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Health District launches 'The Perspective'

LAS VEGAS – The Southern Nevada Health District today launched the inaugural issue of its electronic newsletter, "The Perspective." The free, quarterly publication is produced in-house and focuses on issues from a public health perspective. Anyone who wishes to subscribe can visit the health district's website, www.SNHD.info.

Each issue is developed around a particular theme. The first issue is focused on public health myths about foodborne illnesses, tuberculosis, and dieting.

"As public health professionals, we are concerned with the well-being of our community. Educating people about how they can lead healthier lives, minimize their risks of illness, and debunking erroneous information is part of what we do," said Dr. Lawrence Sands, chief health officer.

With "The Perspective," readers will be able to gain some perspective about the health district's role in the community and how it approaches public health issues through the programs and services it provides. For example, the first issue covers foodborne illnesses with input from the district's environmental health division and the epidemiology department about how outbreak investigations are conducted.

"In recent years, we started to utilize social media outlets like Facebook and Twitter as these provide our program staff with alternative ways to reach out to the community. We have a Twitter account and YouTube and Facebook pages and our page views continue to increase. In 2009, we redesigned our website to make it more user-friendly and we have had a very good response from the community about that. So this is a perfect time to launch an electronic newsletter. Although 'The Perspective' is a quarterly publication, it is another outlet to provide updated and important public health information in an emergency event," said Sands.

Updated information about the Southern Nevada Health District can be found on Facebook www.facebook.com/SouthernNevadaHealthDistrict, on YouTube www.youtube.com/SNHHealthDistrict or Twitter : www.twitter.com/SNHDinfo, Ez2stop – www.twitter.com/ez2stop and Get Healthy Clark County, www.twitter.com/gethealthycc.