

Media Placements Aligned with Strategic Plan Goals

September 2015

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

GOAL: ASSESS AND REDUCE BARRIERS TO CARE AND COVERED SERVICES

Lake County Launches Programs to Help Alleviate High Costs of Prescriptions and Health Services	IPHCA Health Center News	August 2015
Lake County Health Department/Community Health Center – Multiple Events (Health Center Week)	IPHCA newsletter	September 2015

EMPHASIS ON PREVENTION / ACCESS TO PREVENTION AND WELLNESS

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

Campaign Aims to Keep Students Tobacco Free	Daily Herald	9-3-2015
Majority of New Tech Students are Choosing to be Tobacco Free	Zion-Benton News	9-4-2015
Campaign Aims to Keep New Tech Students Tobacco Free	Daily Herald	9-6-2015
Follow the Crowd: School Program Uses Peer Pressure to Fight Teen Tobacco Use	News-Sun	9-15-2015

GOAL: REDUCE THE INCIDENCE OF INFECTIOUS DISEASES

Pet Vaccination and Microchip Clinic	Grayslake Village Newsletter	September 2015
From the Community: Low-Cost Pet Vaccination Clinic Offered in Deerfield Sept. 26	Tribune/News-Sun	9-10-2015
Low-Cost Pet Vaccination Clinic Offered in Deerfield Sept. 26	Patch	9-11-2015
Two Lake County Residents Test Positive for West Nile Virus	Patch	9-15-2015
From the Community: Two Human Cases of West Nile Virus Confirmed in Lake County	Tribune/News-Sun	9-15-2015
2 West Nile Virus Cases Confirmed	Daily Herald	9-16-2015
Two Human Cases of West Nile	Lake County Journal	9-15-2015

Confirmed in Lake County		
Lake County Confirms 2 Human West Nile Cases	News-Sun	9-16-2015
Bring Your Pets for Low-Cost Vaccination Clinic in Deerfield	Daily Herald	9-16-2015
Human Cases of West Nile Virus Confirmed in Round Lake, Waukegan	ABC 7 Chicago	9-16-2015
Mosquitoes Test Positive for West Nile in Lake County	WGN-TV	9-16-2015
Two Cases of West Nile Virus in Lake County	Zion-Benton News	9-18-2015
Community Digest: Pet Vaccination Clinic Sept. 26 in Deerfield	News-Sun	9-21-2015
Mosquitoes Still a Threat	Daily Herald	9-27-2015
From the Community: Avoid and Exclude Bats to Prevent the Possible Spread of Rabies	Tribune/News-Sun	9-29-2015
Avoid and Exclude Bats to Prevent the Possible Spread of Rabies	Patch	9-29-2015
Two Low-Cost Pet Vaccination Clinics Offered in October	Patch	9-30-2015
From the Community: Two Low-Cost Pet Vaccination Clinics Offered in October	Tribune/News-Sun	9-30-2015

GOAL: PROTECT AND IMPROVE SURFACE AND GROUND WATER RESOURCES

Clean Power Lake County Campaign Hosts Second Annual Beach Cleanup in Waukegan	Daily Herald	9-2-2015
--	--------------	----------

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

Health Calendar: Walk for Health	Tribune/News-Sun	9-9-2015
----------------------------------	------------------	----------

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

Company Donating Opioid Reversal Drug Injectors	Daily Herald	9-18-2015
Community Digest: Recognition, Demonstration	News-Sun	9-21-2015
Company to Donate Opioid Reversal Drug Injectors	Daily Heald	9-19-2015

Just Saying Maybe: Districts Proceed Cautiously After Passage of Drug Overdose Antidote Law	News-Sun	9-22-2015
From the Community: Second Donation of Naloxone Made to Help Save Lives in Lake County	Tribune/News-Sun	9-22-2015
Second Donation of Naloxone Made to Help Save Lives in Lake County	Patch	9-22-2015
Lake County Receives Donation of Heroin Antidote Naloxone	CBS-WBBM Radio	9-22-2015
Donation Replenishes Supplies of OD Antidote	Daily Herald	9-23-2015
Second Donation of Naloxone to Help Combat Heroin Overdose in Lake County	Lake County Journal	9-23-2015
Health Dept. Gets Second Donation of Naloxone to Reverse Opioids	Zion-Benton News	9-25-2015
Text-A-Tip Crisis Hotline Expands	Daily North Shore	9-30-2015

REDUCTION IN HEALTH DISPARITIES/INCREASED HEALTH EQUITY

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

Survey Launched to Collect Data on Lake County Health Conditions	TheYouJournal	9-2-2015
New Survey Launched to Collect Data on Lake County Health Conditions and Challenges	Daily Herald	9-3-2015
Resident Survey Looks at County's Health Priorities	Daily Herald	9-8-2015
From the Community: Check Your Mail for Your Health Survey Invitation and Help Identify the Health Needs of Your Neighborhood	Tribune/News-Sun	9-24-2015
Check Your Mail for Your Health Survey Invitation and Help to Identify the Health Needs of Your Neighborhood	Patch	9-24-2015
Your Input is Needed: How You Can Help Identify Health Needs of Your Neighborhood	Daily Herald	9-29-2015

ADEQUATE AND DIVERSE PUBLIC HEALTH SYSTEM WORKFORCE

GOAL: ENSURE THE APPROPRIATE NUMBER OF WELL-TRAINED HEALTH CARE PROVIDERS TO
PROVIDE CARE TO ALL RESIDENTS

Vendors Offer Employment Opportunities to 250 Job Seekers at Waukegan Fair	Tribune/News-Sun	9-24-2015
--	------------------	-----------

MISCELLANEOUS MEDIA PLACEMENTS

Medical Reserve Corps Conference at Gateway Sept. 18	Racine Journal Times	9-4-2015
Lake County Makes Car Chargers Available to Public	Daily Herald	9-10-2015
Dial-A-Ride to Expand in Mundelein, Libertyville	Tribune-Pioneer Press	9-18-2015