BRILLIANT IDEAS AT WORK

NATIONAL COUNTY GOVERNMENT MONTH
APRIL 2017
National County Government Month (NCGM), held each April, is an annual celebration of county government. Since 1991, the National Association of Counties has encouraged counties to actively promote the services and programs they offer. Counties can schedule activities any time during the month. NCGM is an excellent opportunity for your county to highlight effective county programs and raise public awareness and understanding about the various services provided to the community.

**NACo’s VISION:**

Healthy, vibrant and safe counties across the United States.

**NACo’s MISSION:**

The National Association of Counties (NACo) unites America’s 3,069 county governments. Through NACo, county officials:

- Advocate with a collective voice on national policy
- Exchange ideas and build new leadership skills
- Pursue transformational, cost-effective solutions
- Enrich the public’s understanding of county government, and
- Exercise exemplary leadership in public service.
PRESIDENTIAL MESSAGE & INITIATIVE

Dear Fellow County Leader,

Counties play an essential role in keeping America’s communities healthy, vibrant and safe. With public and private sector partners, we pursue innovative approaches to advance public health and well-being, protect public safety, foster economic strength and so much more.

As I participate in state association meetings and visit counties across the county, I’m always amazed by counties’ ability to find a way forward. Counties overcome complex challenges, provide essential services to residents, save taxpayers money and constantly do more with less. Yet, our successes don’t receive nearly the attention they deserve.

As NACo’s president, I wanted to find ways to recognize these innovations – and help NACo members learn from one another’s best practices. That’s why we launched the Counties Matter Challenge: Brilliant Ideas at Work initiative. And this year’s theme for National County Government Month is Brilliant Ideas at Work.

During the month of April, I encourage you to feature the county programs and initiatives you’re proudest of. This toolkit provides ideas on how you can raise public awareness of your county’s Brilliant Ideas at Work.

Beyond National County Government Month, through the Counties Matter Challenge, we are identifying and sharing 100 examples of visionary county leadership that is improving residents’ quality of life. Though no two of America’s 3,069 counties are alike, many face similar challenges and can learn from one another.

In conjunction with NACo’s Achievement Awards, we are building an online honor roll that highlights county innovation at its best. By applying for the 2017 NACo Achievement Awards, your entry will be in the running for the Counties Matter Challenge. The deadline to apply is March 27, and Counties Matter Challenge winners will be announced in May, in time for you to be recognized at NACo’s Annual Conference in Franklin County (Columbus), Ohio, July 21 – 24. Apply today at www.NACo.org/AchievementAwards.
What are your Brilliant Ideas at Work? Use National County Government Month to highlight them, and apply for the Counties Matter Challenge. Let your citizens know how your county is leading the way. To remain healthy, vibrant and safe, counties anticipate and adapt to challenges by thinking outside the box and demonstrating local leadership that makes a difference in people’s lives.

The Hon. Bryan Desloge
NACo President
Commissioner, Leon County, Fla.
GETTING STARTED
THIS YEAR’S THEME IS ‘BRILLIANT IDEAS AT WORK.’

National County Government Month (NCGM) is an annual celebration of county government held each April. Since 1991, the National Association of Counties has encouraged counties to actively promote the services and programs they offer. Counties can schedule activities any time during the month. NCGM is an excellent opportunity for your county to highlight effective county programs and raise public awareness and understanding about the various services provided to the community. Here are a few ideas on how to get started:

Establish A Planning Committee

The committee will plan, organize and coordinate all activities relating to NCGM. Committee members should include representatives from the county board, administration, school system and each county department. In addition, a public information officer or county official experienced in media relations should be included. Consider including a county extension service representative. This could be a staff member, 4-H volunteer or 4-H member. All areas of county government and schools should be involved in the planning process.

Decide How Extensive Your Activities Will Be

Plan activities throughout the month or organize just a few featured events. Hold fun, interactive and informative activities to reach different segments of your community including students, educators, senior citizens, young families, business leaders and community organizations. Activities should be designed to bring residents to county facilities such as the courthouse, parks, public safety building and recycling/waste transfer station. Activities can be planned to deploy county officials to locations where residents are already assembled. Suggestions for activities such as open houses and public tours are described elsewhere in this booklet.

