

## Media Placement Highlights

October 12-November 15, 2017

### Notable media placements:

#### Mundelein Review

"Mundelein looks to raise age of tobacco sales to 21" – November 14, 2017

<http://www.chicagotribune.com/suburbs/mundelein/news/ct-mun-mundelein-supports-cigarette-age-21-tl-1123-story.html>

- In a close straw poll on Monday, November 13, Mundelein's Village Board Monday night took the first step in raising the minimum legal sales age (MLSA) for tobacco products in the village to 21.
- Mayor Steve Lentz said employees will begin writing an ordinance and he plans to put it up for a formal vote on Nov. 27. In the event of a tie vote, Lentz said he would vote to pass the measure.
- Tim Sashko, Board of Health president, contributed to the discussion. "It's significant to everybody because it's something we can actually have an impact on," Sashko said. "We now know the glamour of the 40s and 50s of the use of cigarettes that came out of Hollywood. Here's a big statistic many years later: 20 million people have prematurely died from the use of tobacco. That's a lot of people."
- LCHD's Danielle Ryan gave a presentation that said towns including Chicago, Oak Park, Naperville, Highland Park, Deerfield, Vernon Hills and Lincolnshire have all raised the age restriction to 21. The Lake County Board recently voted to raise the purchasing age in unincorporated areas of the county.

#### Lake County Journal

"Park districts, health department win award" – October 27, 2017

<http://www.lakecountyjournal.com/2017/10/27/park-districts-health-department-win-award/axp41cg/>

- The Illinois Association of Park Districts awarded the Waukegan Park District, Gurnee Park District and the Health Department with an Intergovernmental Cooperation Best of the Best award for their work on GO Lake County.
- The award recognizes the agencies and units of government that work together to form a partnership that maximizes tax dollars and benefits to residents.
- "GO Lake County is a great example of how we can partner with our park districts to improve the health and well-being of those who live, work and play in Lake County," health department Executive Director Mark Pfister said. "With the support of our Board of Health and the County Board, we are committed to expand GO to other communities to help increase walking and other physical activity."

## Lake County News-Sun

"Lake County is a 'role model' for progressive drug treatment programs, says lieutenant governor" – October 27, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-Ins-state-officials-opioid-crisis-visit-st-1028-20171027-story.html>

- Lt. Governor Evelyn Sanguinetti toured LCHD's SAP and ATP programs on October 27.
- 'After hearing from health officials and beneficiaries of LCHD's programs, Lt. Gov. Evelyn Sanguinetti said it was clear Lake County is ahead of the curve in addressing the crisis. "I think you guys are a role model," Sanguinetti said as she talked with Health Department Executive Director Mark Pfister and other local officials. She also praised the health department's residential and outpatient programs that emphasize continued support and help after initial treatment. "What I like here is there is a feeling that this is very much a community culture," she said.'
- Since Governor Bruce Rauner created an Opioid Overdose Prevention and Intervention Task Force last month, officials have been in the process of assembling an action plan that will include a statewide 24-hour addiction services hotline for those in crisis.
- LCHD client Jimi Walsh shared his story during the tour. After surviving a cycle of drug abuse that began with stolen prescription drugs and led to a heroin addiction, he is clean after completing residential treatment at the health department.

"Addiction recovery in Lake County: An 'unprecedented' way out of the world of drug abuse" – October 27, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-Ins-gateway-way-out-success-st-1028-20171027-story.html>

- Lake County's A Way Out program allows those seeking treatment services for addiction to get help at local police stations without fear of arrest. It reached a milestone in October — 250 participants since the program began in June 2016.
- 39 percent of program participants are between the ages of 19 and 26, followed by those ages 27 through 35 at 33 percent. About 60 percent of participants have been female and 40 percent male.
- For most of those participating, the primary drug of choice has been heroin and other opioids, representing roughly 75 percent. Alcohol has represented 18 percent, while 5 percent of participants cited a cocaine problem.
- Together with partner agencies, the Health Department accepts program participants to its inpatient and outpatient programs.

## WBBM News Radio

"Lake County Offers Mental Health 'First Aid' Workshops" – October 19, 2017

<http://chicago.cbslocal.com/2017/10/19/mental-health-first-aid-workshops/>

- Follows LCHD press release, "Health Department Offers Youth Mental Health First Aid Training" (<https://content.govdelivery.com/accounts/ILLAKE/bulletins/1bde606>).
- Full-day Youth Mental Health First Aid workshops provide adults with the knowledge and skills needed to identify and support adolescents who are at risk or displaying warning signs of mental health/substance use problems or experiencing a mental health crisis.
- LCHD therapist Karen Wright states, "The whole point... is to help people in the training understand the different risk factors and warning signs that often develop early in mental health issues."
- LCHD therapist Amy Greskiw states, "People don't usually recognize [they need the training] until it is too late, and then they might say, 'I wish I have some knowledge and understanding of what mental health looks like and how to respond to that.'"

## Daily Herald

"Lake County wants to expand Gurnee program to get residents off couches" – October 13, 2017

<http://www.dailyherald.com/news/20171013/lake-county-wants-to-expand-gurnee-program-to-get-residents-off-couches>

- Live Well Lake County and the health department hosted a GO Lake County workshop at CPF on October 17 with approximately 45 attendees representing 20 organizations and park districts.
- The workshop goal is to provide a framework for park districts and community leaders to start their own GO initiative in May/June 2018. By 'saturating the landscape' with branded GO initiatives across Lake County, Live Well Lake County hopes to raise awareness of community activities that promote healthy and active living.
- LCHD's Health Equity Coordinator Jon Ashworth is quoted, "We're trying to build momentum in making a cultural shift," Ashworth said. "It's leveraging those ideas under one banner – that could be pretty powerful."

## Total Media Placements

September 13-October 11, 2017

Press Releases Sent	2 (1 joint release w/ Gurnee Park District)
Press Release Placements	9
Other Articles Mentioning/Quoting LCHD/CHC	12