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SLVHD Launches *Public Health Professionals* YouTube Series for National Public Health Week

YouTube series highlights public health through the lens of health department employees

(Salt Lake County) – Salt Lake Valley Health Department (SLVHD) is launching their first YouTube miniseries, *Public Health Professionals*, in honor of and in conjunction with National Public Health Week 2010. The YouTube series features a collection of episodes that demystify the sometimes clouded perception of the health department and its employees.

“The concept for the series is simple,” says Gary Edwards, executive director for SLVHD. “We want to explain public health to the patrons of Salt Lake County, and show residents that our job is a direct service to them.”

In keeping with the theme of identifying SLVHD employee’s and their impact on public health, all three episodes are shot, edited and produced by the health department’s communications staff. Videos are 3-4 minutes in length, and show SLVHD divisions and respective employees as they demonstrate and discuss their impact on community health. Episodes are posted on SLVHD’s YouTube channel (youtube.com/saltlakevalleyhealth).

The first episodes follow a swimming pool inspector, an immunizations nurse and an epidemiologist. Although each division is unique, the series illustrates how hundreds of individuals work towards the common goal of a healthier Salt Lake County.

“Our hope is that a behind-the-scenes look at the faces behind the agency will foster a better understanding of the health department. We want to educate and emphasize that our free or low-cost services are for the people,” says Edwards.

With its success and attention, SLVHD’s communications office is in pre-production for the fourth episode, which will follow Kathy Baebler in the Tobacco Prevention program. Tobacco prevention encourages smoke-free facilities and ensures tobacco is not accessible to minors.

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The Public Health Professionals YouTube series can be directly accessed at
<http://www.youtube.com/user/SaltLakeValleyHealth#grid/user/F66F71ED832ABBC6>