

FOR IMMEDIATE RELEASE

Contact:

Margaret Yao Pursell
Senior Director of Marketing and Communications
Direct: 202.507.4235
mpursell@naccho.org

NATIONAL ASSOCIATION OF COUNTY AND CITY HEALTH OFFICIALS LAUNCHES NEWLY DESIGNED WEBSITE TO IMPROVE MEMBER SERVICES AND DELIVER POPULATION HEALTH

Washington, DC, February 1, 2016 — The National Association of County and City Health Officials (NACCHO) launched its [newly designed website](#) to make its rich array of resources and information more accessible to its members, partners, and visitors in enhancing population health. The new site's functionality will also allow NACCHO to drive member engagement, maximize retention rates, and increase organizational relevancy.

NACCHO Executive Director LaMar Hasbrouck, MD, MPH, said, "Our website has always been an important vehicle for us to share critical information about improving population health. The redesigned website has a new look and improved functionality to ensure an easier and more engaging experience for users. Our goal is to ensure the new website is faster, easier to navigate, and more user-friendly."

NACCHO's new search engine not only offers a robust search of naccho.org, but also features trending topics that gives the user an intuitive experience in accessing information. The website's new navigation tool is a collapsible menu, and the new hover feature allows the user to identify a program area and content by color; that is, blue for Community Health, green for Environmental Health, orange for Preparedness, and purple for Public Health Infrastructure. NACCHO's new site also offers the latest in-page navigation techniques and allows for simple sharing on social media.



In Phase II of the website redevelopment, NACCHO will incorporate several exciting new features, including a state-of-the-art virtual community, which will allow NACCHO members to collaborate and connect. Phase II will also include a new Toolbox and Model Practice interface, which will have a sleeker look and be more intuitive to NACCHO members and users.

NACCHO's design team worked with MilesHerndon, a full-service brand strategy agency, to develop this user-friendly website with heavy consultation from their staff within a short timeline. The objective was to create a website that allows users to easily access key resources including a dynamic Toolbox and policy and advocacy materials.

The ten-month website redesign project was informed by an intense study period that included usability studies, target audience participation sessions, and staff input. The final three design concepts—member-based, story-based, and resource-based—were presented and voted on by attendees at NACCHO's 2015 Annual Conference. Ultimately, the new and improved site incorporates the best elements of all three concepts.

ABOUT NACCHO

The National Association of County and City Health Officials (NACCHO) is the national non-profit association representing the approximately 2,800 local health departments (LHDs) in the United States, including city, county, metro, district, and tribal agencies. NACCHO's vision is health, equity, and security for all people in their communities through public health policies and services. NACCHO's mission is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.

#