



SAFE & SECURE COUNTIES



NATIONAL
COUNTY
GOVERNMENT
MONTH **2016**

— *25th anniversary* —





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 county services and programs. 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 many 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 safe and secure by preserving public health and well-being, ensuring public safety and promoting local economies and resiliency. My 2015-2016 National Association of Counties (NACo) Presidential Initiative aims to strengthen the nation's 3,069 counties and the people we serve. Through the Safe and Secure Counties Initiative, NACo is working with county leaders and partners to bolster our nation's ability to thrive amid changing physical, social and economic conditions.



The initiative focuses on strengthening counties' capacities in three distinct areas. The first is public safety. Counties invest more than \$90 billion annually in justice and public safety services to keep our communities safe and secure by providing law enforcement and preventing crime. Counties patrol the streets, combat human trafficking, protect against cyber threats, operate and maintain county jail and detention facilities, and serve as an arm of the county courts and the judicial system. We also manage preparedness, response and recovery from economic, natural and man-made emergencies and disasters.

The second focus of my initiative is public health and well-being. Counties invest \$80 billion annually in support systems to keep residents healthy for their entire lives. Many counties operate hospitals and health facilities that provide clinical services, cancer and cardiac care, and emergency and trauma care. We also provide behavioral and mental health services to those in need. County nursing homes, Veteran Service Officers and public health departments address community needs and offer vital services by connecting residents to resources.

The third focus of the Safe and Secure Counties Initiative is promoting local economies. Strong county economies are the building blocks of safe and secure counties. Our residents' well-being is directly linked to counties' economic vitality. That is why counties invest more than \$25 billion each year into economic development efforts and are committed to helping residents obtain the skills necessary to compete in the global marketplace.

Counties are at the forefront of innovative technology and data analyses, and invest in transportation, infrastructure and workforce development which are critical components of fostering financial security and improving Americans' quality of life.

Through the Safe and Secure Counties Initiative, we are exploring ways that counties are working to implement locally-driven innovative strategies to strengthen our communities and help the people we serve. NACo will assist counties in identifying ways to leverage changing conditions and take advantage of new technologies and proven practices. What safe and secure projects has your county initiated? Please Use NCGM to let your citizens know about public safety, public health and economic programs.

Contact: *Deborah Cox • DCox@NACo.org • 202.942.4286*

Sallie Clark

NACo President

El Paso County, Colo. Commissioner





**GETTING
STARTED**

This year's theme is "Safe and Secure Counties."

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.



COUNTIES MATTER

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 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 senior citizens or veterans received county services last year?
- How is your county protecting children from abuse and neglect?
- How is your county supporting domestic violence survivors?

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?



**OPEN THE COUNTY
TO THE PUBLIC**

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 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 5, 2016, as part of National County Government Month, county leaders are encouraged to recognize the impact of the national service and thank those AmeriCorps members and Senior Corps volunteers who serve on Mayor and County Recognition Day for National Service.

APRIL 5, 2016

On this day, county leaders, along with city officials will hold public events and use media to highlight the impact of national service to the nation's counties and inspire more citizens to serve. Last year, 2,786 mayors and county leaders representing 150 million Americans participated in the day (including more than 500 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 citizens in service at more than 60,000 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 their 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 leaders 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.*



SCHOOL INVOLVEMENT

Be sure to include schools in your National County Government Month activities to enable students to begin learning about county government.

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 "Safe and Secure Counties" 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.

Counties Work: Online Game For Students

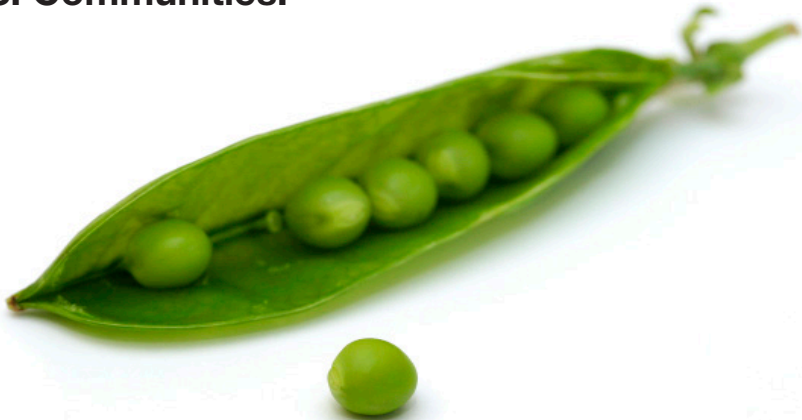
As part of NCGM, tell students and educators in your county about “Counties Work,” an online game developed by NACo with iCivics. Students and educators can access the game at www.iCivics.org/games/counties-work. Counties Work was the vision of Justice Sandra Day O’Connor who was concerned that students are not getting the information and tools they need for civic participation and that civics teachers needed better materials and support. The game educates students about local government functions by letting them run their own county. While playing, students are responsible for providing services, dealing with citizen requests, setting and raising revenues and working within a budget. Along the way, students will learn about the various services provided by county departments while having to make tough decisions.

