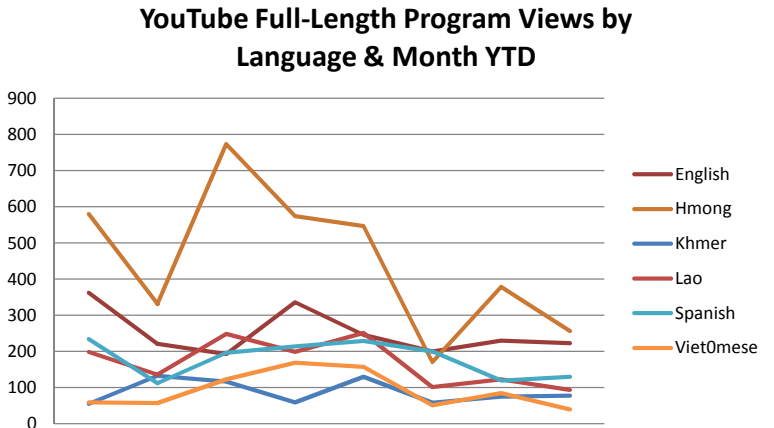
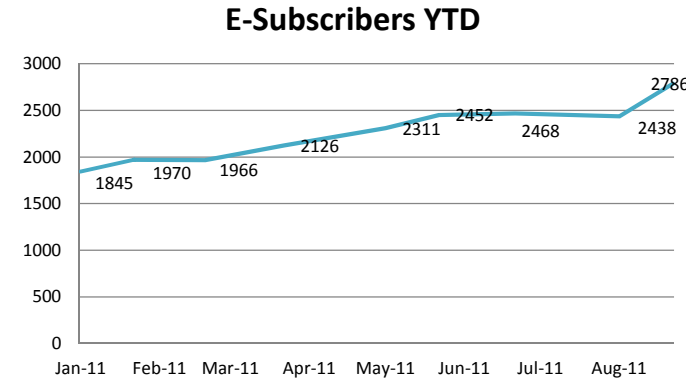
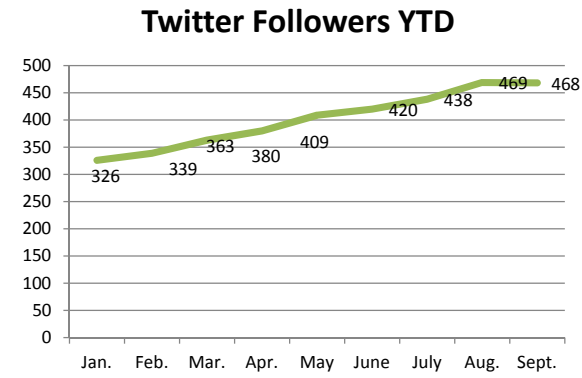
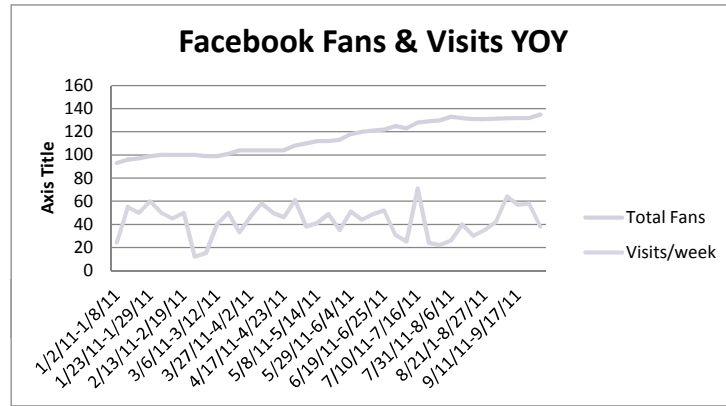




BE HEALTHY. BE SAFE. BE READY.

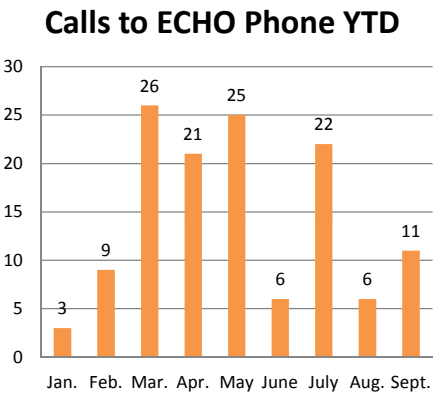
## ECHO SCORECARD Results Through September 2011



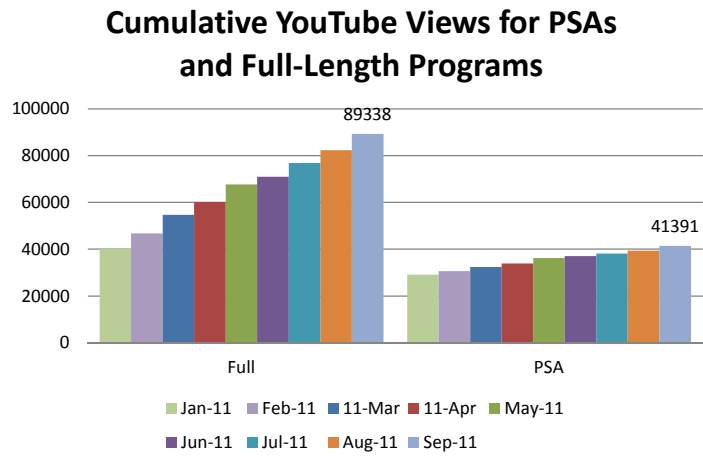
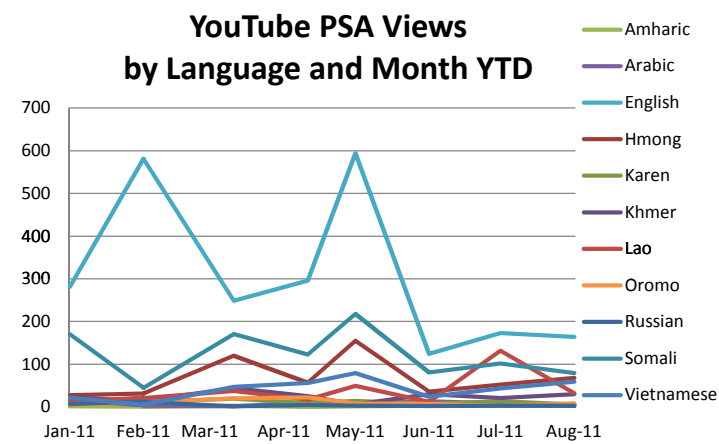
Twitter followers are increasing, as are retweets, in September we saw a total of 1 Mention and 8 RTs reaching a total of **6044** people.

