

Media Placement Highlights

November 2024

Notable media placements:

CBS News Chicago

"Lake County health officials encourage people to bring naloxone to holiday gatherings" – November 15, 2024

<https://www.cbsnews.com/chicago/news/lake-county-naloxone-kits-narcan-holiday-season/>

- The Health Department is encouraging people to bring naloxone to family gatherings during the holidays because overdoses can happen at any time.
- Lake County Health Department Marketing and Communications Manager Emily Young said, "We encourage folks to have naloxone with them all year long, but we especially encourage it around the holidays. We always say it's better to be prepared and not need it than need it and not have it."
- Young said, "While many people enjoy the holiday season, it can also lead to feelings of depression, loneliness, increased stress, and as a result we can see increased levels of substance use."
- The Health Department has been using ads on Facebook to target Lake County residents. Since starting up this new set of ads, the Health Department has received more than 260 orders for naloxone kits in five days, compared to about 17 orders in the same time period last year.
- Young said, "So we know Facebook is really working, and we really encourage people to have naloxone with them all winter long."

Press Releases Issued

- [I am a Work of ART: Reducing Stigma, Accelerating Acceptance. World AIDS Day Event on December 1st](#)

Total Media Placements

November 1 – November 30, 2024

Press Releases Sent	1
Press Release Placements	1
Other Articles Mentioning/Quoting LCHD/CHC	2