

Media Placements Aligned with Strategic Plan Goals

April 2015

COORDINATION OF CARE: ACCESS TO A MEDICAL HOME AND BEHAVIORAL HEALTH HOME; COORDINATED NETWORK OF HEALTH AND HUMAN SERVICES

GOAL: INCREASE THE PROPORTION OF PERSONS WHO HAVE A CONSISTENT SOURCE OF ONGOING CARE

National Infant Immunization Week Reminds Parents to Keep Children Up to Date on Vaccinations	Patch	4-15-2015
From the community: National Infant Immunization Week Reminds Parents to Keep Children Up to Date on Vaccinations	News-Sun	4-15-2015
National Infant Immunization Week	Zion-Benton News	4-17-2015
Parents: Keep Kids Up-to-Date on Vaccinations	Daily Herald	4-18-2015
Health Department Awarded Primary Care Medical Home Certification from the Joint Commission	Patch	4-13-2015
Lake County Health Department Awarded Primary Care Medical Home Certification from the Joint Commission	News-Sun	4-13-2015
Health Department Awarded Primary Care Medical Home Certification from the Joint Commission	Patch	4-13-2015
Lake County Health Department Awarded Primary Care Medical Home Certification from the Joint Commission	News-Sun	4-13-2015
Health Department Awarded Primary Care Medical Home Certification from the Joint Commission	Daily Herald	4-16-2015

EMPHASIS ON PREVENTION / ACCESS TO PREVENTION AND WELLNESS

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

Expert: Nicotine Is Harder to Quit Than Cocaine and Alcohol	News-Sun	4-30-2015
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GOAL: REDUCE THE INCIDENCE OF INFECTIOUS DISEASES

Pet Microchip Clinic	Daily Herald	4-8-2015
Lake County Pet Vaccination Clinic	The YOUjournal	4-8-2015
Pet Vaccination, Microchip Clinic Set	News-Sun	4-9-2015
Pet Vaccines	News-Sun	4-13-2015
Pet Vaccination Clinics Offers in Lindenhurst, Vernon Hills	Daily Herald	4-14-2015
Pet Owners Line Up at Vaccine Clinic	News-Sun	4-20-2015
Low-Cost Pet Vaccination Clinic Offered in Beach Park	Patch	4-27-2015
From the Community: Low-Cost Pet Vaccination Clinic Offered in May in Beach Park	News-Sun	4-28-2015
Gorton Cancels Dog Day Due to Canine Flu	Pioneer Press	4-29-2015
Gordon Cancels Dog Day Event	Daily Herald	4-29-2015

GOAL: PROTECT AND IMPROVE SURFACE AND GROUND WATER RESOURCES

LCHD Offers Reduced Rates for Well Water Testing	The YOUjournal	4-8-2015
Another Season Begins Soon at Lake Minear Beach	Pioneer Press	4-13-2015
Minear Beach a Calming Warm Weather Attraction	News-Sun	4-15-2015

GOAL: REDUCE THE PERCENTAGE OF ADULTS AND CHILDREN IN LAKE COUNTY WHO ARE OVERWEIGHT OR OBESE

Rx for Health, Walking in Nature	Patch	4-9-2015
Walk for Health	News-Sun	4-9-2015
Free Guided Nature Walks Set	Lake County Journal	4-17-2015

for Lake County Forest Preserves		
From the Community: Libertyville's Hidden Gem: Beautiful, Affordable Lake Minear	Tribune	4-27-2015

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

Lake Zurich Officers Use Naloxone to Revive Drug Overdose Victim	Daily Herald	4-6-2015
Opioid Antidote Saves Life in Lake Zurich	News-Sun	4-7-2015
Anti-Drug Group Focuses on Funding, Educating Parents	News-Sun	4-14-2015

MISCELLANEOUS MEDIA PLACEMENTS

LCHD Helps With Lost and Found Pets Through New Web Site	The YOUjournal	4-8-2015
Health Department Offers Lost, Found Pet Webpage	Daily Herald	4-9-2015
Steps to Take After Your Basement Floods	Daily Herald	4-9-2015
Lake Health Department Offers Lost, Found Pet Webpage	Daily Herald	4-12-2015
Lake County Among Healthier Counties, According to Report	Patch	4-13-2015
From the community: Lake County Among Healthier Counties in Illinois, According to "County Health Rankings" Report	Triblocal	4-13-2015
Lake County Among Healthiest in State, Study Shows	MySuburbanLife	4-15-2015
Lake County Among Healthier Counties in Illinois, According to "County Health Rankings" Report	Daily Herald	4-15-2015
Antioch EcoFair Offers a Range of Activities and Information	Daily Herald	4-15-2015
Antioch EcoFair Plants Green Ideas in Visitors	News-Sun	4-20-2015

Lake County Named Among Healthiest in Illinois	Daily Herald	4-19-2015
Study: Lake County Ranks Among Healthiest, But Obesity on the Rise	News-Sun	4-20-2015
County Ranks Among State's Healthiest	News-Sun	4-23-2015
Lake County Among Healthier Counties in State of Illinois	Zion-Benton News	4-24-2015
Talk of the County: A Healthy Lake County?	News-Sun	4-27-2015