



MRC In Touch

Volunteers Building Strong, Healthy, and Prepared Communities

October 2016

www.medicalreservecorps.gov

Featured Article

Lake County Health District MRC launches "Tobacco Free Living"

Despite the increased focus on more recent public health outbreaks and issues, the widespread public health issue of tobacco and e-cigarette use and the accompanying second hand smoke risks to the population still remains. The Lake County General Health District in Ohio has recognized the dangers in its community and has launched "Tobacco Free Living," a project that focuses on increasing awareness in three local counties (Lake, Geauga, Ashtabula) on the impact of second hand smoke in multi-unit housing and the outdoor environment.

The Lake County General Health District is taking a two-step approach, focusing not only on conducting a statistical analysis of smoking levels and illness within multi-unit public housing, but also collecting feedback from residents to gather perceptions on creating smoke free environments. To date, the MRC has gathered and analyzed data from five different multi unit housing complexes and collected over 1,300 surveys across all three counties. The Lake County MRC volunteers have been essential to the whole process and work directly with youth-led "stand campaign" groups in Lake, Geauga, and Ashtabula counties to create a stronger voice in the community for policy advocacy, system change, and also the support of healthy environments through education and counter marketing campaigns. The impact of the MRC volunteers will only increase as the program progresses. In addition to continuing to assist these youth-led advocacy "stand campaign" groups, volunteers will be used to further support efforts for smoke-free policies at schools and college campuses. MRC volunteers will attend school events to educate the community and visitors with the hope of school districts adopting 100% tobacco-free policies.

As the work continues, we look forward to the final results and products created from "Tobacco Free Living" and view this as a wonderful way MRC volunteers can be utilized to create lasting change within the community.

For more information on the work the MRC is doing to address Electronic Smoking Devices, click [here](#).

MRC/NACCHO Connections

LaSalle County MRC Saves 8 lives with NARCAN Project

The La Salle County MRC (IL) received an MRC Challenge Award last year to address the opioid issue in the county. The MRC Coordinator who spearheaded the project, Bethanie Albrecht, mentioned that local law enforcement officials have been glad they took the available Narcan training and have seen firsthand how miraculous it was to bring back individuals who had overdosed. To date, eight lives have been saved thanks to the MRC Narcan project. This Challenge Award is evidence of how the MRC can make a real impact in the community.

National Health Security Strategy: Strategic Messaging Guide

NACCHO recently released the [National Health Security Strategy \(NHSS\) Strategic Messaging Guide](#), a tool that can be used by local health department staff to easily create and communicate messages about national health security to media outlets, policymakers, and the public. NACCHO [created this messaging guide](#) to help tie national health security to the day-to-day operations of every local health department across the United States. By incorporating the content of this guide with a messaging strategy (e.g. speeches, printed materials, communication plans), local health department staff can raise awareness about national health security to a variety of audiences.

Loudoun County MRC Presents on National Health Security Strategy Webinar

Loudoun County MRC coordinator, Francis Rath, presented on how Zika prevention with the MRC is contributing to National Health Security.

You can access the recording of the webinar [here](#).

ANNOUNCEMENTS

NACCHO Releases 2017 MRC Challenge Award Request for Applications

The MRC Challenge Awards (eligible only to MRC units) aim to support innovative projects in areas that are aligned with national health initiatives that are also significant at the local level. Proposals may draw from ASPR's [National Health Security Strategy](#) (NHSS), the six [Surgeon General's Priorities](#) which include the [National Prevention Strategy](#) (NPS), CDC's [Winnable Battles](#), and the strategic plans of other partner organizations. The challenge is for MRC units to address community needs in an innovative way and then share their results with the hope that beneficial practices and initiatives can be replicated nationwide amongst the network of MRC units.

To download a copy of the 2017 MRC Challenge Award Request for Application, click [here](#).

The MRC Challenge Award is a competitive award open to MRC units that meet the eligibility requirements. MRC units interested in applying can go to <http://application.naccho.org/>. The online application period is from October 31, 2016 to December 9, 2016.

MRC Challenge Awards - Taking a Deeper Dive Into the Process

The NACCHO MRC team hosted a webinar on October 11 that gave participants a more in-depth look at the challenge award process. The webinar was attended by over 100 people and provided participants with actual screenshots from the application as well as insight into the evaluation and scoring process.

View a recording of the seminar by clicking this link: <http://naccho.adobeconnect.com/p119fl5kfbe/>.

NACCHO Webinar Taking a Deeper Dive Into the Award Process

Preparedness Pledge

We would like to thank the following units that submitted their activities as part of NACCHO's Preparedness Page:

- Clinton County Health Department/SCI MRC - Provided CPR training at a local Farmer's Market while playing the Bee Gees classic, Stayin' Alive
- Boston MRC - Disseminated preparedness information to over 400 community members at the Abilities Exposition.
- Hardin County MRC - Provided their community with preparedness information via social media and community training.
- Callaway County MRC/RRVC - Helped local service providers and churches learn more about the importance of personal preparedness and test their existing plans.
- Ventura County Medical MRC - Provided preparedness training and focused on public relations to increase membership.
- Livingston County MRC - Had a successful Family Preparedness Exposition and Volunteer Appreciation Event.

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

www.naccho.org



The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice with local health departments.

1201 Eye Street, NW, 4th Floor Washington, DC 20005

P 202-783-5550 F 202-783-1583

© National Association of County and City Health Officials

Please contact Alyson Jordan, NACCHO's MRC Communications Specialist,
with any questions or suggestions for the newsletter at 202-783-5528 or at ajordan@naccho.org.