

# How the Health Department Gets Their Messaging Out to the Public



# Health Department Main Phone Number – 315-253-1560

- Answered by a live person during normal business hours Monday Friday.
- Answered by our answering service at night, on weekends and holidays.
  - The answering service will direct calls to an appropriate staff member or will take a message and relay that when the office reopens.

# Health Department Email Address - cchealth@cayugacounty.us

- We have set up a general email address which is posted on our website for the public to email questions, concerns, and complaints to.
- This email is automatically forwarded to Health Department staff and a response is typically given within 1-3 business days.

# Health Department Facebook Page – @CayugaCountyHealthDepartment

- Search Cayuga County Health Department on Facebook like and follow our page.
  - o The most current health information is posted on our Facebook page in addition to our website.

# Health Department Instagram Page – @CayugaCountyHealthDept

- Search Cayuga County Health Department on Instagram and follow our account.
  - o The most current health information is posted on our Instagram page in addition to our website.

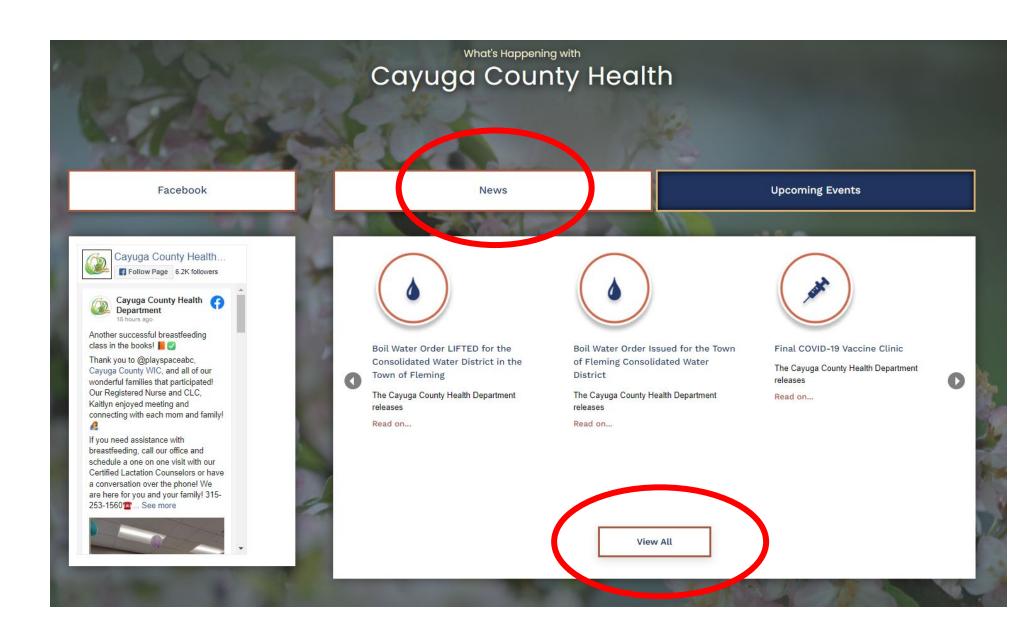
# <u>Health Department YouTube Page – www.youtube.com/user/CayugaCountyHealth</u>

- Search Cayuga County Health Department on YouTube and subscribe to our channel.
  - o Only people that subscribe to our channel will receive notifications of new videos posted.
  - o Educational and informational videos are posted to our Youtube page in addition to our website.

# <u>Health Department Website – www.cayugacounty.us/health</u>

- Press Releases can be found under NEWS on the homepage scroll down to this section.
- Emergency information will be posted in the NEWS section.
- Click View All to see archived press releases.





# Health Department Notify Me Press Releases and Alerts - www.cayugacounty.us.

- Step #1
  - o Select the Notify Me button on the County's website to sign up for notifications from certain departments.



# County Website

- Step #2
  - o Enter your email address, click "Sign In", and follow the prompts.







## County Website

- Step # 3
  - o Scroll down to the NEWS FLASH section
    - Sign-up to receive "Health Press Releases" via email and/or text



#### ▼ News Flash

METHOD	LIST NAME	DESCRIPTION
	Cayuga County News	Receive the latest Cayuga County press releases.
	Cayuga County Spotlights	Learn about ongoing County projects and initiatives.
	County Clerk News	Receive the latest news from the County Clerk's Office.
	District Attorney Press Releases	Receive notifications about news from the Cayuga County District Attorney's Office.
	E-911 News	Receive notifications about news from the Cayuga County E-911 Center.
	Health Press Releases	Receive the latest press releases from the County Health Department.

## Press Releases -

- Emailed to all local media (Print, TV and Radio)
- Emailed to Cayuga County Employees, Legislators, Board of Health members and our medical director.
- Posted on our website (www.cayugacounty.us/health), Facebook and Instagram pages (Cayuga County Health Department)
- Depending on the situation, we email City Officials, Town/Village Clerks, Schools, Hospitals and Healthcare Facilities and others depending on the topic.
- We also have the capability to Blast Fax to particular groups (doctors' offices, veterinarians, health care facilities, etc.)
- If you register for Notify Me on the Cayuga County website (<u>www.cayugacounty.us</u>) you will receive our press releases.
  - o Follow the instructions on the previous pages.

# <u>Hyper-Reach Notification System</u> – <a href="https://signup.hyper-reach.com/hyper-reach/sign-up-page-2/?id=12642">https://signup.hyper-reach.com/hyper-reach/sign-up-page-2/?id=12642</a>

- Cayuga County E-911 utilizes the Hyper-Reach System as a way of notifying the community of emergency situations.
- In an emergency situation, the Cayuga County Health Department would utilize the Hyper-Reach Notification System to communicate with members of the community.
- Mobile/Cellular phone numbers must be registered with the Hyper-Reach Notification system to receive the information. You can also register landlines and email addresses.