



## News Release

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### **The Salt Lake Valley Health Department “Goes Viral”**

*Health department initiates use of social media tools to promote healthy behaviors within community*

(Salt Lake County) – At the recent kickoff of the “*One Small Change – For the Health of It*” initiative, the Salt Lake Valley Health Department (SLVHD) unveiled one of the major components of the primarily electronic campaign – a YouTube “viral video” created by health department employees.

“Beginning several months ago, SLVHD started using a number of social media tools such as Facebook and Twitter to help get important health messages out to the public,” says Kate Lilja, public information specialist in charge of New Media. “It was a natural progression for us to incorporate more social media tools – including making our first YouTube video – when we took a look at how to promote our *One Small Change – For the Health of It* campaign.”

One Small Change – the community based initiative that encourages Salt Lake County residents to make one small change for better health this year – utilizes several new media tools to help spread the word. By using SLVHD’s already established networks on Facebook and Twitter (over 400 followers), and engaging new mediums – YouTube channel and Flickr photo challenge – the health department hopes to spread the word throughout the community.

The use of social media tools by government organizations has been growing rapidly over the past year. Organizations such as the Centers for Disease Control and Prevention (CDC), Food and Drug Administration (FDA), Federal Emergency Management Agency (FEMA) and numerous state and local agencies have a presence on social sites like Facebook and Twitter.

Termed by insiders as “Government 2.0,” social media is now being recognized as an important tool in government transparency, accessibility and service.

Over the next three weeks, in addition to the One Small Change viral video, SLVHD will launch a new, more interactive SLVHD website, including the much anticipated searchable Restaurant Inspection webpage.

“We are proud of the work we have done in the very first phases of Government 2.0, and hope that it will allow us to more effectively serve the residents of Salt Lake County” says Lilja.

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To view the health department's new website visit [www.slvhealth.org](http://www.slvhealth.org). SLVHD's website will include links to the searchable restaurant/food establishment inspections page following its launch on April 23<sup>rd</sup>.

SLVHD's Social Media Sites:

- Twitter: [www.twitter.com/SLVHealthDept](http://www.twitter.com/SLVHealthDept)
  - One Small Change updates tagged with “#1smallchange”
- Facebook: [www.facebook.com](http://www.facebook.com)
  - Search “SLVHD” or “Salt Lake Valley Health Department”
- Flickr: [www.flickr.com/photos/slvhealthdept](http://www.flickr.com/photos/slvhealthdept)
  - One Small Change images tagged “1smallchange”. Flickr users encouraged to share their One Small Change image by tagging it.
- YouTube: [www.youtube.com/saltlakevalleyhealth](http://www.youtube.com/saltlakevalleyhealth)

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