ECHO sent **5** emails in August to a total of **6642** people. **17%** of these emails were opened and **195** links were clicked.

Somali is off the chart with an average of 5k views/month so I've removed it from this chart so we can view the other programs.

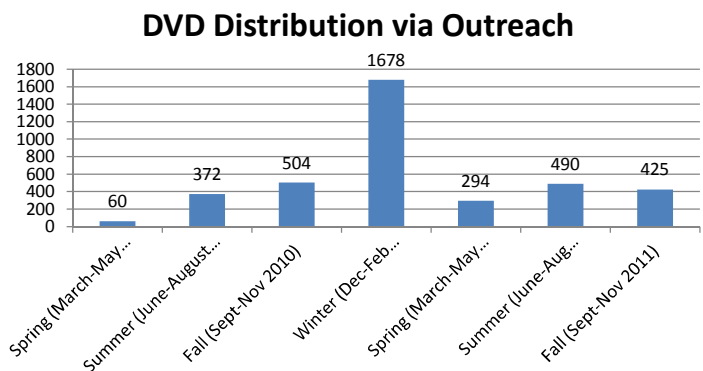
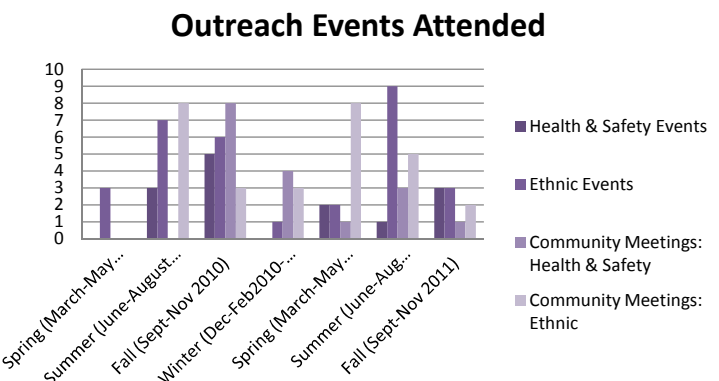
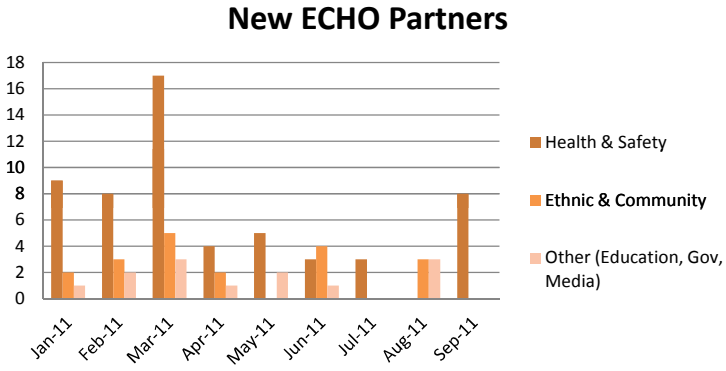


There were a total of **1821** visits to the website in September. Visitors viewed an av. of **3** pages before leaving the site. Of these visitors **73%** were new. The most trafficked pages, aside from the homepage, is the "New American Vote" page.



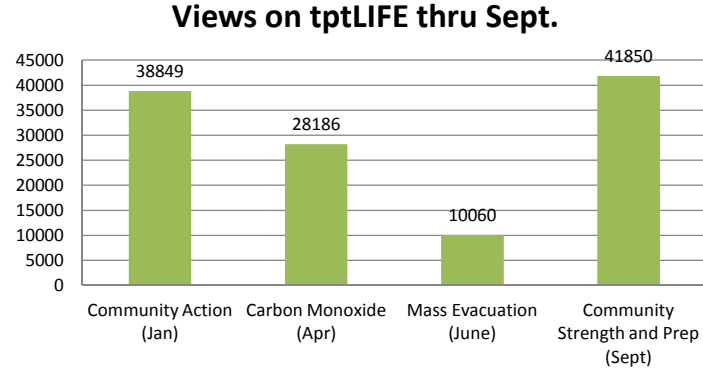
Handwashing and Understanding Vaccines were the September topics.

Spanish is off the chart with an average of 800 views/month so it has been removed from this chart so we can view the other programs.



A total of **92** potential partners across all areas have been contacted YTD.

\*Note that this does not include the 1000 DVDs distributed for each program produced.



Only **tptLIFE** is trackable and aired ECHO program "Community Strength Preparedness" broadcast **24** times in September it had an estimated **41,850** viewers, averaging **1744** viewers each program.