Involve The Media

Be sure members of the local news media are aware of NCGM and the activities your committee has planned. Consider involving a member of the news media in the planning process. Media outreach tips are described elsewhere in this guide. The following pages will provide you and your planning committee several ideas on what to include in your county’s celebration of NCGM.
National County Government Month offers an opportunity to educate residents about county programs, services and responsibilities. It is also an opportunity to address misinformation about county government. In short, it’s an opportunity to tell the public that **Counties Matter**.
As part of NCGM, prepare and distribute county fact sheets. Some counties roll out a “County Fact of the Day” or distribute fact sheets representing key county departments, such as public safety, parks and recreation, public works and health. Tell them things many residents do not know about county services, but need to know.

Send the fact sheets to the media, post them on the county website and distribute via social media. Fact sheets can highlight county services and programs provided by your county:

**EMERGENCY RESPONSE, PUBLIC SAFETY AND JUSTICE**
- How many trained emergency responders are employed by the county?
- How many trained volunteer emergency responders serve the county?
- How many emergency calls were responded to last year?
- How many bookings were processed at the county jail last year?
- What is the daily average jail population?

**HEALTH & HOSPITALS**
- How many patients were served last year at county hospitals and clinics?
- How many health department inspections were conducted last year?
- How many vaccinations were administered last year?
- How many emergency room visits were made last year?
- How many nursing homes are in the county?
- How many county residents have health insurance?

**CHILDREN AND FAMILIES**
- How many children, senior citizens or veterans received county services last year?

**ECONOMY & EMPLOYMENT**
- How many people are unemployed in the county?
- What is the average county wage?
- How many residents received direct job training or unemployment services last year?
- How many businesses have been added to the county? How many new jobs have they brought in?
A great way to educate residents about county services is getting them to visit county facilities for an open house or public tour.
**HOLD AN OPEN HOUSE**

Feature county departments showcasing the services provided. Arrange for county employees to be available to discuss the services. Schedule guided tours through the building. Use your local historical society or library to create presentations or displays to educate residents about the county’s rich history. If the weather is nice, have the displays outside in the courtyard or a nearby parking lot. Have music, face painting, balloons, refreshments and entertainment for children. Make it a fun and interesting learning experience for the entire family.

**OFFER TOURS**

Schedule public tours at county facilities such as health facilities, parks, libraries, courts, recycling/waste transfer stations, and public safety buildings. Reach out to community groups, such as service clubs, 4-H and scouts and encourage them to come as a group to see how various county facilities operate.

**BRING INFORMATION TO RESIDENTS**

Hold public outreach events at the shopping mall, senior center, recreation center, county library or other location where people are expected to gather. Arrange to set up displays, provide county fact sheets and brochures and conduct presentations on county services. Work with the county extension service to spread the message about what counties do.

**HOLD A JOBS FAIR**

Highlight your county’s workforce development and employment services at a “county jobs fair.” Partner with the Chamber of Commerce and local businesses to educate job seekers about the skills and education local employers are looking for.

**ENCOURAGE VOLUNTEERISM**

Encourage residents to volunteer their time and talents to the community. Organize fellow county officials to spearhead a specific community service project and ask others to volunteer. Ask residents to volunteer their time to visit the elderly, disabled and ill in county hospitals and nursing homes. Ask residents to volunteer their services to assist area non-profit organizations such as those who serve veterans, seniors, juveniles, foster children, homeless persons, the mentally ill and domestic violence victims.
MAYOR AND COUNTY RECOGNITION DAY FOR NATIONAL SERVICE:

Every day, in counties across America, national service is tackling tough problems and strengthening communities. On April 4, 2017, as part of National County Government Month, county leaders are encouraged to recognize the impact of national service and thank those AmeriCorps members and Senior Corps volunteers who serve by participating in the Mayor and County Recognition Day for National Service.
On this April 4, 2017, county executives, board chairs and board members, along with mayors and city officials will hold public events and highlight the impact of national service to the nation’s counties and inspire more citizens to serve. Last year, 3,539 mayors and county leaders representing 178 million Americans participated in the day (including more than 850 county officials!). The initiative is being led by the National Association of Counties (NACo), the National League of Cities (NLC), Cities of Service and the Corporation for National and Community Service (CNCS).

