

## Pasco County Community Outreach Information Network (COIN)

The Pasco County Health Department is identifying people who are trusted in their communities or by the population groups they serve to form a Community Outreach Information Network (COIN). The COIN will be used to get information out to the public when normal channels of communication fail. This network will be integral to the county's goal of reaching traditionally hard-to-reach populations with important public health-related information.

### Goals of the COIN:

- 1) Determine modes of communication in place throughout the county.
- 2) Identify unique challenges to communication with special needs populations.
- 3) Identify vulnerable populations' preferences for getting information from other sources than the health department and to whom they turn as trusted sources.

### Benefits to the Pasco County Health Department:

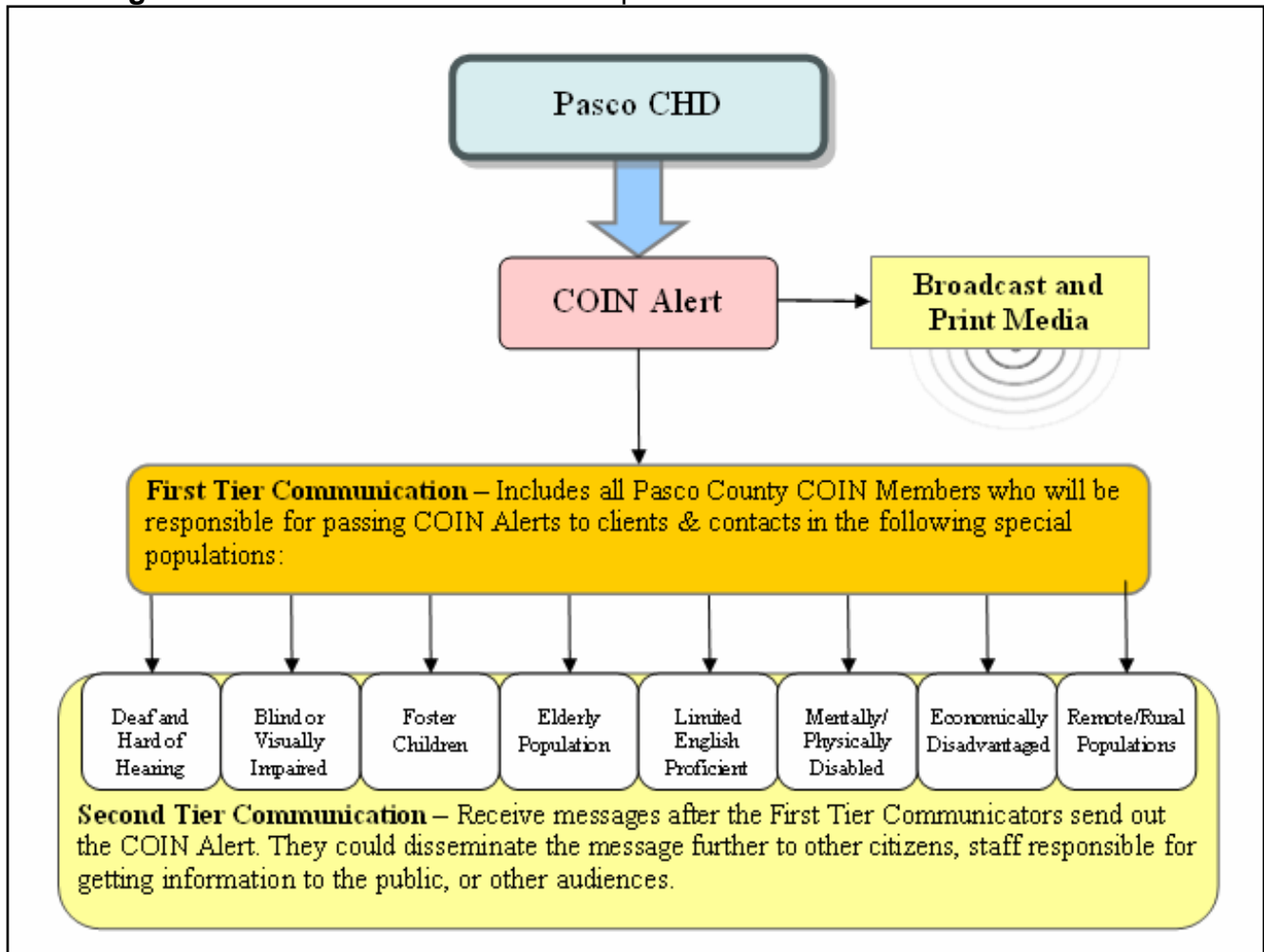
- 1) an assessment of the communication gaps that exist between the Pasco County Health Department and vulnerable segments of the population;
- 2) an accessible body of knowledge about vulnerable residents living in the county:
  - a. how they get information,
  - b. whom they trust, and
  - c. what triggers their action-related decisions during an emergency;
- 3) a developing database of community outreach resources that can be used to bolster the FDENS health alert network; and
- 4) closer connections with traditional and non-traditional information outlets throughout the county;

### COIN member roles and responsibilities:

The COIN member's primary role is to be a communication conduit between the Pasco County Health Department and the hard-to reach populations that they serve so that public health information is available in an understandable format and delivered by a trusted source.

