



# Quarterly Update

## ACCOMPLISHMENTS

- We are one of only two health departments in the nation chosen to participate in a Data Readiness for Operational Success effort with the Department of Health and Human Services (HHS), Administration for Strategic Preparedness and Readiness (ASPR), National Association of County and City Health Officials (NACCHO), and Association of State and Territorial Health Officials (ASTHO). In July, we presented our Data Use Agreement to HHS Assistant Secretary for Preparedness and Response Dawn O'Connell.
- Our tobacco cessation program began holding Tobacco-free Tailgate Parties before local high school football games in August, helping fans kick the habit while kicking field goals. We handed out T-shirts, snacks, games, and nicotine prevention and education materials. There was also a "Hidden in Plain Sight" trailer designed to look like a student's bedroom with hidden vapes throughout.
- Our tobacco cessation program also provided vouchers to 843 area residents in the past year so they could receive nicotine replacement therapy patches or gum from local pharmacies, helping them to quit smoking.



- In July, the WIC program began utilizing our mobile units to create “WIC on Wheels” in an effort to reach families who might not be able to travel to one of our health centers. The WIC on Wheels has stopped at several locations with high concentrations of families who might be WIC eligible, including farmers’ markets, a head start school, and the Life Learning Center. We provide WIC services to more than 900 families in the region each year. ....



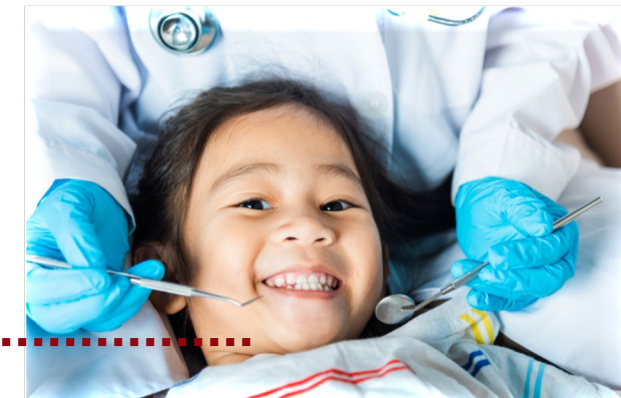
- We began hosting medical residents from the St. Elizabeth Center for Family Practice as part of their OB/GYN rotation, providing them with observations and experiences they may not be able to get in a traditional hospital setting. We routinely host APRN students as part of their Women’s Health rotation, as well as nursing students, including two who did a full community rotation at our health centers. We also precepted a dietetic intern for six weeks as part of her community rotation.



- Our HIV Case Management team provided housing assistance to 132 people living with HIV/AIDS during Fiscal Year 2024, which ended June 30. ....

- We met with officials from the Kentucky Refugee Ministries to establish a process for making sure their clients are fully vaccinated as part of their efforts to become U.S. citizens. More than 200 clients are expected to be vaccinated in the coming year as a result.

- The oral health team provided 937 sealants to 297 students in the past year, and treated 170 adults. ....





- We moved into our new Kenton County Health Center in Covington in September. The center, which sits adjacent to St. Elizabeth and alongside I-75, gives us the space and facilities we need to better treat county residents. [Watch the transformation](#) as a once barren hillside became our new health center. ....
- We provided 500 pairs of puncture-proof gloves to police departments throughout the region. As first responders, the police are often tasked with handling sharp objects, such as needles and ragged metal at car accidents. The gloves prevent cuts from these objects, which can lead to larger health issues.
- We hosted our 11<sup>th</sup> annual Lactation on the Levee in August, with 120 people from around the state attending the training program. Dr. Katrina Mitchell, a breast surgeon, was the keynote speaker. ....



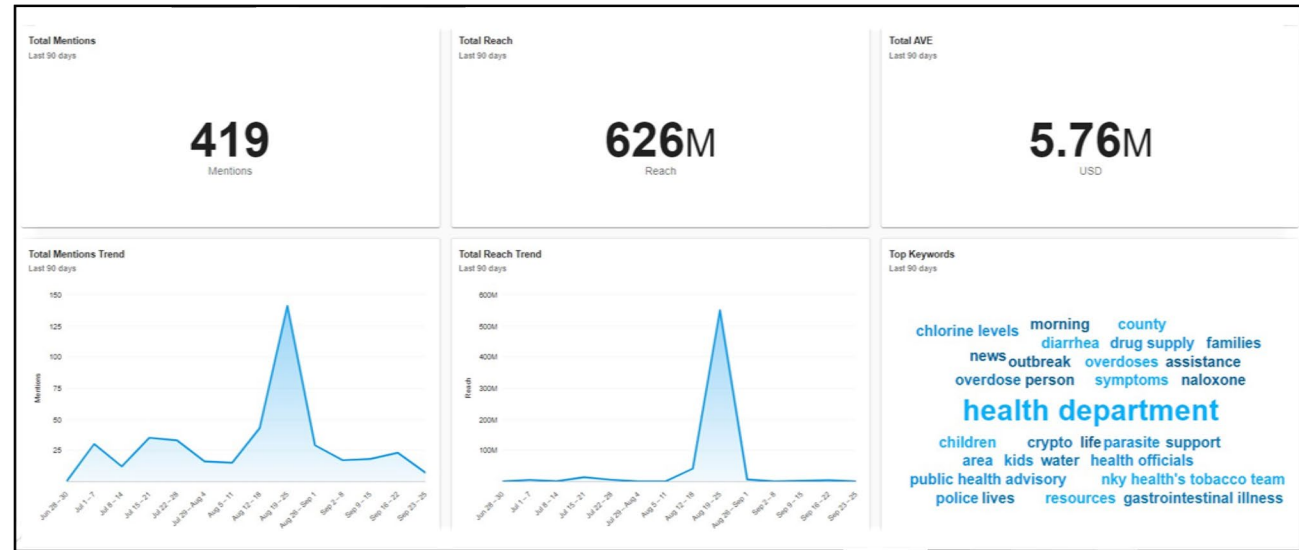
## UPCOMING

- We are running ads for Covid, Cold & Flu vaccines during October and November, encouraging adults to get their Covid and flu shots. The ads will appear in LINKnky, the Grant County News, NKY Tribune, before movies at Cinemark and Regal cinemas, on TANK buses, on postcards mailed to lower-income neighborhoods, on WNKR radio, on Spectrum TV, on social media and other digital platforms, and in convenient stores and pharmacies. ....



# MEDIA HIGHLIGHTS

The good news is, NKY Health was in the news a lot this quarter. We garnered 400+ earned and social media mentions that reached 626 million people and generated an advertising value equivalent of \$5.76 million. The bad news is, that was mostly a result of three awful events—two overdose spikes and a Cryptosporidium outbreak—that we had to respond to. The Crypto outbreak not only got national attention, it even made it overseas, appearing in the *London Daily Mail*.



In other news:

- [Local12](#) interviewed Director of Population Health Stephanie Vogel about a variety of microdose products that are making people violently ill. She was also interviewed by [WCPO](#) about National Recovery Month in September.
- Health Educator Casey Baker was interviewed by [WCPO](#) about the increase in vaping among teens, and [WLWT](#) interviewed her about our Tobacco-free Tailgate parties.
- [Spectrum News](#) in Kentucky interviewed Harm Reduction Educator Gabi Deaton about a new jail-based recovery program, and [Spectrum News nationally](#) interviewed her during National Overdose Awareness Week.
- [Local12](#) interviewed Harm Reduction Program Manager Lauren Kathman about our efforts to decrease the number of overdose deaths in the region.