As the federal agency for national service and volunteering, CNCS annually engages millions of citizens in service at more than 50,000 locations. Through AmeriCorps, Senior Corps, the Social Innovation Fund and other programs, CNCS leverages federal and private funds to support organizations that achieve measurable results where the need is greatest. Whether supporting food banks and homeless shelters, restoring parks, building homes, providing health services, strengthening public safety and juvenile justice services and managing community volunteers, national service members help local leaders tackle tough problems.

County governments have a broad range of responsibilities to residents, which matches CNCS’s mission to improve lives, strengthen communities and foster civic engagement. A coordinated day of recognition presents a unique opportunity to spotlight the key role that national service and volunteering plays in helping counties solve problems. Participating in the day will highlight the impact of citizen service, show support for nonprofit and national service groups and inspire more residents to serve in their communities.

All county board chairs, board members, county executives and other county officials are encouraged to participate. Suggested activities include holding a thank you event, issuing a proclamation, visiting a national service program, joining a service project, taking a group photo with national service members and using social media to thank those who serve.

Contact: Tess Mason-Elder, CNCS Office of Government Relations • 202.606.6873 • tmason-elder@cns.gov. To learn more and sign up your county, visit www.nationalservice.gov/recognitionday.
Be sure to include schools in your National County Government Month activities to enable students to begin learning about county government.
COUNTIES WORK ONLINE GAME & COUNTY SOLUTIONS CLASSROOM CURRICULUM

As part of NCGM, NACo and our partner iCivics will unveil updated versions of our signature civic education tools for students – the Counties Work online educational game and the County Solutions classroom curriculum. The iCivics platform offers the nation’s most comprehensive, standards-aligned civics curriculum available online for free.

The Counties Work educational game allows students to play the role of a county leader, fulfilling citizen requests and balancing community needs with limited resources. The County Solutions curriculum will be expanded to include high school instruction and leverage NACo’s Counties Matter public awareness materials and our online interactive County Explorer data tool. We will also make available a classroom visitation guide for NACo members to discuss Counties Work and County Solutions with students and educators.

This national resource is an opportunity to educate students and the public about the role of your county in people’s everyday lives.

PRESENTATIONS IN SCHOOLS

Plan visits to schools by various elected and appointed county officials. Discuss interesting historic facts about the county, such as famous residents or important events. Discuss how county government is structured and define its roles and responsibilities. Explain how the county works in conjunction with the state and federal government. Consider organizing a panel discussion with residents who have been positively affected by county programs. Make information on county government available to teachers to use in presentations or as part of their lesson plans.

CAREER DAY

Plan career days at local high schools. Share information about various occupations within county government such as sheriff deputies, police officers, social workers, nurses, court clerks, tax collectors, elections officials, parks and recreation employees, transportation department workers, librarians, corrections officers, firefighters and emergency dispatchers. Emphasize the essential services that these public servants provide each day to the community.
TOURS OF COUNTY FACILITIES

Encourage schools to set up tours of county offices and facilities. The approach should be part of a class lesson plan on government structure, the legislative process, public safety, healthcare and other services.

COUNTY OFFICIAL FOR A DAY

This is a popular activity for many students. High school students interested in government could be part of a program to become a county official for a day (i.e.: “shadow” a county official) and share the experience with other students.

CONTESTS

For younger students, sponsor a poster, essay or coloring contest involving the “Counties Moving America Forward: Transportation and Infrastructure are the Keys” theme or other county government theme.

LECTURES

Offer to teach a class at the community college or give a lecture. The topics could include healthcare, green government, economic development, technology, public safety, disaster preparedness, infrastructure and transportation or careers in county government.

