



Local Public Health Cares

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FOR IMMEDIATE RELEASE

U.P. Health Departments Launch Campaign to Promote **LOCAL** Public Health

August 7, 2023 – This summer, U.P. public health departments teamed up to promote the importance of local public health, to raise awareness of the public health services provided in local communities, and to build stronger community relationships.

To bring these goals to life, the six U.P. health departments formed the *U.P. Local Public Health Partnership*. The partnership consists of the:

- Chippewa County Health Department,
- Dickinson-Iron District Health Department,
- LMAS District Health Department,
- Marquette County Health Department,
- Public Health, Delta & Menominee Counties,
- and Western Upper Peninsula Health Department.

Together, partners created a U.P.-wide campaign of commercials, billboards, radio ads, and social media posts and videos featuring real health department staff providing real services in the community. This content starts airing in August. The campaign will also feature community outreach.

Overall, the U.P. Local Public Health Partnership wants people to know that, as local public health professionals, “We live here. We work here. We care about you, your family and the communities we serve.” As a reminder, local health departments provide a variety of programs for all stages of life – designed to support and protect the health and well-being for all who live in the Upper Peninsula.

To see promotional and informational content, visit lphcares.com.

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