This is a great opportunity for students to better understand the programs and services that counties provide. Be sure to contact teachers, principals and school superintendents in your county to let them know the game is available. A curriculum is available online to assist teachers with preparing lessons on county government. An additional curriculum, “County Solutions,” is also available for teachers. County Solutions encourages civic engagement by allowing students to use their own county or create a fictional county and develop a community action plan.

Contact: *Brian Namey • BNamey@NACo.org • 202.942.4220*

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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 2016 Key Legislative Priorities (www.naco.org/priorities) and obtain fact sheets on current national issues important to counties, visit the Legislation and Policy section of the website (www.naco.org/advocacy).

Contact: *Deborah Cox • DCox@NACo.org • 202.942.4286*



**POLICY SPOTLIGHT:
MENTAL HEALTH
AND CRIMINAL
JUSTICE REFORM**

One of the most pressing issues on Capitol Hill is criminal justice reform, something that touches communities at the federal, state and local levels. Because county governments own and operate the vast majority of jails throughout the country, counties are playing a major role in criminal justice reform efforts taking place across the nation. NACo has advocated for federal legislation that supports county efforts to bring needed reforms to the criminal justice system, including S. 993, the Comprehensive Justice and Mental Health Act, which would support mental health courts and other county efforts to divert mentally ill individuals from their jails, and S. 1513, the Second Chance Reauthorization Act, which would support funding for local programs that help formerly incarcerated individuals integrate into their communities upon their release.

Another way NACo is involved with criminal justice and mental health reform is through the *Stepping Up Initiative to Reduce the Number of People with Mental Illnesses in Jails*. NACo has come together with the Council of State Governments Justice Center and the American Psychiatric Association Foundation to lead this initiative to help counties to reduce the number of adults with substance abuse disorders and mental illnesses in jails. Nationally, more than two million adults with serious mental illnesses such as bipolar disorder and schizophrenia are booked into county jails every year. Once incarcerated, these individuals tend to stay longer in jail and upon release are at a higher risk of returning than individuals without these disorders. Despite individual counties' tremendous efforts to address this problem, we still face significant obstacles, such as coordinating multiple systems and operating with minimal resources, especially in small counties.

With support from the U.S. Justice Department, the *Stepping Up initiative* builds on the innovative and proven practices being implemented in counties across the country. As part of this initiative, counties are passing resolutions or proclamations pledging to work with behavioral health and law enforcement leaders, people with mental illnesses and their advocates, and other stakeholders reduce the number of people with mental illnesses in jails. More than 200 counties across the country have already passed resolutions or proclamations to participate in the initiative! Want to get started in your county? Through Stepping Up, technical assistance resources such as webinars, planning exercises, case studies and research are available to help guide counties through this process. All of these resources are available at www.StepUpTogether.org/Toolkit and more are being added regularly to assist county efforts.

Contact: *Criminal Justice Reform:* Hadi Sedigh • HSedigh@NACo.org • 202.942.4213

Contact: *Stepping Up:* Nastassia Walsh • NWalsh@NACo.org • 202.942.4289

SAMPLE PROCLAMATION

National County Government Month - April 2016

“Safe and Secure Counties”

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

WHEREAS, *[INSERT YOUR COUNTY’S NAME]* and all counties take pride in our responsibility to protect and enhance the health, well-being and safety of our residents in efficient and cost-effective ways; and

WHEREAS, through National Association of Counties (NACo) President Sallie Clark’s “Safe and Secure Counties” initiative, NACo is encouraging counties to focus on strengthening the safety and security of their communities; and

WHEREAS, in order to remain healthy, vibrant, safe, and economically competitive, America’s counties provide public health, justice, emergency management and economic services that play a key role in everything from residents’ daily health to disaster response; and

WHEREAS, each year since 1991 the National Association of Counties has encouraged counties across the country to actively promote programs and services to the public we 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 2016 as National County Government Month and encourage all county officials, employees, schools and residents to participate in county government celebration activities.

Contact: *Brian Namey • BNamey@NACo.org • 202.942.4220*

MEDIA RESOURCES KIT

Be sure to check out the National County Government Month Media Resources Kit on the NACo website at www.naco.org/NCGM2016. This is your one-stop online shop for NCGM design templates to produce your county's own posters, flyers, banners, proclamations and buttons.