DEBATES

Encourage college and high school students to address issues affecting local government through debates. Hold the debates in classrooms or as part of a high school assembly.
We’re not just another pea in the pod.

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MEETING WITH MEMBERS OF CONGRESS
National County Government Month is an ideal time to discuss national issues affecting county government with members of Congress who represent your county.

During NCGM, schedule a meeting with your congressional representative(s) or key staff in your congressional district office. Use the meeting to explain the great challenges facing your county and how Congress can help.

Many important issues are being debated nationally that affect counties. Be prepared with facts and information about how specific federal issues affect your county. Know where your member of Congress stands on important issues and on which committees he or she serves. Your message should be focused, compelling and relevant. To find out about NACo’s 2017 Legislative Priorities (www.naco.org/2017LegPriorities) and obtain fact sheets on current national issues important to counties, visit the Legislation and Policy section of the website (naco.org/advocacy).

Contact: Deborah Cox • dcox@NACo.org • 202.942.4286
SAMPLE PROCLAMATION

National County Government Month - April 2017
“Brilliant Ideas at Work”

WHEREAS, the nation’s 3,069 counties serving more than 300 million Americans provide essential services to create healthy, safe and vibrant; and

WHEREAS, counties move America forward by providing health care, administering justice, keeping communities safe, creating economic opportunities and much more; and

WHEREAS, INSERT YOUR COUNTY’S NAME] and all counties take pride in their responsibility to protect and enhance the health, welfare and safety of its residents in efficient and cost-effective ways; and

WHEREAS, through National Association of Counties President Bryan Desloge’s “Brilliant Ideas at Work” initiative, NACo is encouraging counties to focus on the most innovative programs and services that strengthen communities; and

WHEREAS, in order to remain healthy, vibrant and safe, America’s counties provide public health, justice, safety, infrastructure, transportation, technology, environmental stewardship and economic services that play a key role in everything from residents’ daily commutes to emergency response; and

WHEREAS, each year since 1991 the National Association of Counties has encouraged counties across the country to actively promote their own programs and services to the public they serve; and

WHEREAS, [INSERT COUNTY SPECIFIC INFO TO HIGHLIGHT]

NOW, THEREFORE, BE IT RESOLVED THAT I, [INSERT NAME & TITLE OF CHIEF ELECTED OFFICIAL], do hereby proclaim April 2017 as National County Government Month and encourage all county officials, employees, schools and residents to participate in county government celebration activities.

Contact: Lindsey Maggard • lmaggard@naco.org • 202.661.8824
MEDIA RESOURCES KIT

Be sure to check out the National County Government Month Media Resources Kit on the NACo website at www.naco.org/ncgm. This is your one-stop online shop for NCGM design templates to produce your county’s own posters, banners, proclamations and news releases.

These additions are sure to enhance the festive atmosphere of your NCGM events. Each template is specially designed for the 2017 theme, “Brilliant Ideas at Work.” Each template contains the NACo and NCGM logo. Plenty of space will be left available for you to add your county’s logo or unique county government month slogan or message. If you find something you want to use, download the file onto a disc, add your county’s local touch, and take the file to a local business to have the materials produced in the quantities you need.

Contact: David Jackson • d.jackson@naco.org • 202.942.4271
MEDIA RELATIONS STRATEGIES

Careful planning is essential to maximize public awareness of National County Government Month activities and the county services and programs you are highlighting. Here are effective ways to help secure positive news media coverage.
EDUCATE THE MEDIA
Inform local reporters, editors and broadcasters early and often about NCGM and your county’s plans to celebrate it.

PLAN TO MAKE NEWS
Coordinate newsworthy events or announcements. You can launch new initiatives, announce plans for new programs or recognize county employees for their excellent public service. Keep in mind that newspapers seek in-depth facts, television stations want good visuals and radio reporters want snappy sound bites. All reporters seek good stories. They want access to knowledgeable and articulate sources to make their stories interesting and informative.

