



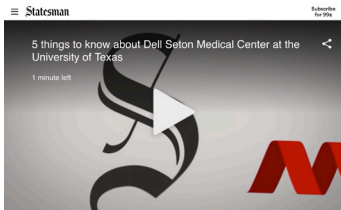
July 2018

- Central Health and its partners were featured in **26** stories from 7 different news outlets
- Central Health staff participated in and/or led **2** community presentations and events
- Central Health posted **48** tweets and **28** Facebook updates

Earned Media

Central Health was mentioned in **26 news stories:**

- 22 print news stories
- 4 online news stories



Travis commissioners sign off on \$450 million Brackenridge lease

Travis County commissioners gave the greenlight Tuesday for the county health district to approve a 99-year lease of a portion of the former Brackenridge hospital campus for use by the University of Texas Dell Medical School.

Central Health owns the prime six-block, 14.3-acre site at East 15th and Red River streets in downtown Austin, where the new Dell Seton Medical Center Brackenridge stands.

The hospital closed last year and relocated to the newly built Dell Seton Medical Center at the University of Texas, which is diagonally across the street. The new hospital serves as an anchor for UT's long-growing medical school.

RELATED: UT requests expected to OK leasing Central Health land for Dell school



Central Health will have public input on its proposed FY 2019 budget and tax rate July 25. Health officials are seeking input from the community on the proposed FY 2019 budget and tax rate.

On July 25, Travis County residents have their first opportunity to provide input on the first draft of the fiscal year 2019 budget and property tax rate for Central Health, the county's health care district.

The current draft of the budget, which was presented by Central Health's board and finance committee to its board of managers on July 25, proposes a tax rate of 10.1942 cents per \$100 valuation, which is a decrease from the FY 2018 rate of 10.3481 cents.

Prior to final approval in September, the draft budget and proposed rate are subject to change based on public input and deliberation among the board of managers and Travis County Commissioners.

One of the main goals of the draft budget includes "maintaining and ensuring a health care history legacy based on people and places." According to the presentation, in 2018, 17,000 people were served in Travis County and 100,000 in all of central Texas. More concentrated areas of need in western Travis County, were areas of focus among board members as well as community members.

Press Releases

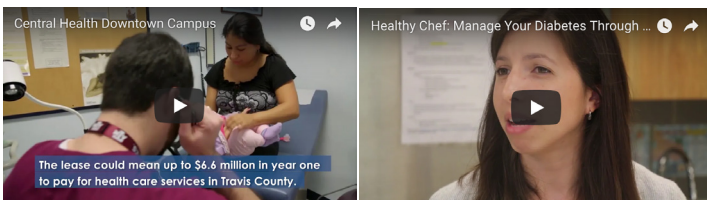
Central Health issued **four press releases:**

- Hunger doesn't take a break: 2018 Summer Lunch Program - July 5
- Central Health Plans to Lease Part of Former Brackenridge Campus, Jumpstarting Redevelopment to Generate Revenue for Health Care Services - July 10
- Central Health Board of Managers Approves Lease of Part of Former Brackenridge Campus - July 12
- Travis County Residents Addicted to Opioids Are Getting - and Staying - Clean - July 31

Video Production

Central Health produced **four videos:**

- Healthy Chef: Manage Your Diabetes Through Diet - July 5
- Central Health Downtown Campus - July 16
- Kidney dissection with Dell Medical School - UT Austin students - July 21
- Immunizations 101 - July 24



Engagement and Outreach

Central Health Enterprise staff participated in 5 community events and engaged more than 300 community members.

Events Highlights

Central Health Enterprise staff:

- Kicked off the 2019 Budget Engagement process with a Community Conversation, a dedicated bilingual web page, and a bilingual survey (online and paper). A total of **46 community members attended the Community Conversation**. The online survey is live until Aug. 20 at www.CentralHealth.net/2019Budget.
- Held a breakfast to update advocates on the progress Central Health and partners have made around women's health, **with 31 attendees**.
- Hosted a lunch and learn with the Community Health Champions Alumni Association to discuss issues of health equity, **with 22 Health Champions attending**.

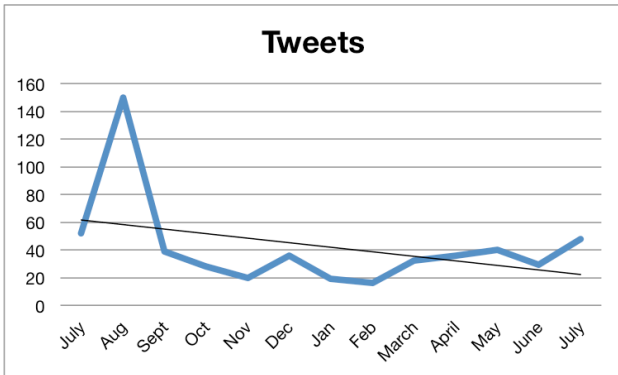


CommUnityCare at a menopause education and eligibility screening event on July 28 (top) and Foundation Communities annual health fair on July 31 (bottom).

