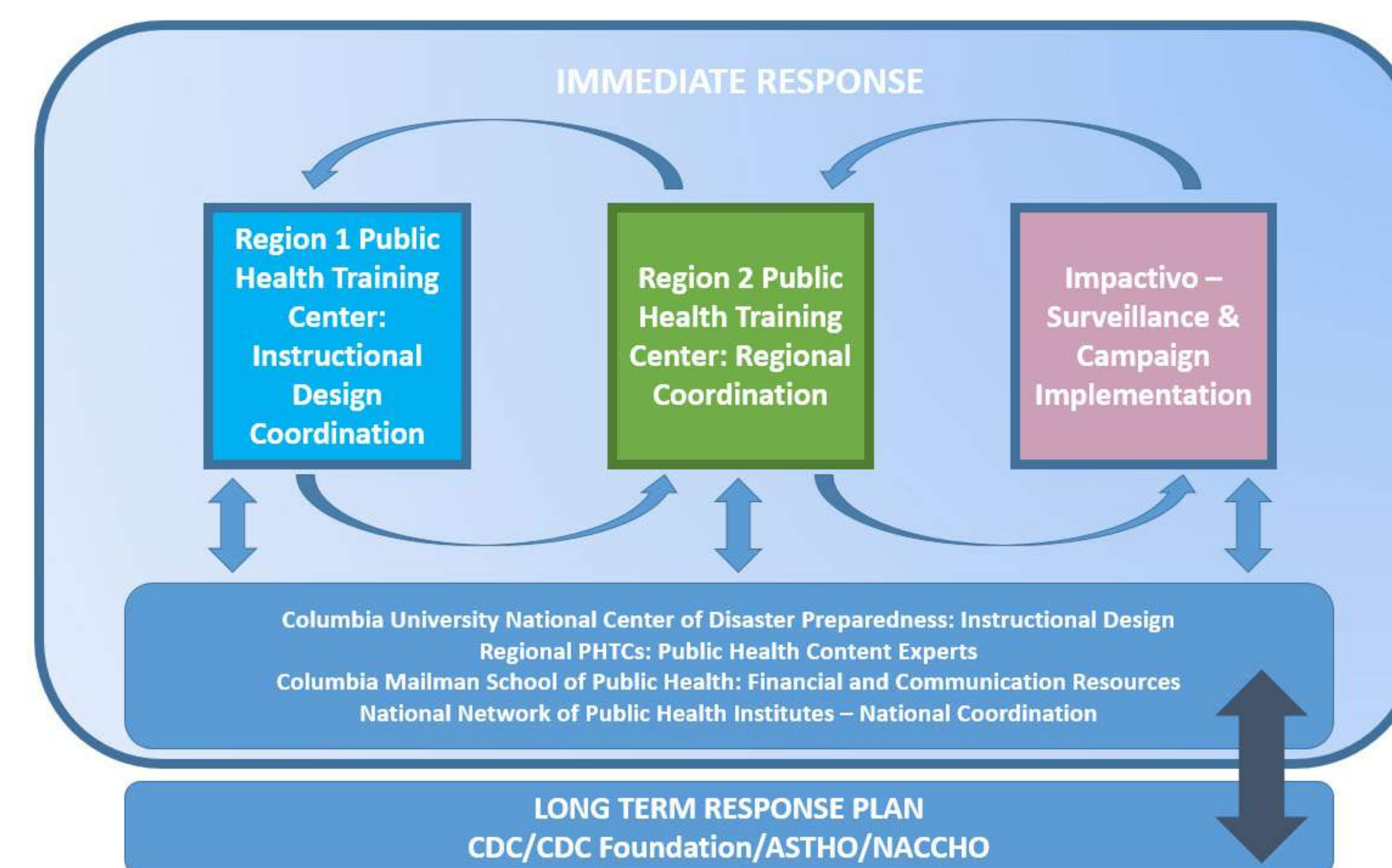


Figure 2. Representation of organizational network established to create media campaign in Puerto Rico

### Public Health Campaign Steps

- Identified and refine content into one page information sheets
- Translated content into Puerto Rican Spanish
- Developed social media, radio, and newspaper designs
- Fundraised for dissemination and implementation
- Developed Puerto Rican Network to disseminate campaign materials (newspapers; local organizations; pharmaceutical/health suppliers; federal agencies [i.e., HHS, FEMA, CDC])

## Achievements and Implications

### Campaign Reach

Item	Amount	People Reached	Expense
Posters & Brochures	1,000	~5,000	\$327.81
“Es Noticia”	4	~2,500	\$500.00
Newspaper Ads			
Posters and Materials distribution	1	N/A	\$1,581.05
Operational Costs	1	N/A	\$2,000.00
“El Nuevo Dia”	16	2,480,000	\$4,000.00
Newspaper			
“Primera Hora”	8	1,240,000	\$2,000.00
Newspaper			
WALO Radio	3	~7000	\$228.00
Social Media Posts	34	65,309	\$40.91
<b>Total</b>		<b>3,785,309</b>	<b>\$10,677.77</b>



Figure 3. Sample Element of Public Health Campaign

[www.impactivo.com/saludame-saludable](http://www.impactivo.com/saludame-saludable)

### Implications

The PHLN is a strong, existing team, able to rapidly respond to specific needs for public health emergencies.

Having a local partner at the location of the emergency, like Impactivo, allowed for quicker communication with necessary organizations (e.g., PR DOH).

In conclusion, relative to centralized funding approaches, a strong network with topical expertise paired with a well-connected local partner can generate quick outcomes in a cost-effective manner.