PUBLISH A CALENDAR OF EVENTS
Publish a calendar of NCGM events on your county’s website. Ask the local newspapers to publish the calendar. Ask the local television, cable and radio stations to air public service announcements about county services or events.

WRITE MEDIA ADVISORIES
Prepare and send media notices well in advance for specific NCGM events, such as the open house, tour of the hospital or visit to a local school. Describe who, what, where, when and why. Make it newsworthy.

WRITE NEWS RELEASES
Have news releases ready to distribute to the media the day of special NCGM events. Highlight what’s new, beneficial and cost-effective. Use lively, concise quotes from appropriate county officials. Provide contact information.

TAKE YOUR MESSAGE TO THE MEDIA
Do not assume the news media will cover your events or announcements. Ask for a meeting with the newspaper’s editorial board; volunteer to stop by the television station for an interview; be an in-studio guest on a local radio program. Be accessible, proactive and enthusiastic about county government and the services provided to the community.
SOCIAL MEDIA STRATEGIES
The emergence of social media in recent years provides tremendous opportunities to promote your NCGM events. If you already have a Facebook or Twitter account, use it to promote county government month activities. Coordinate a county government month “social media team” to plan social media outreach efforts.

ADDITIONAL RESOURCES
The NACo Media Relations Guide for Counties contains helpful tips on speaking with reporters, writing news releases, planning press conferences, and much more. Look for upcoming NACo webinars or workshops on media relations and social media strategies.

Contact: David Jackson • djackson@naco.org • 202.942.4271
APPLY FOR THE 2017 ACHIEVEMENT AWARDS

Does your county have an innovative program that improves county government and enhances services for county residents? Apply for the 2017 Achievement Awards! There are 18 categories ranging from information technology, health, criminal justice, human services and many more.

By applying for the 2017 Achievement Awards, entries will be in the running for the Counties Matter Challenge: Brilliant Ideas at Work, NACo President Bryan Desloge’s presidential initiative.

To begin your application visit: www.naco.org/achievementawards

QUESTIONS?
Contact awards@naco.org

IMPORTANT DATES:
• SUBMISSIONS DEADLINE: MARCH 27, 2017 AT 11:59 P.M. EDT
• NOTIFICATIONS OF ACHIEVEMENT AWARDS: WEEK OF APRIL 24, 2017
• NOTIFICATIONS OF COUNTIES MATTER CHALLENGE: WEEK OF MAY 29, 2017
• NACo ANNUAL CONFERENCE AND EXPOSITION: JULY 21 – 24, 2017
SAVE THE DATE
2017 NACo ANNUAL CONFERENCE
Franklin County, Ohio • July 21–24, 2017
Able County to Celebrate National County Government Month
 Leaders to highlight county innovations in public health and safety, justice, other county programs

Everytown, USA (April 1, 2017) — Able County will celebrate National County Government Month (NCGM) during the month of April to showcase how the county is building a healthy, vibrant and safe community through innovative efforts in managing justice and public safety systems, fostering conditions for economic growth, strengthening infrastructure and pursuing many other efforts to improve residents’ quality of life.

The theme for this year’s celebration of NCGM is “Brilliant Ideas at Work,” showcasing how counties are trailblazing new approaches to seize opportunities and overcome community challenges.

Featured NCGM events include public tours of Able County’s most recent economic development projects. Commissioners and department heads will visit local jails and hospitals throughout the month of April. The popular “Able County Family Day” will be held on xxx, 2017, which will showcase essential county programs and services.

“Able County is proud of the programs and services provided to our residents,” said Board Chair Tim Timmons. “Our efforts combined with efforts of counties across the country are helping American communities to thrive. I encourage all county residents to take advantage of National County Government Month outreach events to learn how the county can assist you and your loved ones.”

Since 1991 the National Association of Counties (NACo) has encouraged counties across the country to raise public awareness and understanding about the roles and responsibilities of counties.

Able County NCGM public events include:

[INSERT COUNTY SPECIFIC INFO TO HIGHLIGHT].

