

National Association of Counties

Healthy Counties Initiative



The National Association of Counties (NACo) has launched a *Healthy Counties Initiative* in 2011 to enhance public/private partnerships in local health delivery, improve individual and community health, and assist counties to effectively implement federal health reform. The NACo *Healthy Counties Initiative* will engage county officials and private sector partners across the country to:

- Take a leadership role in implementing health reform at the county level;
- Enhance coverage, access to and coordination of health care for vulnerable populations in the community, including health services in hospitals, community health centers and county jails, while focusing on cost-containment strategies;
- Promote community public health, prevention and wellness programs, including increased physical activity and healthy eating;
- Participate in the national transition to health information technology and telemedicine; and
- Offer information, ideas and solutions for county government employee and retiree health benefits and programs.

NACo's *Healthy Counties Initiative* directly complements NACo's First Vice President and incoming 2011 NACo President Lenny Eliason's (Athens County, OH) selected presidential initiative. As NACo President, Commissioner Eliason will focus on helping counties create and maintain healthy communities by providing counties with tools to promote healthy lifestyles and develop local policies and programs that support community health.

2011 Planned Activities

NACo's *Healthy Counties Initiative* is guided by the *Healthy Counties Advisory Board*, which is comprised of county officials and staff who are health leaders at NACo and corporate partners. The public/private *Healthy Counties Advisory Board* will assist NACo in identifying the priorities and activities of the *Healthy Counties Initiative* and will provide input and expertise on program implementation. Currently planned activities for 2011 include:

- **Webpage** – A *Healthy Counties Initiative* webpage, www.naco.org/healthycountiesinitiative, has been developed on the NACo website, which includes a database of county health best practices and programs that will be enhanced and updated. The webpage will also be a platform to feature the initiative's publications, resources, webinar recordings and training opportunities.
- **Workshops** – NACo staff will work with the *Healthy Counties Advisory Board* to identify timely information and knowledgeable speakers to present at NACo conferences.
- **Webinar Series** – The *Healthy Counties Initiative* will conduct webinars highlighting health issues, concerns and opportunities for counties, such as health IT, food access, jail health services, public health prevention and wellness initiatives, employee health coverage and wellness initiatives, or others identified by the *Healthy Counties Advisory Board*.
- **Educational Forum** – NACo will conduct a *Healthy Counties* forum which will feature workshop sessions on topics of importance and priority to counties in creating and maintaining healthy communities.

Healthy Counties Initiative Corporate Sponsors