These additions are sure to enhance the atmosphere of your NCGM events. You will be able to download both the NCGM and NACo logos. You can add your county's logo or unique county government month slogan or message to your designs as well. 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: Brian Namey • BNamey@NACo.org • 202.942.4220





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

Social media 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. You can find it on the NACo website at www.naco.org/media.

Contact: *Brian Namey • BNamey@NACo.org • 202.942.4220*



SAMPLE NEWS RELEASE

INSERT YOUR COUNTY'S LETTERHEAD

CONTACT: Bea Candid
123/456-7890
bcandid@ablecounty.gov

Able County to Celebrate National County Government Month

Leaders to highlight county role in public health, safety, justice, other county programs

Everytown, USA (April 1, 2016) – Able County will celebrate National County Government Month (NCGM) during the month of April to showcase how the county is building a safe and secure community by managing justice systems, bolstering economic opportunities, responding to natural disasters and facilitating emergency management response.

The theme for this year's celebration of NCGM is "Safe and Secure Counties."

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 Friday, April 25, 2016, 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 do help keep American communities safe and secure. 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: Brian Namey • BNamey@NACo.org • 202.942.4220



**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: Sarah Lindsay • slindsay@naco.org • 202.942.4228

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

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, 13 state associations endorse this program as a resourceful tool for county treasurers.

Contact: Joel Griffith • jgriffith@naco.org • 202.942.4238

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: Kathy Nothstine • KNothstine@NACo.org • 202.661.8807

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

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 pretrial services, post-release service coordination, mental health, juvenile justice, supportive housing, and employment.

Contact: Maeghan Gilmore • MGilmore@NACo.org • 202.942.4261

Healthy Counties Initiative

NACo's Healthy Counties Initiative creates and sustains healthy counties by collaborating and sharing innovative approaches to pressing health issues. The Initiative focuses on enhancing public-private partnerships in local health delivery, improving individual and community health, and helping counties effectively implement the Affordable Care Act. An Advisory Board, comprised of county leaders who are health advocates and corporate partners, identifies priorities and ensures that other county leaders receive timely information to make effective health decisions for their counties. The Initiative 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, blog posts, peer exchanges, and publications.

The Initiative focuses on promoting:

- Access to, and coordination of, care for vulnerable populations in the community, including health services in hospitals, community health centers and county jails, while focusing on cost-containment strategies, and
- Community public health, prevention, and wellness programs.
- By addressing these and other relevant topics, the Initiative enables county leaders to use best practices and foster public-private partnerships to create and sustain healthy communities.

Contact: *Maeghan Gilmore • MGilmore@NACo.org • 202.942.4261*



Live Healthy

U.S. Counties



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The exclusive prescription, dental and health discounts program free to NACo member counties

Going the extra mile for your county's residents is what this program is about. It can help people live healthier lives and save them some money, too.

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

**AND WHO DOESN'T LIKE
TO SAVE MONEY?**





**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 Brian Namey at bnamey@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 [@NACoTweets](https://twitter.com/NACoTweets) or www.twitter.com/NACoTweets using the hashtag #NCGM.

Thank you for your commitment to county government!

Contact: *Brian Namey • BNamey@NACo.org • 202.942.4220*



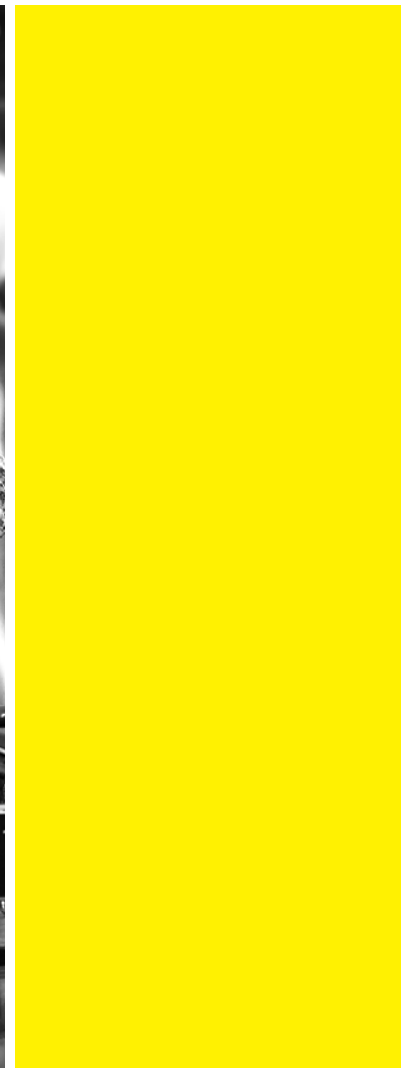


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