

Media Placements Aligned with Strategic Plan Goals

For the Month of March 2014

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 Calendar: Enroll	News-Sun	3-5-2014
Jessica Smith: Enroll Lake County outreach coordinator	My Suburban Life	3-10-2014
Affordable Care Act sign-up deadline is March 31	News-Sun	3-18-2014
Last Chance to Enroll in Marketplace Health Plans	Patch blog	3-24-2014
Last Chance to Enroll in Marketplace Health Plans	Triblocal	3-24-2014
Health insurance enrollment	Daily Herald	3-25-2014
Government extends deadline to sign up for health insurance plans	Zion-Benton News	3-27-2014

GOAL: ASSESS AND REDUCE BARRIERS TO CARE AND COVERED SERVICES

Lake Among "Healthier Counties" in Illinois According to County Health Rankings Report	Daily Herald	3-26-2014
Lake County Ranks Among Healthier Counties in Illinois According to "County Health Rankings" Report	Patch blog	3-26-2014
Report ranks counties by health	Daily Herald	3-27-2014
Lake County ranks 13 th among state's healthier counties	News-Sun	3-29-2014
Lake County ranks 13 th among state's healthier counties	Pioneer Press	3-25-2014
Lake County ranks among the healthier counties in Illinois	My Suburban Life	3-31-2014

EMPHASIS ON PREVENTION / ACCESS TO PREVENTION AND WELLNESS

GOAL: REDUCE ILLNESS, DISABILITY AND DEATH RELATED TO TOBACCO USE AND SECOND HAND SMOKE EXPOSURE

Tobacco Cessation Program – Health and Fitness	Daily Herald	3-20-2014
Tobacco Cessation – Out and About Lake County	Daly Herald	3-25-2014

GOAL: REDUCE THE INCIDENCE OF INFECTIOUS DISEASES

Officials: Salmonella linked to unlabeled Mexican-style cheese	News-Sun	3-29-2014
--	----------	-----------

GOAL: PROTECT AND IMPROVE SURFACE AND GROUND WATER RESOURCES

Attention urged to improve Buffalo Creek-area pollution	Tribune	3-1-2014
Private wells remain safe for Long Grove, surrounding areas	News-Sun	3-11-2014

GOAL: REDUCE THE NUMBER OF SUBSTANCE ABUSE RELATED EMERGENCY ROOM VISITS AND DEATHS

Police may carry drug to combat overdose	My Suburban Life	3-4-2014
--	------------------	----------

REDUCTION IN HEALTH DISPARITIES/INCREASED HEALTH EQUITY

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

Veteran receives recycled Ride-photo	Triblocal (print edition)	3-6-2014
Dist. 116 to vote on leasing space for high school health clinic	Daily Herald	3-28-2014
Kids 1 st Health Fair's focus to shift	Daily Herald	3-24-2014
Be Well: Diabetes patients' challenges compounded by depression	My Suburban Life	3-31-2014

MISCELLANEOUS MEDIA PLACEMENTS

Cultivating Plants, Enhancing	Chicago Botanic Garden	Spring 2014
-------------------------------	------------------------	-------------

Living	Member Magazine	
Community Digest-Pet Vaccines	News-Sun	3-11-2014
Low-Cost Pet Vaccination Clinic in Mundelein	Triblocal (print edition)	3-13-2014
Lake County Medical Reserve Corps Seeks Volunteers	Patch blog	3-17-2014
Lake County Medical Reserve Corps Seeks Volunteers	Triblocal	3-17-2014
Lake County Medical Reserve Corps Seeks Volunteers	Daily Herald	3-18-2014
County Medical Reserve Corps	Daily Herald	3-19-2014
Health Calendar: Volunteers	News-Sun	3-19-2014
Proposed Gurnee Halfway House Irks Neighbors	News-Sun	3-20-2014
Low-Cost Pet Vaccination Clinic in Mundelein	Patch blog	3-20-2014
Health Department Offers Two Low-Cost Pet Vaccination Clinics in April	Triblocal	3-20-2014
Lake County Health Department Offers Low-Cost Pet Vaccination Clinics	GazeboNews	3-20-2014
Monday event spotlights Child Abuse Prevention Month	News-Sun	3-31-2014
Community Digest: Pet vaccines	News-Sun	3-29-2014
Pet vaccination clinic offered in Beach Park, Saturday, April 5	Zion-Benton News	3-27-2014