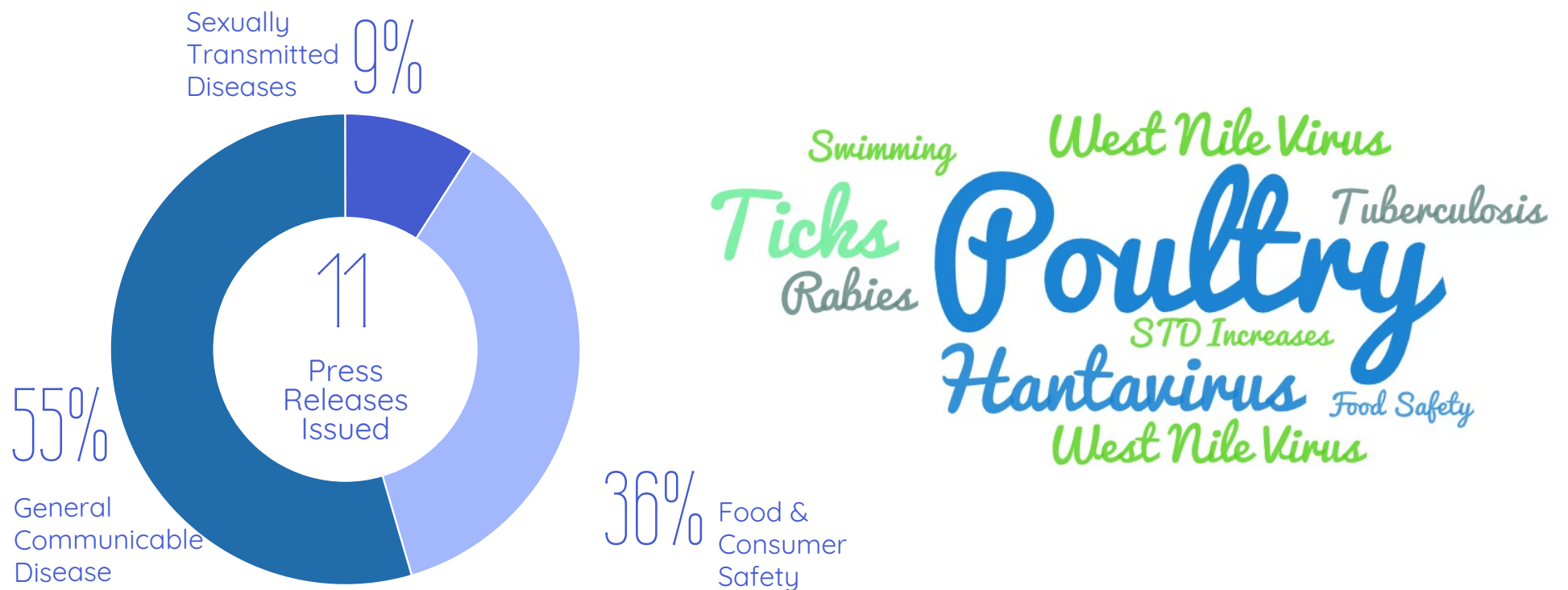


# Communicating Public Health News

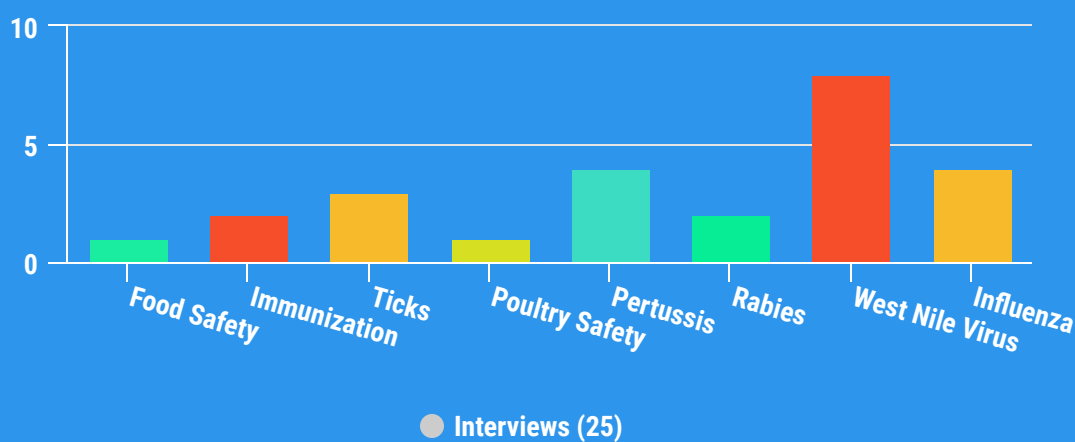
## 2019 Highlights from the Communicable Disease Bureau

Public health programs at the local, state and national levels collect a vast amount of information. Using this information to **educate, warn, and guide program improvements** are essential public health activities. Our recent efforts to **share information** with the general public through news releases, and more recently social media, are detailed below.

### Press Releases by Topic Area and Subject



### Press Interviews by Topic, Montana, Communicable Disease, 2019



Press releases and interviews may result from **predictable** or **unpredictable** events.

Many of the 25 interviews followed one of the 11 press releases. However, pertussis outbreaks and a more severe West Nile virus season resulted in more press requests due to the unpredictable nature of both conditions.

Not reflected here are **data requests** by press contacts. In 2019, immunization statistics, by county and school, were a popular request.

### Use of Social Media to Inform the General Public

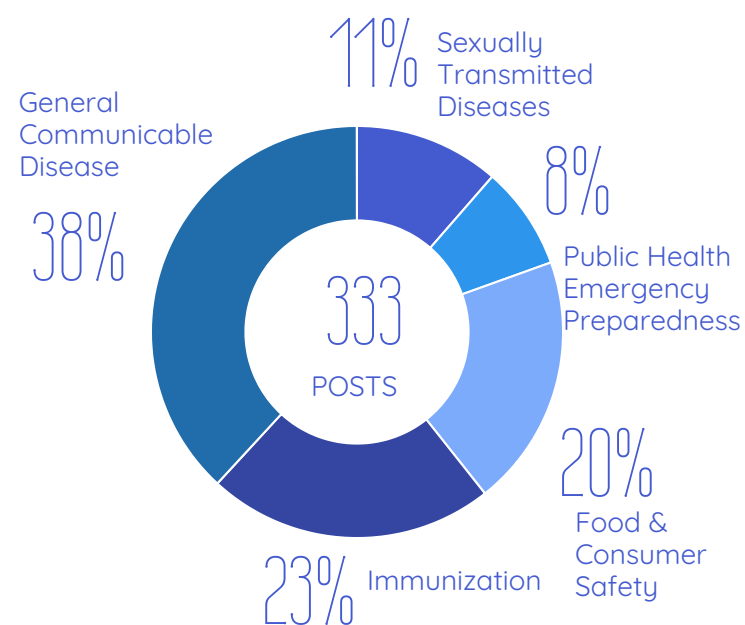
In 2019, the Communicable Disease Control and Prevention Bureau used Facebook to help share information with the general public and our partners. Use of Facebook was often used to complement press releases/interviews or share information on hot topics. Our hope is that partners share the messaging to further its distribution.



**Most Popular Post** with 17,000 reached described symptoms of a **Bear Attack** and was issued April 1, 2019.

**Most Commented on Post or Posts:** Anything Immunization related continues to lead the way for discussion.

1,069 Followers  
86% Women; 14% Men



Keep up with public health in Montana by following us on Facebook at: **Public Health in the 406**

