

Media Placements Aligned with Strategic Plan Goals

For the month of February, 2015

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

Local library to offer health insurance assistance	Southern Lakes Newspapers	1-28-2015
From the community: Extended Weekend Hours For Last Minute Health Insurance Shoppers	News-Sun	2-5-2015
Extended Weekend Hours for Last Minute Health Insurance Shoppers	Patch	2-5-2015
Extended Weekend Hours for Last Minute Health Insurance Shoppers	Triblocal	2-6-2015
Enroll Lake County! Offers Extended Hours Before Deadline	Daily Herald	2-9-2015
Enroll Lake County! Extends Hours Before Deadline	Daily Herald	2-10-2015
Health Event: Enroll Lake County!	News-Sun	2-12-2015
Extended Weekend Hours for Last Minute Health Insurance Shoppers	Zion-Benton News	2-13-2015

EMPHASIS ON PREVENTION / ACCESS TO PREVENTION AND WELLNESS

GOAL: REDUCE THE INCIDENCE OF INFECTIOUS DISEASES

From the community: Get Tested This Valentine's Day	News-Sun	2-2-2015
Get Tested This Valentine's Day	Daily Herald	2-4-2015
Lake County Patient Suspected Of Having Measles	NBC Chicago 5	2-6-2015
Patient Group Pushes Legislation Making It Harder to Avoid Vaccinating Kids	CBS Chicago 2	2-6-2015
Measles Confirmed in 5 Babies in Palatine	ABC 7 Chicago	2-6-2015
Lake County Patient Tests Negative for Measles	NBC Chicago 5	2-6-2015

Measles Ruled Out in Lake County Case	WGN Chicago	2-6-2015
Selected Case of Measles Reported in Lake County, Illinois	CLTV	2-6-2015
Lake County Does Not Have a Confirmed Measles Case	Patch	2-8-2015
Editorial: Anti-Vaccine Debate Proves You Can't Fix Stupid	News-Sun	2-6-2015
Suburbs Respond to Measles Outbreak	Daily Herald	2-7-2015
Steps Taken to Address Measles Risk in Palatine	Tribune	2-8-2015
Measles Results Return Negative	News-Sun	2-7-2015
Get Tested	News-Sun	2-12-2015
Lake County Offers Screenings for Sexually Transmitted Infections	Daily Herald	2-8-2015
Lake County Warns of Possible Measles Exposure	WVON 1690 AM	2-26-2015
Visitors to Long Grove Menards Might Have Been Exposed to Measles	CBS Chicago 2	2-26-2015
Lake County Health Officials Warn of Possible Measles Exposure	ABC Chicago 7	2-26-2015
Visitors to Suburban Menards, Laundromat, Clinic May Have Been Exposed to Measles	WGN TV	2-26-2015
Lake County Health Department Warns of Possible Measles Exposure	NBC Chicago 5	2-26-2015
Visitors to Long Grove Menards May Have Been Exposed to Measles	Tribune	2-26-2015
Lake County Residents Could Have Been Exposed to Measles	Patch	2-27-2015
Measles Confirmed at Retailer	The News-Gazette (AP)	2-27-2015
Lake County Warns of Measles Exposure in Long Grove	News-Sun	2-28-2015
County Warns of Measles Exposure	Daily Herald	2-28-2015
Lake County Offering Free Measles Vaccinations	Northwest Herald	2-28-2015

GOAL: PROTECT AND IMPROVE SURFACE AND GROUND WATER RESOURCES

From the community: Health Department to Sponsor Open House, Offer Reduced Water Testing Rates	News-Sun	2-3-2015
Health Department to Sponsor Open House, Offer Reduced Water Testing Rates	Patch	2-3-2015
Health Department to Sponsor Open House, Offer Reduced Water Testing Rates	Daily Herald	2-5-2015
Libertyville Could Restrict Fertilizer Use to Protect Water Quality	Tribune	2-11-2015
Why Libertyville is Banning Use of Phosphorous in Fertilizers	Daily Herald	2-13-2015
Illinois Community Bans Phosphorus Fertilizer	GreenIndustryPros.com	2-24-2015

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

Heroin antidote saves Lake County man's life	News-Sun	2-2-2015
Deputies Revive OD Victim With Narcan	Daily North Shore	2-2-2015
Buffalo Grove Police Preparing to Use Heroin Antidote	Tribune	2-9-2015
Cops Cited in Rescue of Overdose Victims	News-Sun	2-11-2015

REDUCTION IN HEALTH DISPARITIES/INCREASED HEALTH EQUITY

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

Public Invited to Free Presentation of Veterans Telling Their Stories	Patch	2-4-2015
From the community: Public Invited to Free Presentation of Veterans Telling Their Stories	News-Sun	2-4-2015
Public Invited to Free Presentation of Veterans Telling Their Stories	Daily Herald	2-5-2015
Veterans presentation	Daily Herald	2-9-2015
Veterans Tell Their Stories of Fighting Substance Abuse	Daily Herald	2-11-2015
Grants Boost Health Care for the Indigent	Tribune	2-16-2015

Recovery Program Aids Veterans Battling Addiction	News-Sun	2-18-2015
Lake County Health Dept. Seeks Program Promoters	Highland Park Landmark	2-17-2015

MISCELLANEOUS MEDIA PLACEMENTS

Becoming a Medical Reserve Corps Volunteer – Feb. 10 Meeting	The YOU Journal	2-2-2015
County entities launch combined website	SuburbanLife	2-2-2015
Medical Reserve Corps needs more volunteers in case of emergencies	Daily Herald	2-3-2015
Volunteer Workshop	News-Sun	2-3-2015
State, Local Efforts Combine to Prevent School Violence	News-Sun	2-24-2015
Update: LF Dog Attack	Daily North Shore	2-12-2015