A full listing of NCGM events is available at: www.ablecounty.gov.

Contact: David Jackson • djackson@naco.org • 202.942.4271
NACo PROGRAMS HELP COUNTIES HELP COMMUNITIES
The National Association of Counties has many programs and initiatives available to assist counties.

If your county participates in any of NACo’s programs, National County Government Month is an excellent opportunity to inform the public about them. If your county does not participate in any of these programs, consider involving your county in one or more of NACo’s programs and announce it during NCGM.

**U.S. COMMUNITIES COOPERATIVE PURCHASING PROGRAM**

U.S. Communities, founded in 1996, is the leading national government purchasing cooperative, providing world class government procurement resources and solutions to local and state government agencies, school districts (K-12), higher education institutes and nonprofits looking for the best overall supplier government pricing. The program offers:

- No costs or fees to participate
- Access to the best overall supplier government pricing by combining the potential cooperative purchasing power of up to 90,000 public agencies
- Access to thousands of the best brands available in a wide variety of categories, services and solutions, and
- Oversight by public purchasing professionals who ensure that program pricing commitments are met.

**Contact:** Sharon Russell • srussell@naco.org • 202.942.4222

**NACo DEFERRED COMPENSATION PROGRAM**

Through our partnership with Nationwide Retirement Solutions, NACo’s Defined Contribution and Retirement Services Program offers county employees a voluntary, 457b tax-deferred savings opportunity that supplements employer sponsored retirement plans. It also offers (401)a match and stand-alone defined contribution plans. The program is endorsed by 40 state associations, and more than 3,000 counties and county jurisdictions participate. We have helped more than 1.5 million county employees and retirees save accumulated assets of more than $15 billion.

**Contact:** Carlos Greene, cgreene@naco.org, 404.263.3656
ECONNECTDIRECT®

NACo has partnered with Multi-Bank Securities, Inc. (MBS) endorsing eConnectDirect® as an essential tool for members to manage their fixed-income investment needs. This proprietary tool gives county treasurers visibility to thousands of fixed-income offerings in a market with little transparency. It arms investors with the necessary tools and confidence to select and transact within the fixed-income marketplace. Currently, 14 state associations endorse this program as a resourceful tool for county treasurers.

Contact: David Thompson • dthompson@naco.org • 202.942.4240

PUBLIC FINANCE AUTHORITY

The Public Finance Authority (PFA) partners with local governments to assist in the financing of public benefit projects that create temporary and permanent jobs, affordable housing, community infrastructure and improve the overall quality of life in local communities. PFA offers accelerated economic development opportunities and cost effective financing in all 50 states.

Contact: David Thompson • dthompson@naco.org • 202.942.4240

SMART JUSTICE INITIATIVE

The Smart Justice Initiative aims to build knowledge and capacity for successful justice policies and practices among the nation’s counties and provide a closer examination of the need for intergovernmental collaboration and public private partnerships in an effort to create safer communities and spend taxpayer money more effectively. Issues include pre-trial services, post-release service coordination, justice and mental health collaboration, supportive housing, and employment.

Contact: Maeghan Gilmore • mgilmore@NACo.org • 202.942.4261
NACo PRESCRIPTION, HEALTH AND DENTAL DISCOUNT PROGRAM

The NACo Live Healthy: Prescription, Dental & Health Discount Program provides relief to uninsured and underinsured Americans who face high prescription, health and dental costs. The program is free to NACo member counties and it has provided over $630 million in savings to county residents across the country since 2004. The program, which is administered by CVS/caremark, includes discounts on prescriptions, vision care, LASIK & PRK vision procedures, hearing aids & screenings, prepaid lab work, prepaid diagnostic imaging, diabetic supplies and dental care.

BENEFITS TO COUNTIES AND RESIDENTS

• Everyone is accepted

• Individual prescription savings of up to 75 percent and overall average savings of 24 percent.

