



Public Health Administration

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***Health Department Recognized for Communications Campaign
Reducing Gonorrhea in Butte County***

BUTTE COUNTY, Calif. – The Health Officers Association of California (HOAC) awarded Butte County Public Health Department (BCPHD) with the “Most Impactful” Public Health Communications Award by a local health department for their work in reducing the rate of Gonorrhea cases in Butte County.

The Gonorrhea Campaign was slated against submissions from other jurisdictions with a population of up to 700,000. Butte County has a population of 222,000 and held its own against counties three times their size. BCPHD will be recognized statewide, receive \$10,000 for future communications projects and be granted access to services provided by Brown Miller Communications, a professional public relations agency in the bay area.

“I am proud of our department for their good work. Statewide recognition is a great boost for the team,” commented Dr.Lundberg, Health Officer for BCPHD.

The Gonorrhea Community Education campaign was developed in response to epidemic rates of Gonorrhea in 2013 and 2014. The objectives were to reduce Gonorrhea infections and increase sexually transmitted disease (STD) testing in Butte County through various community outreach education and intervention methods. Through the use of social and print media, radio and collaborations with local health partners, BCPHD successfully reached target populations and reduced the rate of increase. According to the 2015 Communicable Disease Report, from 2013 to 2014, the rate of Gonorrhea cases increased by 239%. From 2014 to 2015 the rate dramatically slowed to a 15.5% increase. A huge improvement from the previous year.

The department will continue to educate county residents about sexually transmitted (STD) disease prevention, testing and treatment. More information about STDs can be found on the BCPHD website: www.buttecounty.net/ph/Programs/CommunicableDisease/STD

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For further information regarding this release,
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