

Multnomah County Public Affairs Office

Vision: To inform and engage



Mission

To increase the public's participation and confidence in county government and to enhance awareness of county services.

Communities Putting Prevention to Work, **March 19, 2010**

What: \$7.5 million federal grant from CDC

What we did: Kick-off event

- To introduce and orient partner agencies
- To promote the grant to media and community through multiple channels



Deliverables




Please join County Commissioner Jeff Cogen, Health Department Director Lillian Shirley, and me for a special announcement event on **Friday March 19, at 10:00 am** in the Multnomah County Board Room (501 SE Hawthorne Blvd, 1st floor).

As you are aware, the Multnomah County Health Department's Chronic Disease Prevention Program submitted an application to the Centers for Disease Control and Prevention's *Communities Putting Prevention to Work Program* to implement a comprehensive strategy to promote healthy eating and active living in Multnomah County. The core concepts of our proposal were based on community planning activities carried out over the last year and builds on much of the great work being carried out by many of you.

I am very pleased that we were able to include over twenty-five community partners in our application, including school districts, city governments, and a variety of public health and culturally-specific organizations. Given that your organization was identified as a funded partner in our application, I strongly encourage you or a representative from your organization to attend the announcement event on March 19th.

Following the announcement, there will be a brief presentation on the community action plan submitted with the grant application and a networking reception.

Please RSVP by Tuesday, March 16, 2010 to sonia.manhas@co.multnomah.or.us. If a representative from your organization is not able to attend, please let me know.

Thank you, and we look forward to seeing you. Sonia



Fresh Fruit

Serving size: 1/2 cup (4-5 chunks)

Calories	40
Total grams saturated fat	0
Total grams trans fat	0
Total grams carbohydrate	10g
Total milligrams sodium	5mg



*Recommended limits for a 2,000 calorie daily diet are 20 mg saturated fat and 1,700 milligrams sodium.



Granola

Serving Size: 1/4 cup

Calories	190
Total grams saturated fat	1g
Total grams trans fat	0
Total grams carbohydrate	24g
Total milligrams sodium	10mg



*Recommended limits for a 2,000 calorie daily diet are 20 mg saturated fat and 1,700 milligrams sodium.



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Communities Putting Prevention To Work

Mary Lou Hennrich
Executive Director
Community Health Partnership
Oregon's Public Health Institute

Multco Presents

Visit show page | All episodes

More from this show:

- Communities Putting Prevention To Work 3:58
- Episode "Creating A Healthy Community" Budget Fo... 20:09

Share with Email go!

In March 2010, Multnomah County Health Department was awarded a \$7.5 million grant from U.S. Department of Health and Human Services.

Multimedia Cross-promotion

- Sent news releases to traditional media
- Shared on Facebook
- Sent out via Twitter
- Picked up by *Oregonian*, OPB
- Seen by approx. 1000 Twitter followers and 400 Facebook fans



Multnomah County, Oregon MultCo was awarded a \$7.5 million federal grant today to help us reduce obesity, increase physical activity, improve nutrition, and decrease smoking—four critical actions in combating chronic diseases and promoting health.

MultCo Awarded \$7.5 Million for Prevention Programs

www.co.multnomah.or.us

March 19 at 11:51am · Comment · Like · Share · Promote

Maria Caballero Rubio and 8 others like this.

Write a comment...

RT @MultCoBridges: Sun, 3/21, 8a-5p, BROADWAY BRIDGE CLOSED for Portland Streetcar Loop Project work. <http://is.gd/aM96t>

12:13 PM Mar 19th via TweetDeck

MultCo awarded \$7.5 mil fed grant to lower obesity + smoking, boost physical activity, nutrition: <http://bit.ly/csZl8r>

12:01 PM Mar 19th via TweetDeck

Lots of folks are checking out www.multcommunity.org You should too!

