



## MEDIA RELEASE

**Information**       **Advisory**       **Warning**       **Update**

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### **FOR MORE INFORMATION CONTACT:**

Jennifer Michaluk, Public Information Officer  
(810) 987-5300 ext. 1414  
[jmichaluk@stclaircounty.org](mailto:jmichaluk@stclaircounty.org)

### **New Campaign and Website Launches to Raise Awareness on County Health Data**

A brief marketing campaign launches today to raise awareness about health data collected from the St. Clair County Community Health Needs Assessment (CHNA), including the development of a new user-friendly website, “**Healthy St. Clair County**” ([healthyscc.org](http://healthyscc.org)).

The website will highlight the 2021 CHNA and feature different information, beginning with data addressing childhood trauma, also known as Adverse Childhood Experiences (ACEs). Additionally, it will include prior CHNA reports, as well as action steps the community can take to address priority health areas referred to as a Community Health Improvement Plan (CHIP). During this campaign, local residents may see billboards and informational cards, receive a postcard mailer or hear radio announcements promoting the information.

The St. Clair County Health Department (SCCHD) plays a key role in overseeing the CHNA process that takes place every five years. In addition, SCCHD will continue to provide the necessary tools, information, and leadership to allow a vital response to the health issues facing St. Clair County. As the next five year CHIP process begins, it's necessary to have this data available to all county residents who live, learn, work, and play in St. Clair County.

Liz King, Director-Health Officer stated, “*I am excited to announce the next step in leading our community through the CHNA/CHIP process; the creation of the “**Healthy St. Clair County**” ([healthyscc.org](http://healthyscc.org)) website. We hope the community and agency partners will use the website as a resource for obtaining St. Clair County health data.*” King continued, “*The goals of the campaign are; to have a one-stop-shop for community members and partners to have access to the latest CHNA data; become a collaborative partner in how priorities are being identified and addressed through the CHIP, and ultimately improve the health of St. Clair County residents of all ages.*”

To learn more about our county's health, visit [healthyscc.org](http://healthyscc.org). Let's work together for a healthier tomorrow!

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