

Media Placement Highlights

June 2021

Notable media placements:

Lake County News-Sun

"Lake County hospitals celebrating days without COVID-19 patients; emotional staffers marking the milestones" – June 25, 2021

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-Ins-lake-vax-update-st-0626-20210625-wizhf5a5yvgh3j34woyhvutmm4-story.html>

- Vista Medical Center East in Waukegan celebrated their first day without any COVID-19 patients in 468 days.
- New cases have hit their lowest point at other area hospitals in Lake County as well since March of 2020.
- Lake County Health Department Executive Director Mark Pfister said people from his office will be making contact with county residents that have not received their shot yet.
- Pfister said, "The key is there is extremely low risk of hospitalization or death if you have been vaccinated."

"Lake County officials hope survey will show how to convince people to get vaccinated: 'We're going to knock on doors'" – June 11, 2021

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-Ins-lake-vax-update-st-0612-20210611-e6fxgga3gvaurea6jykbbae5cpq-story.html>

- Lake County is more than halfway to its goal of vaccinating 80% of its residents against COVID-19.
- The Lake County Health Department recently launched a professional marketing survey to find out why some residents are not getting vaccinated and what effort needs to be made to convince people to get the COVID-19 vaccine.
- Lake County Health Department Executive Director Mark Pfister said he believes people "just haven't made time to do it yet. We want to find ways to get them engaged to get vaccinated. The market research will tell us what it will take to get them vaccinated."

Daily Herald

"As some mass COVID-19 vaccination sites close, next stage is doctor's offices" – June 2, 2021

<https://www.dailyherald.com/news/20210602/as-some-mass-covid-19-vaccination-sites-close-next-stage-is-doctors-offices->

- Mass vaccination sites continue to dwindle putting more focus on doctors' offices to give COVID-19 vaccinations.
- On May 19, an authorized federal change now allows the Pfizer vaccine to be in refrigerators for up to a month, previously five days.
- Lake County Health Department Executive Director Mark Pfister said, "It used to be that once we pulled it out of our ultracold freezers, a provider only had five days to store it in their refrigerators before they had to use it. The good news is, now they have 30 days. That is tremendous."
- This change helps with the logistics of having private practices giving COVID-19 vaccinations.

- Pfister said, "we want providers to get comfortable with these vaccines" so residents can get pandemic-related shots in their "medical homes."

Press Releases Issued

- [Health Department Urges Lake County Residents to Swim Safely](#)
- [Take Steps to Protect Yourself from Rabies](#)
- [Mosquitoes Test Positive for West Nile Virus in Lake County](#)
- [Lake County Health Department earns "LGBTQ Health Care Equality Leader" Designation in Human Rights Campaign Foundation's Healthcare Equality Index](#)

Total Media Placements

June 1– June 30, 2021

Press Releases Sent	4
Press Release Placements	9
Other Articles Mentioning/Quoting LCHD/CHC	23