



NEWS RELEASE

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Sutter County earns national achievement award for Community Awareness Campaign.

WASHINGTON, D.C. – Sutter County’s chronic disease awareness campaign has been recognized with an Achievement Award from the National Association of Counties (NACo). The awards honor innovative, effective county government programs that enhance services for residents.

NACo recognized Sutter County’s *Creating a Healthier Sutter- Community Awareness Campaign* which was designed to increase public awareness of underlying causes of chronic disease and to promote policy, systems and environmental changes which could have an effect on chronic disease rates. The low-cost, comprehensive campaign included developing innovative communication tools including fact sheets and DVDs, engagement of youth advocates, hosting community forums for local leaders and residents, and providing self-management classes for community members currently living with chronic disease.

Amerjit Bhattal, Sutter County Public Health Director, said, “The acknowledgement of the great work of our Public Health staff especially in the area of encouraging and educating our residents to adopt healthier lifestyles is very rewarding. Every day our staff work to maintain disease prevention and health promotion efforts within the context of constrained budgets. Investments in prevention and wellness have proven to have positive long term effects for communities. A critical component of creating and sustaining resilient counties is making the healthy choice the easy choice. Creating a Healthier Sutter- Community Awareness Campaign is one step towards creating a healthier Sutter County.”

NACo President Riki Hokama, council member, Maui County, Hawaii, said, “The National Association of Counties applauds county governments that are embracing innovative and more effective ways to serve their constituents. The Achievement Awards recognize counties’ outstanding efforts to strengthen services and deliver results for residents across the country.”

Nationally, awards are given in 21 different categories that reflect the vast, comprehensive services counties provide. The categories include children and youth, criminal justice, county administration, environmental protection, information technology, health, civic engagement and many more.

The awards will be presented at NACo’s 2015 Annual Conference and Exposition July 10–13 in Mecklenburg County, N.C.

Started in 1970, NACo's annual Achievement Award Program is designed to recognize innovative county government programs. Each nominee is judged on its own merits and not against other applications received.

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The National Association of Counties (NACo) unites America's 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public's understanding of county government and exercise exemplary leadership in public service. Learn more at www.naco.org

