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FOR IMMEDIATE RELEASE

***Local Health Departments’
Outstanding Communications Efforts Honored
10 Counties Each Awarded \$10,000***

SACRAMENTO, CALIF., JUNE 30, 2016 ... Twelve local health departments’ public outreach campaigns were honored today by the [Health Officers Association of California \(HOAC\)](#). The [2016 HOAC Communications Awards](#) recognize unique technological innovations and showcase outstanding efforts to improve community health and promote fair access to healthy lifestyles using communications tools.

“Each of these extraordinary campaigns represents the best of the day-to-day work being done by local health departments to build healthier communities,” said Kat DeBurgh, Executive Director of HOAC. “It’s not always easy to talk about the health of the public. It’s both a highly personal endeavor and one dependent on the strength of our communities and institutions. Yet these award winners have made positive change possible by bringing people together with cutting-edge communications.”

Ten counties each received a \$10,000 award to support their efforts. Another two earned an honorable mention and the praise of their colleagues.

All 12 counties have a success story worth emulating, according to the panel of health officers and communications experts who chose the winners. For example, **Los Angeles County** embraced technology to help new mothers lose weight with their campaign [Choose Health LA Moms](#). Automated texts and targeted social media posts provided the mothers with encouragement and helpful tips on breastfeeding, walking, drinking water and other weight loss strategies. 96 percent of participants returned to their pre-pregnancy weight.

San Diego County worked with a broad coalition of over 90 community organizations and businesses to execute a countywide blood pressure and heart health screening day, [Love Your Heart](#), which reached over 30,000 residents. **Napa County** made homelessness a public health priority and engaged both old and new media to change the conversation with their [Homeless of Napa](#) campaign.

Public Health Communications Awardees Include:

- **Best Collaboration Between/Among Local Health Departments:** Rx Drug Safety, [Placer and Nevada Counties](#)
- **Most Promising Campaign Proposal:** Homeless of Napa: Housing Is Health Care, [Napa County](#)

- **Most Innovative Campaign in a Large Jurisdiction:** Choose Health LA Moms, [Los Angeles County](#)
- **Most Innovative Campaign in a Medium Jurisdiction:** Vibe Solano, [Solano County](#)
- **Most Innovative Campaign in a Small Jurisdiction:** Health Through My Eyes, [El Dorado County](#)
- **Most Innovative Campaign in a Very Small Jurisdiction:** healthyselfieTC, [Tuolumne County](#)
- **Most Impactful Campaign in a Large Jurisdiction:** Love Your Heart, [San Diego County](#)
- **Most Impactful Campaign in a Medium Jurisdiction:** Gonorrhea Community Outreach, [Butte County](#)
- **Most Impactful Campaign in a Small Jurisdiction:** Friends Don't Give Friends the Measles, [Shasta County](#)
- **Most Impactful Campaign in a Very Small Jurisdiction:** Paseo de Mariposa, [Mariposa County](#)

Honorable Mentions:

- **Best Use of Youth Voice:** STD ET², [Solano County](#)
- **Best Use of Digital Media:** Eat. Play. Breathe, [Orange County](#)

Orange County Health Care Services was selected for its technologically innovative campaign, [Eat. Play. Breathe.](#), which connects residents with an interactive website, www.myhealthoc.org, making it easy for them to adopt a healthy lifestyle. The website includes a comprehensive map of local parks, a calorie tracker application, free smoking cessation tools and additional helpful resources. Award reviewers believe that the website should serve as a model for all local health departments.

Solano County Health Services was chosen for its creative campaign, [ET² \(Education, Testing and Treatment\)](#), which informed Vallejo students of the risks of syphilis, gonorrhea and other sexually transmitted diseases. Local staff partnered with community organizations to reach out to youth, amplify their voice and shape the campaign to best reach young people in their own language.

The [HOAC Communications Project](#) and all awards are funded by The California Endowment. Each winner exemplifies the Endowment's Health Happens Here framework, which challenges Californians to think about people's health beyond the doctor's office and the choices made by individuals, and re-focus efforts on changes to the places where we live, learn and play.

"California's health officers aim to improve health and well-being for every resident. Helping local health departments communicate effectively with the public is essential for us all to succeed," said DeBurgh. "We are grateful to The California Endowment for making this project possible."

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The [Health Officers Association of California \(HOAC\)](#) represents the physician health officers in California's city and county jurisdictions. HOAC conducts special projects to advance the practice of public health in California, provide public health-focused Continuing Medical Education for physicians and provide technical expertise to the state legislature on matters related to public health.