County of Yolo

HEALTH DEPARTMENT

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For Immediate Release

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Yolo County Health Department Wins PR Awards

The Sacramento Public Relations Associations (SPRA) awarded the Yolo County Health Department and its creative partners—MMC Communications and EMRL—two Silver Cappie Awards at the 21st Annual SPRA Cappie Awards on March 27, 2008.

The two awards were for the Health Department's "Spread the Word, Not the Flu" campaign, which educated residents on how to avoid getting and spreading the flu and how to prevent and prepare for a pandemic flu outbreak. The campaign won in two categories: "Short –Term Public Relations Campaign" and "Public Service Announcement."

"We are very pleased about the awards," stated Dr. Bette Hinton, Yolo County Health Officer/Director. "But more importantly, we hope the public took the message to heart, and have begun preparing for a major flu outbreak."

The campaign emphasized basic preventive measures, such as covering your cough, washing your hands often, staying home when sick and avoiding sharing infected items. But more importantly, it stressed sharing information with others—spreading the word—to help educate those who may not normally receive this information through traditional news media.

The campaign included television and bus ads, in English, Spanish and Russian, as well as grassroots outreach through the various cities, school districts, clinics and more to get information out to residents.

"The Health Department wanted to encourage the public to take action now, to be prepared for a pandemic flu, or other major emergency," added Dr. Hinton. "Sharing information, and working with your family, friends and neighbors on how to be prepared is extremely important."

For more information on spreading the word and not the flu, visit www.yolohealth.org.

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