



SCOTT COUNTY HEALTH DEPARTMENT
Administrative Center
600 W. 4th Street
Davenport, Iowa 52801-1030
Office: (563) 326-8618 Fax: (563)326-8774
www.scottcountyiaowa.com/health



Press Release-For Immediate Use

April 8, 2008

From: Jackie Hall, Public Information Officer, 326.8618

RE: The Scott County Health Department rolls out new logo

The Scott County Health Department is rolling out a new logo during National Public Health Week by joining forces with the National Association of County and City Health Officials (NACCHO) in the campaign to give public health a nationally recognizable identity. The new logo conveys public health's mission to "prevent, promote and protect" as a universal standard. When people see the new public health shield/logo, we hope they will think beyond restaurant inspections, well-water testing, and vaccinations for children.

There are several well-known logos and symbols throughout our country in regards to public service entities. There is immediate recognition in our communities of what these logos represent, such as police, firefighters, and medical personnel. Although these public service entity's familiar symbols are in the public's eye every day, like these services, public health has always been there, working quietly behind the scenes to offering similar community health services. For example, public health works everyday in preventing disease and injury, protecting people from threats to their health and health of their community, as well as promoting healthy environments and behaviors. Lawrence E. Barker, Director of Scott County Health Department, says "It is our goal to make public health in Scott County visible and understood by all. We hope that people will begin to recognize this symbol and connect it with the important role public health plays along side of police, fire, and medical personnel to prevent, protect, and promote health."

As we celebrate Public Health Week throughout the month of April, we want to draw special attention to our efforts to make public health more visible throughout the country. Please log-on to our website every week in April to see how public health prevents, promotes, and protects the health of our community.

For more information, call the Scott County Health Department at 563-326-8618 or visit www.scottcountyiaowa.com/health.



Public Health...Make the Connection!