Digital Analytics

Twitter

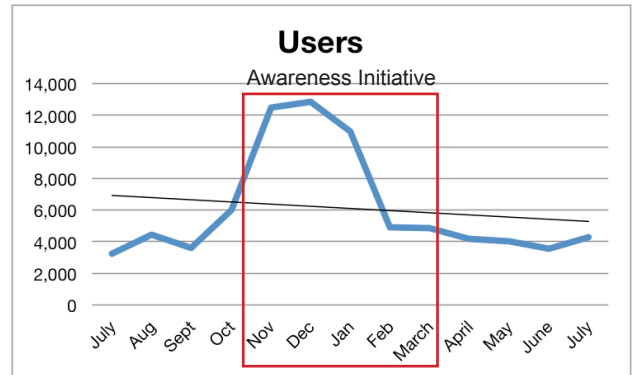
Tweets: 48 Mentions: 37
 Impressions: 36,100 Net Total Followers: 2,151



Total tweets increased in July, although decreased retweets and mentions results in generally lower than normal numbers.

Website

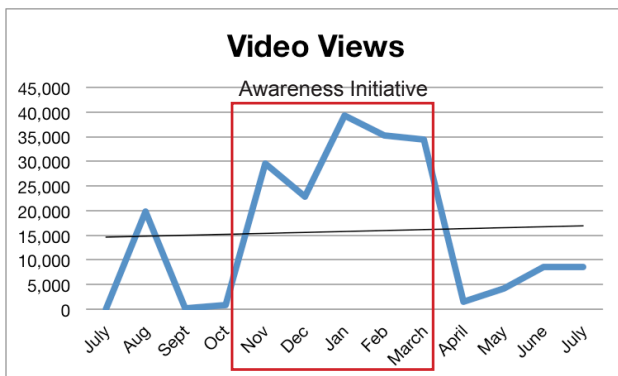
Sessions: 4,850 Pageviews: 9,637
 Users: 3,547 Platform: desktop 68%; mobile 27%; tablet 5%



Users increased in July, trending with past years as we headed into budget season.

Facebook

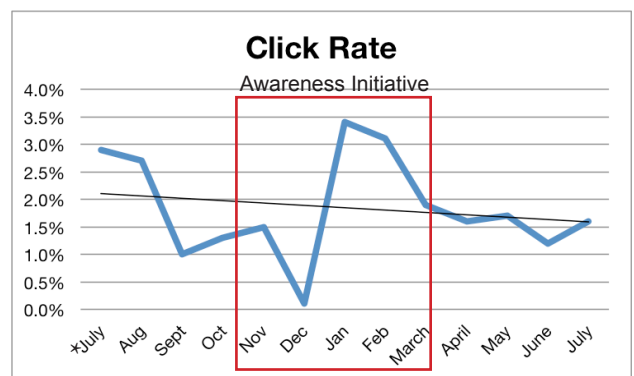
Posts: 28 Likes: 3,047
 Weekly total reach: 12,612 Video views: 8,500



Video views held at 8,500 for July, maintaining the trend since the paid media campaign ended in March.

Newsletter

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

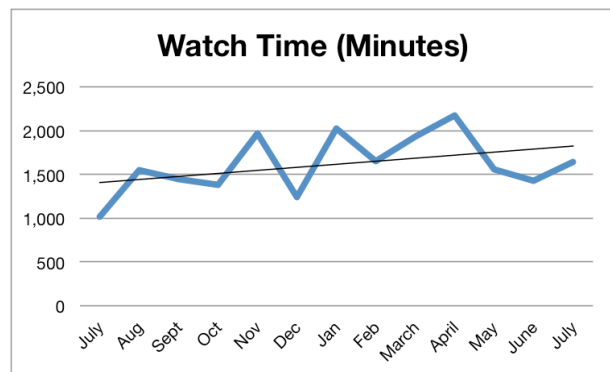


Click rate rebounded in July thanks to increasing interactive content, such as videos and a survey.

** Migration to MailChimp service altered historical reporting method*

YouTube

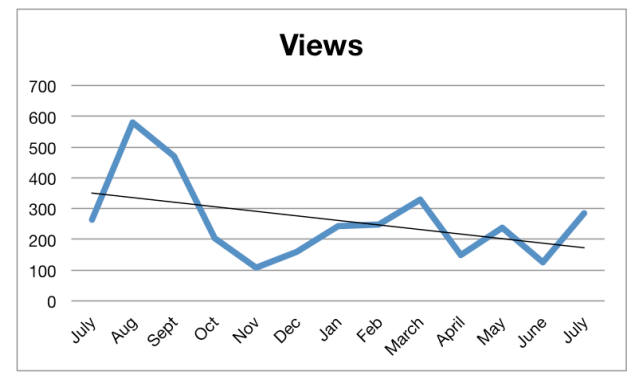
Views: 951 Watch time: 1,644 mins
 Avg. view duration: 1:43 Shares: 14 / Likes: 4



Youtube statistics increased across the board, with total minutes of watch time cresting 1,600 for the first time since April.

Board Meetings

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



Viewership increased, likely due to increased frequency of meetings, with numbers higher than 2017.