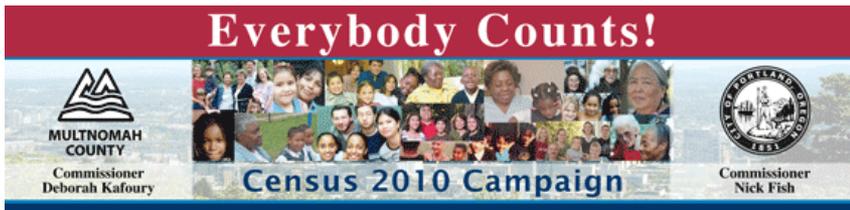
6:46 PM Mar 18th via UberTwitter

We are at the community budget forum. Come on down! 501SE Hawthorne We're here til 8! <http://tweethnato.com/14904788>

12 month snapshot

- Media support and training sessions: 48
- Videos: 51
- Graphic design products (logos, brochures, reports, etc.): 92
- Media releases: 92
- Web articles: 93
- Facebook posts: 104
- Media responses: 155 topics
- Tweets: 533
- Total views county home page: 627,551

Design products



Bienestar
 Helping to Promote the Well-being of Latino Children, Families and Communities in Multnomah County
 Ayudando a Promover el Bienestar de Niños, Familias y Comunidades Latinas en el Condado de Multnomah

Services
 Mental Health Counseling (Servicios de Salud Mental)
 Medical Services (Servicios Médicos)
 Alcohol & Drug Evaluation and Prevention (Evaluaciones de Alcohol y Drogas y Servicios de Prevención)
 Social Services (Servicios Sociales)
 - Prevention (Prevención)
 - Case Management (Manejo de Casos)
 - Community Resources (Recursos Comunitarios)
 - Education (Educación)
 - Coordination of Programs (Coordinación de Programas)

opening doors to a better future
 Department of County Human Services

Emerging Trends: Social Media

- Social Media policy and guidelines
- Coordination of social media users



Emerging Trends: Video

- 84.9% of the entire U.S. Internet audience viewed online videos in March 2010 (Information Week)
- 15% of Internet users watched a video on a *government* website (Pew Research Center)
- 49% of government website users watch video content on government sites (Pew Research Center)
- Total MultCo video views through May 24:
15,824

Variety of purposes for video

Policy

Multnomah County East County Courts Video



Events

The New Kenton Library Preview with Jeff Cogen



Outreach

"Creating A Safe Community" Budget Forum (March



Inform

Early Ballot Scanning



Winner, Best of Class NACIO Award of Excellence

- “ . . .all government video productions should watch yours and learn from it.”
- Lori Hudson, 2010 NACIO Awards Chair
- “You have made clear the problems with the Sellwood Bridge. I've read many articles about the bridge, but this short video helped me to truly understand the structural issues with the present bridge. Thanks again.” - Rob in SE

Sellwood Bridge tour with Former County Chair Ted Wheeler



UN Multnomah County's deteriorating Sellwood Bridge is the busiest two-lane bridge in Oregon but has a sufficiency score of just 2 out of 100. Former County Chair Ted Wheeler leads a tour of the bridge to explain its problems and the county's work to keep it safe until a new bridge is built.

Play episode as :

Comments :



Rob in SE PDX said:

1 year ago

Thank you. You have made clear the problems with the Sellwood Bridge. I've read many articles about the bridge, but this short video helped me to truly understand the structural issues with the present bridge. Thanks again.

Leave a comment .



Hey! You must be logged in to add comments. [Login](#) or [Register](#).

Where we are heading

- Staying on top of emerging technologies
- MultCo Data
- Improving internal communications
- Countywide communications plan
- Support lobbying efforts
- Enhanced newsroom

We will continue to tell the good news of the county



Public Affairs Office

501 SE Hawthorne Blvd., Suite 600
503-988-6800
pao.org@co.multnomah.or.us
www.co.multnomah.or.us/news

NEWS RELEASE

Date: December 30, 2009

Contact: John Rowton, 503-988-7387, ext. 25247

New Year brings new home for animal shelter's longest resident

"Tequila", a victim of animal mistreatment, finds a new home thanks to staff and volunteers

