

Media Placement Highlights

March 17, 2018 – April 13, 2018

Notable media placements:

Daily Herald

“Lake County's 'GO' programs growing by 15 communities” – April 7, 2018

<http://www.dailyherald.com/news/20180407/lake-countys-go-programs-growing-by-15-communities>

- In October, LCHD hosted a GO Lake County workshop to provide a framework for park districts and leaders to help residents become more healthy and active by starting local GO programs. As a result, 15 more communities will launch GO initiatives this year.
- LCHD's Jon Ashworth, Health Equity Coordinator, is quoted in the article: "The ultimate goal is that we do want to encourage community members to develop the habit of walking, even walking moderately for 30 minutes a day, which can make a major difference in your well-being."
- GO Lake County was recognized in November by the Illinois Association of Park Districts, winning the 'Best of the Best' award for the coordinated efforts between the Waukegan Park District, Gurnee Park District and Lake County Health Department.
- 'With the program in 18 communities this year, Ashworth said he thinks it has the potential to really take off and bring attention to the county. One vision is that Lake County can develop a reputation nationally for having a culture of walking with easy access to walking and biking trails, he said. "Having a culture across every community of being active and out in nature, we think we could be known as the Colorado of the Midwest," Ashworth said.'

“Editorial: Time for more towns to join Tobacco 21 movement” – March 26, 2018

<http://www.dailyherald.com/discuss/20180326/editorial-time-for-more-towns-to-join-tobacco-21-movement>

- The Daily Herald Editorial Board called for communities to move on Tobacco 21 policies because of the health implications caused by youth smoking.
- “The health departments in Cook and Lake counties have been a driving force behind the issue. Representatives of those agencies have made the case for 21-or-over ordinances with public, data-based presentations about the dangers of teenage smoking and the potential benefits of boosting the minimum buying age. They've provided surveys, education packets for retailers, youth involvement and other strategies. They have enlisted the help of community activists, including high school students who have helped make presentations at village board meetings to persuade trustees to change local tobacco ordinances.”
- “We understand some community leaders may not want to anger local business and prefer to wait for the state to be the bad guy. But if the state won't act or is slow to act, communities have an obligation to step up and protect our youth.”

“Gurnee raises age of tobacco sales to 21” – March 19, 2018

<http://www.dailyherald.com/news/20180319/gurnee-raises-age-of-tobacco-sales-to-21>

- The village of Gurnee became the 18th municipality in the state to raise the age to purchase cigarettes, e-cigarettes and other tobacco products to 21 on March 19.
- “The village board unanimously approved the plan, which was promoted by the Lake County Health Department and is designed to prevent young people from smoking in the interest of public health.”
- Carolyn Cerf of the American Heart Association said the initial data from other Tobacco 21 communities said it has indicated the new rule works on younger people as well. Cerf said at Evanston Township High School since the rule went in place, teen smoking is down 37.5 percent.
- The ordinance went into effect immediately, but Gurnee Police did not do compliance checks for 30 days to allow stores to adjust to the measure.

Total Media Placements

March 17 – April 13, 2018

Press Releases Sent	2
Press Release Placements	5
Other Articles Mentioning/Quoting LCHD/CHC	10