



June 2018

- Central Health and its partners were featured in **19** stories from **6** different news outlets
- Central Health staff participated in and/or led **13** community presentations and events
- Central Health posted **29** tweets and **25** Facebook updates

Earned Media

Central Health was mentioned in **19 news stories**:

- 16 print news stories
- 2 online news stories
- 1 TV news stories



Press Releases

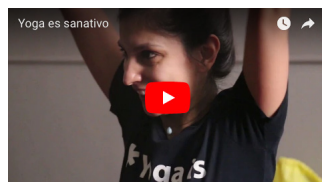
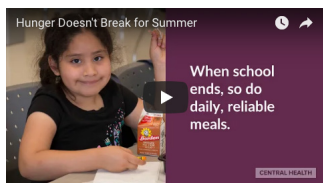
Central Health issued **two press releases**:

- Hunger doesn't take a break: 2018 Summer Lunch Program - June 5
- Central Health Offers Free Support Groups for Parents of Newborns - June 22

Video Production

Central Health produced **six videos** (viewable at www.youtube.com/user/tchealthdistrict):

1. Northeast Health Resource Center and the Colony Park Public Open House - June 1
2. Hunger Doesn't Break for Summer - June 12
3. Healthy Chef Cooking: Chicken Lettuce Wraps - June 13
4. Central Health Community Conversation: Rosewood-Zaragoza Center - June 15
5. Yoga is Medicine - June 25
6. Yoga es sanativo - June 28



Engagement and Outreach

Central Health Enterprise staff participated in 13 community events and engaged more than 3,000 community members.



CommUnityCare and Central Health attended the Pre-Juneteenth Health & Wellness Fair on June 8, providing information and wellness checks..

Events Highlights

Central Health Enterprise staff:

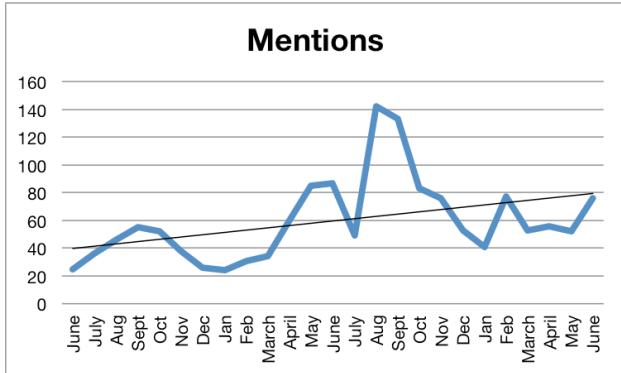
- Gathered public feedback to help shape the services of the Rosewood-Zaragoza Center through:
 - A Community Conversation in the form of an open house. **At total of forty community members attended**, not counting board, staff, and partners.
 - A bilingual questionnaire, available both online and in paper format. **A total of 403 individuals** completed the questionnaire.
- Held one advisory committee meeting, engaging with 16 community members and partners to advance Eastern Travis County service expansion projects in the Austin's Colony/Hornsby Bend planning region.
- Hosted the third workshop of the Community Health Champions Class of 2018, where 31 attendees learned about the Community Care Collaborative and discussed disparities in diabetes.



Digital Analytics

Twitter

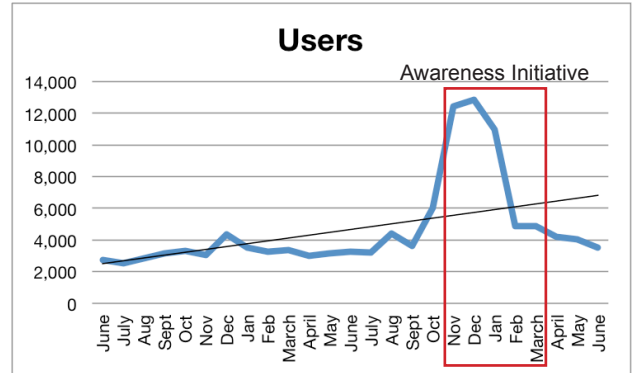
Tweets: 29 Mentions: 76
 Impressions: 42,600 Net Total Followers: 2,134



Mentions rose in June partially as a result of tweets and retweets from high-profile volunteers with the Summer Lunch Program.