• Savings of 15 – 70% for residents on the additional health services

• A network of 68,000+ pharmacies nationwide that accept the discount card, including both local pharmacies and national chains

• 110,000 dentists, 54,000 optometrists and 8,000 ophthalmologists accept the discount card nationally

• Save 15% to 50% on most dental procedures

• A marketing reimbursement fee option can earn the county $1 every time a resident uses the prescription card to save money

The program is FREE for member counties and inexpensive for residents:

• Prescription Drug Discount Card: Free for Residents

• Dental Discount Program: $6.95 month or $69 year for individuals. $8.95 month or $79 year for families

• Medical Services: $6.95 month or $69 year for individuals. $8.95 month or $79 year for families

Counties benefit from the program by being able to offer their residents an affordable alternative to paying full price for health care. Residents benefit from the program by saving on auxiliary health care services that are not currently included in the Affordable Care Act. To sign up and get more information please visit www.naco.org/health.

Contact: Andrew Goldschmidt • agoldsch@NACo.org • 202.942.4221
COMMUNITY AND ECONOMIC DEVELOPMENT

To help counties implement innovative and effective local programs, NACo provides members with information, trainings and assistance to engage counties and their multi-sector partners who are bound by a common interest in growing stronger, more competitive, more equitable counties and communities. The Community and Economic Development practice area supports county leaders seeking to develop and implement creative, innovative, locally driven strategies that will foster economic growth and ensure long-term county resiliency.

Topics within this practice area include:

- economic visioning and diversification
- entrepreneurship and small business development
- workforce development
- infrastructure and transportation investments
- land use planning
- water resource protection and restoration
- energy management
- disaster mitigation, preparedness and response, and eco-efficient purchasing and facility management.

Contact: Sanah Baig • sbaig@NACo.org • 202.661.8807

For more information, call 888.407.NACo (6226) or email us at membership@naco.org
HEALTHY COUNTIES INITIATIVE

NACo’s Healthy Counties Initiative creates and sustains healthy counties by supporting collaboration and sharing innovative approaches to pressing health issues. An advisory board, comprised of county leaders and corporate partners, identifies priorities and ensures that other county leaders receive timely information to make appropriate health decisions for counties.

Healthy Counties focuses on enhancing:

• Public-private partnerships in local health delivery
• Access to, and coordination of, care for vulnerable populations in the community, including through health services in hospitals, community health centers and county jails, while concentrating on cost-containment strategies, and
• Community public health and behavioral health programs.

By addressing these and other relevant topics, Healthy Counties empowers county leaders with resources for promoting and advancing health policies and programs that meet the needs of their residents and employees. County leaders and corporate partners collaborate, share efficient and effective solutions and build healthy counties through educational forums, workshops, webinars, peer exchanges and publications.

JOIN US FOR COUNTY HEALTH DAY!

On April 19, 2017, County Health Day will highlight how counties build healthier communities and will emphasize counties’ role in health – including supporting health care delivery, public health, behavioral health and Medicaid. Throughout the day and during National County Government Month, NACo will post stories showcasing county accomplishments and share health tools and resources.

As part of NACo’s partnership with the Robert Wood Johnson Foundation, NACo will promote the principles of the County Health Rankings & Roadmaps framework and encourage counties to review their County Health Ranking. NACo will also host a Twitter chat to spur further dialogue about county health and conduct a webinar to spotlight tools, resources and county examples.

Contact: Michelle Price • mprice@NACo.org • 202.942.4267
TELL US ABOUT YOUR PROGRAM
Thank you for your interest in celebrating National County Government Month! NACo wants to know what activities and programs you have planned so we can share this information with other counties to help them have successful NCGM celebrations. Please use the online form on the NACo website or e-mail your activities to David Jackson at djackson@naco.org. Be sure to send NACo your proclamations, photos and videos of your county’s celebrations. Those files can be uploaded via the online form as well or sent directly to Brian Namey.

If your county is on social media, please share your activities, photos and proclamations directly on NACo’s Facebook Page at www.facebook.com/NACoDC or on Twitter at www.twitter.com/NACoTweets using the hashtag #NCGM.

Thank you for your commitment to county government!