

## Media Placement Highlights

August 8 – September 13, 2017

### Notable media placements:

#### Lake County News-Sun

“Lake County to become 1st in Illinois to raise minimum tobacco age to 21” – September 12, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-lns-lake-county-tobacco-21-st-0913-20170912-story.html>

- On September 12, 2017, the Lake County Board approved changes to its tobacco ordinance to increase the minimum legal sales age (MLSA) for tobacco products to 21.
- Effective January 1, 2018, individuals in unincorporated Lake County must be at least 21 years of age to purchase tobacco products, including e-cigarettes.
- Lake County is the first county in Illinois to raise the MLSA to 21 in unincorporated areas.
- ‘The goal of the ordinance is to reduce the number of people who start smoking before the age of 21 and increase the social distance between those that can legally buy cigarettes and those who cannot, said Mark Pfister, executive director of the Lake County Health Department.’
- ‘Pfister said his hope is that like the smoke-free indoors Illinois movement, the state will follow where local governments lead and eventually pass its own statewide law.’

“West Nile virus confirmed by health department in Grayslake woman” – August 31, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-lns-confirmed-west-nile-virus-lake-county-st-0831-20170830-story.html>

- A female Grayslake resident in her 70s was hospitalized after becoming ill with West Nile virus mid-August.
- On August 15, LCHD conducted an emergency aerial larvicide treatment to areas along the Des Plaines River impacted by flooding, targeting 130 acres where *Culex* mosquitoes were breeding. *Culex* mosquitoes are the primary carriers of West Nile virus.
- When the article was published, 52 pools or batches of mosquitoes and one bird had tested positive for West Nile virus in 2017.

“Lake County hires funded with gambling revenue may mean housing for 15 more homeless families” – August 18, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-lns-lake-county-video-gambling-st-0819-20170818-story.html>

- A \$120,000 grant from the county's video gambling revenue is being used to hire two new case managers at the Lake County Health Department and Community Health Center.
- These case managers will provide services to people with severe mental illnesses who are experiencing homelessness or an unstable housing situation.
- The health department currently operates 45 supportive housing units. In order to use HUD funds to provide housing to the chronically homeless population, the county must also provide support services to those people.
- The addition of these two case managers means the health department will serve an additional 15 households.
- Associate Director of Clinical Operations Nick Caputa is featured in the article.
- LCHD's Carol Craig, housing coordinator, is also quoted. "They've proven that taking someone who is kind of resistant to services and homeless, if you just give them a place to live, a safe, secure place to live, then they can start working on their other issues," she said. "If you're worried about how you're going to stay warm and dry for the night, you're not going to be that concerned about higher levels of getting jobs."

"Gurnee seeks removal from national hate group map" – August 17, 2017

<http://www.chicagotribune.com/suburbs/lake-county-news-sun/news/ct-lns-hate-groups-lake-county-st-0817-20170816-story.html>

- The Southern Poverty Law Center released a map on social media following violence in Charlottesville, Virginia, which includes Gurnee among 917 locations in the US where hate groups allegedly have a foothold. Gurnee officials have requested removal from the map.
- "Signs stating that people of all races, religions, countries of origins, sexual orientations, genders, incomes and abilities are welcome in Lake County were developed by the Lake County Health Department and placed in county and Health Department facilities across the county."

## **Lake County Journal**

"Early Intervention Program makes a difference" – August 29, 2017

<http://www.lakecountyjournal.com/2017/08/29/early-intervention-program-makes-a-difference/aofjxyz/>

- Nearly 300 licensed therapists are contracted by the state to work within the Lake County Health Department's Early Intervention program.
- The program works with children from newborn to age 3 to identify, address and, when possible, overcome any developmental delays in five categories: physical, cognitive, communication, social and emotional, and adaptive.
- Program Coordinator Donna Musser is featured throughout the article. "The [therapists] are some of the most wonderful, caring individuals providing these services," Musser said. "It is amazing to work with them and to have the relationship we have with them..."

## Daily Herald

"Buffalo Grove raises age to buy tobacco to 21" – August 22, 2017

<http://www.dailyherald.com/news/20170822/buffalo-grove-raises-age-to-buy-tobacco-to-21>

- On August 21, Buffalo Grove village officials voted to raise the minimum age for the sale and purchase of tobacco products and e-cigarettes from 18 to 21, amid disagreement among trustees over whether the change would be effective.
- The board went against the unanimous recommendation of the village's health commission, which opposed the change. Two trustees opposed the change as they felt it would harm local businesses.
- 'Danielle Ryan, a Lake County community health specialist, said 2 percent of tobacco sales nationally come from the group of 18- to 21-year-olds. "Youth are not purchasing from retailers," Ryan said. "They're being supplied from those that are 18 and 19 years old. So the impact on retailers is very minimal."

## Total Media Placements

August 8-September 13, 2017

Press Releases Sent	8
Press Release Placements	23
Other Articles Mentioning/Quoting LCHD/CHC	26