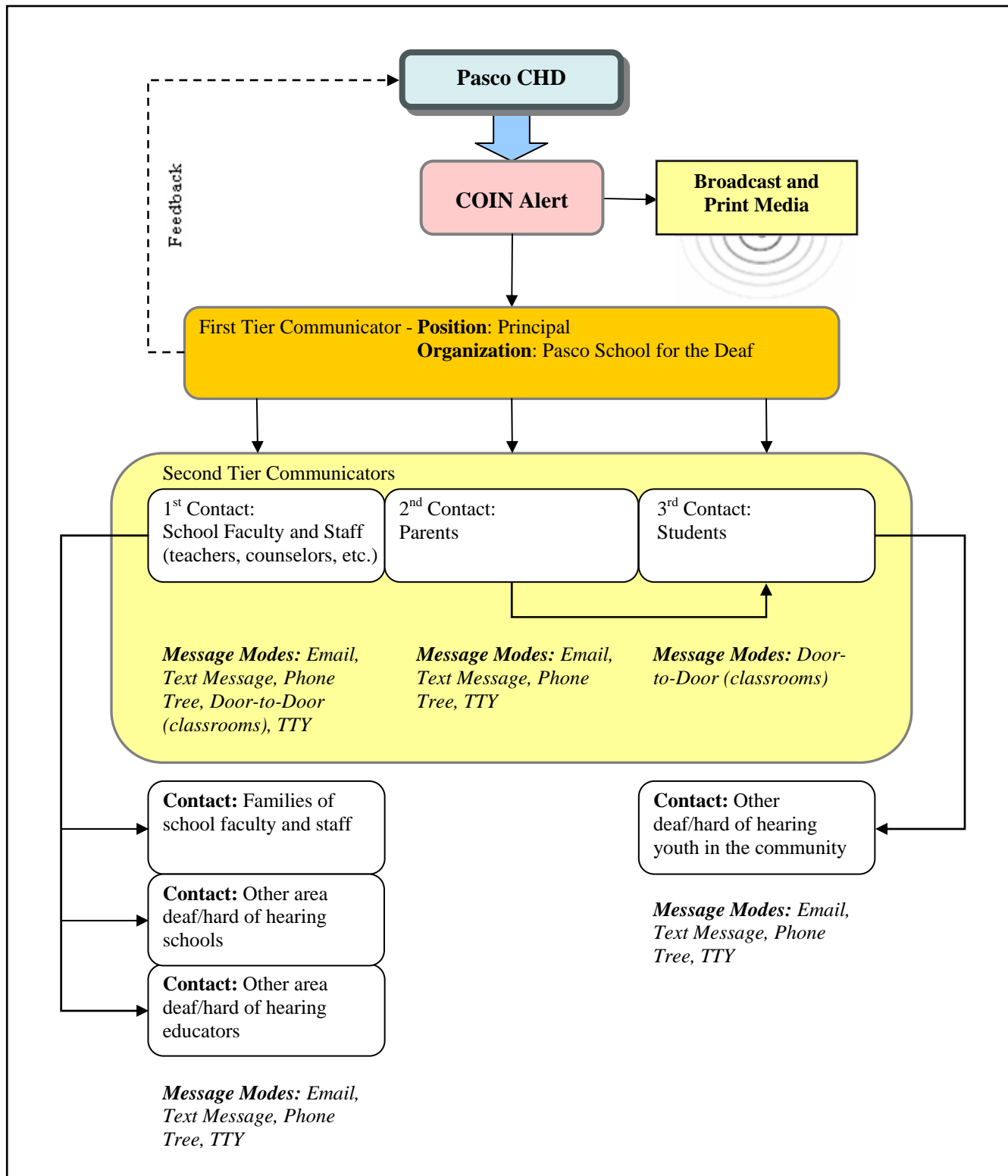
The Pasco County Health Department aims to limit the amount of time COIN members are asked to perform activities outside of their every day responsibilities. However, the responsibilities that are typically associated with COIN membership can change depending on whether the COIN is in an activated or non-activated state.

**Figure 1.1** Illustration of the call-down procedure used to reach COIN members



Adapted from the Kentucky Outreach Information Network Guide

**Figure 1.2** Example of the call-down procedure used to reach COIN members



Adapted from the Kentucky Outreach Information Network Guide

**References:**

Kentucky Cabinet of Health and Family Services. *User's Guide to the KOIN: A Network to Foster Community Preparedness*. Kentucky Department for Public Health. <http://chfs.ky.gov/NR/rdonlyres/4B955ACF-6B55-47BA-957B-7E93CC4421CA/0/KOINFinalUsersGuide.pdf> (accessed June 2, 2010).