

Media Placements Aligned with Strategic Plan Goals

For the Month of January 2015

COORDINATION OF CARE: ACCESS TO A MEDICAL HOME AND BEHAVIORAL HEALTH HOME; COORDINATED NETWORK OF HEALTH AND HUMAN SERVICES

GOAL: INCREASE THE NUMBER OF RESIDENTS IN LAKE COUNTY WHO HAVE HEALTH INSURANCE

Health Insurance Enrollment	Daily Herald	1-2-2015
Enroll Lake County Can Help As Insurance Deadline Nears	News-Sun	1-3-2015
Insurance	News-Sun	1-7-2015
Sing Up for Health Insurance Through Enroll Lake County!	Zion-Benton News	1-16-2015
From the Community: Sign Up for Health Insurance Marketplace Before Feb. 15 Deadline	Triblocal	1-21-2015
From the Community: Sign Up for Health Insurance Marketplace Before Feb. 15 Deadline	Triblocal	1-27-2015
Sign Up With Health Insurance Marketplace Before Feb. 15	Daily Herald	1-26-2015
Sign Up for Health Insurance Before Feb. 15 Deadline	Daily Herald	1-27-2015
From the Community: Subsidized Health Insurance Open Enrollment Ends February 15, 2015	Triblocal	1-27-2015
Insurance	News-Sun	1-28-2015

EMPHASIS ON PREVENTION/ACCESS TO PREVENTION AND WELLNESS

GOAL: REDUCE THE INCIDENCE OF INFECTIOUS DISEASES

The Flu and You	Chicago People's Voice	1-1-2015
Area's Flu Cases Declining	Tribune	1-16-2015
La gripe y tú, alerta (The Flu and You)	Puro Futbol	1-21-2015

GOAL: PROTECT AND IMPROVE SURFACE AND GROUND WATER RESOURCES

BACOG Releases Report on Well Water Testing	Pioneer Press	1-5-2015
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GOAL: REDUCE THE NUMBER OF SUBSTANCE ABUSE RELATED EMERGENCY ROOM VISITS AND DEATHS

Deerfield Police Save Overdose Victim With Naloxone	Daily Herald	1-1-2015
Deerfield Site of the First Heroin OD Reversal By Police With Naloxone	Tribune	1-2-2015
Deerfield Officers Are First To Use Naloxone for Heroin OD Reversal	Tribune	1-5-2015
Editorial: Science, Police Team Up to Save Life From Heroin Overdose	News-Sun	1-6-2015
Police in Lake County Make First Heroin OD Reversal	Triblocal	1-8-2015
Police Reverse First Opioid Overdose Using EVZIO (naloxone HCl injection) Provided Through Kaleo Cares Donation Program	PR Newswire	1-16-2015

REDUCTION IN HEALTH DISPARITIES/INCREASED HEALTH EQUITY

GOAL: IMPROVE HEALTH EQUITY AND REDUCE CHRONIC DISEASE IN TARGET POPULATIONS IN LAKE COUNTY

Free Services for Military, Veterans and Their Families	Zion-Benton News	1-22-2015
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MISCELLANEOUS MEDIA PLACEMENTS

Keep Pets Safe During Winter By Taking Precautions	1-22-2015	Zion-Benton News
Medical Reserve Corps Trains Volunteers	Daily North Shore	1-26-2015
Reserve Corps Volunteers	Daily Herald	1-27-2015
Medical Reserve Corps Needs Volunteers in Case of Emergencies	Daily Herald	1-28-2015
Become a Medical Reserve Corps Volunteer	Zion-Benton News	1-29-2015
From the Community: Learn How to Become a Medical Reserve Corps Volunteer at Feb. 10 Informational Meeting	Triblocal	1-26-2015