Public health programs at the local, state and national levels collect a vast amount of information. Using this information to educate, warn, and guide program improvements are essential public health activities. Our recent efforts to share information with the general public through news releases, and more recently social media, are detailed below.

**Press Releases by Topic and Subject**

- Sexually Transmitted Diseases: 5%
- Food & Consumer Safety: 5%
- Public Health Emergency Preparedness: 5%
- General Communicable Disease: 68%
- Immunization: 16%

**Press Releases & Interviews, by Quarter, in 2018**

Press releases and interviews may result from predictable or unpredictable events. The increase in activity as spring and winter months approach are the result of “predictable” events such as vector borne/animal disease warnings or, in the case of winter, respiratory season.

Of the 19 press releases, about 4 were “unpredictable”, and resulting from *E. coli* outbreaks, deaths from communicable conditions and an increase in IDU-related HIV cases.

The 17 media interviews generally followed the topics of our press releases.

**Use of Social Media to Inform the General Public**

In late August, the Public Health Safety Division created a Facebook page to increase our ability to share with the general public and our partners. Below is a snapshot of our progress to date.

- **Most Popular Post** with 998 reached was an upset penguin with norovirus.
- **279 Followers**
  - 86% Women; 13% Men

Keep up with public health in Montana by following us on Facebook at: **Public Health in the 406**

*Image: Communicating Public Health News - 2018 Highlights from the Communicable Disease Bureau*