

## Media Placement Highlights

August–November 2022

### Notable media placements:

#### Lake County News-Sun

“While CDC modifies its COVID-19 recommendations, Lake County community transmission level remains high” – August 15, 2022

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-lns-covid19-update-st-0816-20220815-vqjywhubvben5c3ksollqxbmky-story.html>

- Lake County remained in a high community level even after the CDC modified its recommendations for curbing the spread of COVID-19.
- The new CDC guidelines highlight the expansive tools for preventing serious illness, hospitalization and deaths from COVID-19.
- Lake County Health Department Executive Director Mark Pfister said, “What we know after 888 (2½ years) days of living with COVID is vaccination is the best way to reduce the risk, prevent infection or both. Now we have antivirals and other treatments or therapeutics. We still have masks, social distancing and hand washing.”
- A new bivalent booster is expected in the fall.
- Pfister said, “Some people are waiting for those to arrive before getting their second booster.”

#### Press Releases Issued

- [Lake County Health Department Joins Network of Milk Depots throughout Illinois](#)
- [Health Department Seeks Youth Mental Health First Aid Instructors](#)
- [First 2022 Human Case of West Nile Virus in Lake County](#)

#### Total Media Placements

August 1–November 17, 2022

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|--|----|
| Press Releases Sent                        | 3  |
| Press Release Placements                   | 7  |
| Other Articles Mentioning/Quoting LCHD/CHC | 10 |