Website

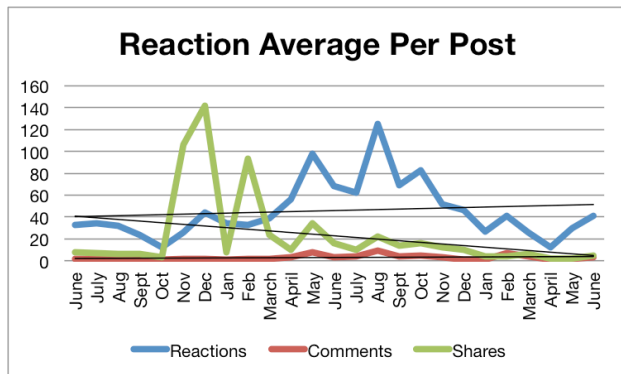
Sessions: 4,850 Pageviews: 9,637
 Users: 3,547 Platform: desktop 68%; mobile 27%; tablet 5%



The summer months historically produce the least visits, picking back up in the fall as budget approval accelerates.

Facebook

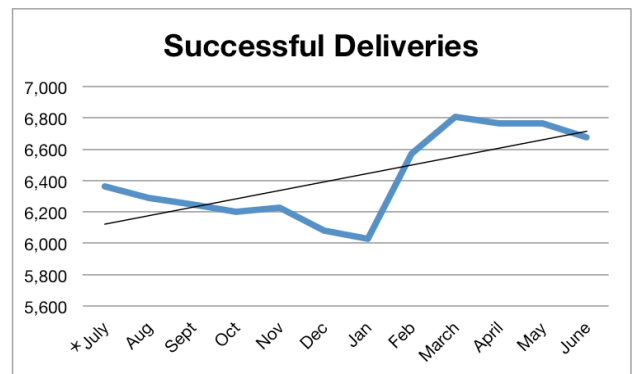
Posts: 25 Likes: 3,039
 Weekly total reach: 8,443 Reaction avg. per post: 41



Overall reaction average rebounded to early 2018 levels as a result of community projects such as the Summer Lunch Program. Comments and shares rose slightly.

Newsletter

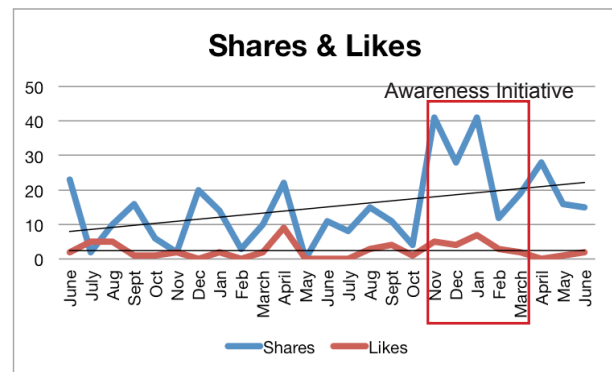
Sent: 6,708 Open Rate: 12.9%
 Delivered: 6,678 Click Rate: 1.2%



Readership typically falls during summer months, but our open rate remains above the industry average of 12.5%.
 * Migration to MailChimp service altered historical reporting method

YouTube

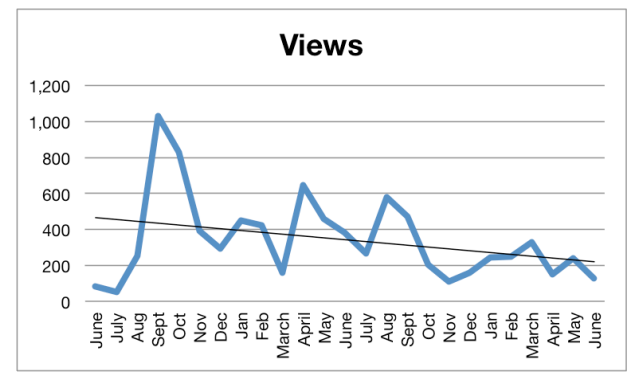
Views: 920 Watch time: 1,423 mins
 Avg. view duration: 1:32 Shares: 15 / Likes: 2



Shares dropped slightly while likes rose. Overall numbers decreased in June, as traffic tends to be driven by and coincide with website visits.

Board Meetings

Views: 126 Pageviews: 463
 Unique viewers: 83 Internal/External Views: 46/80



Total views fell due to only two meetings being aired in June, while four were broadcast in May.