

## **FOR IMMEDIATE RELEASE**

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### **SCPHD Wins NACCHO Model Practice Award For Outreach**

**SOUTH CENTRAL IDAHO** – The National Association of County and City Health Officials (NACCHO), the voice of the over 3,300 local health departments across the country, named its 2024 Model and Promising Practice Award Winners. South Central Public Health District (SCPHD) won a Model Practice Award at the annual NACCHO360 conference in Detroit, Michigan on July 25, 2024.

The Model Practice Award is a competitive, peer-reviewed honor that nationally recognizes outstanding local health departments for implementing programs that demonstrate exemplary and replicable outcomes in response to critical public health needs. “Each year, we are thrilled to recognize the incredible work of local health departments through our Model and Promising Practice Awards,” said Lori Tremmel Freeman, NACCHO CEO. “This recognition is sure to inspire continued excellence and progress in public health practices across the country.”

Only 14 public health districts across the country, including SCPHD, won a 2024 Model Practice Award. SCPHD’s winning model practice is based on rural outreach. This outreach campaign, referred to as “Reaching Every Person: Small Budget Communication Strategies to Improve Outreach Equity” or REP, was originally created to address communication gaps and language barriers to reaching underserved populations of South Central Idaho during the COVID-19 pandemic.

REP was delivered through a variety of written and spoken education methods, including pamphlets, web pages, radio and television interviews, in-person outreach, and collaboration with community leaders. “The initial goal of REP was to decrease COVID-19 cases among Hispanic and Latino residents by meeting residents where they were,” stated Brianna Bodily, former SCPHD Public Information Officer, REP campaign creator, and advocate. “This meant creating accessible education that was delivered, and supported, by trusted members in the community.”

Now, SCPHD is expanding the REP program to reach more vulnerable communities including underserved families and frontier/rural communities. “We are honored and humbled to receive this award. This national recognition is proof of the dedication and ingenuity of the entire team at SCPHD,” said Melody Bowyer,



SCPHD District Director. “We will continue to work tirelessly to engage community partners and address the unique needs of our communities in South Central Idaho.”

SCPHD’s winning model practice is available through NACCHO’s searchable online database. Other health districts are welcome to review these best practices and adopt them for use in their communities. By winning the Model Practice Award, SCPHD has not only demonstrated exceptional service to the community through the development and implementation of the REP program, but has also contributed to the advancement of national public health practices.

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