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HARC Sets Date for Presentation of Data on Region's Health
April 14 Event Expected to Draw Community Leaders from Across Riverside County

(PALM DESERT, CA) – Armed with the most recent, comprehensive data on the collective health of Eastern Riverside County, officials at the Health Assessment Resource Center (HARC) will unveil the *2010 Community Health Monitor* on Thursday, April 14th, beginning at 7:30am. The triennial event, the sequel to the groundbreaking 2007 study, takes place inside the Indian Wells Theatre at the Palm Desert campus of California State University San Bernardino. There is no admission fee and the public is invited to attend.

HARC researchers interviewed more than 3,200 people in completing the exhaustive survey, which looked at both adults and children. Questions focused on issues such as access to healthcare, behavioral risk factors, current health challenges, gaps in services, as well as demographics. The fieldwork phase concluded last Spring, followed by an extensive period of data tabulation, review and analysis.

Attendees at the January event will each receive an Executive Summary of the voluminous 2010 study. Health organizations from both the public and private sector regularly rely on the reference data to facilitate strategic planning and decision-making related to programs, funding and more. Many will be looking at the new data and be particularly interested in how the findings changed from 2007.

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HARC to Present Latest Data on the Region's Health Conditions (continued) – 2

HARC Board President Glen Grayman, MD. said the 2010 needs assessment provides community stakeholders an unprecedented opportunity to gauge shifts that may be taking place in the public health arena and determine how it relates to their individual program or service offerings.

“As valuable as the 2007 data proved to be, I’m confident that users of the HARC 2010 data will find it to be even richer in terms of its application and relevance to their respective fields of expertise,” said Dr. Grayman. “Its impact on the future access and delivery of healthcare services to our residents should be far-reaching.”

In addition to its Board of Directors, HARC is led by a steering committee of more than 35 community partners and leaders, including hospitals, school districts, healthcare districts, county government, public safety and private sector interests. All contributed substantial financial and/or human resources necessary to launch the comprehensive needs assessment.

The Palm Desert-based nonprofit retained nationally recognized consultancy Macro International to conduct the assessment.

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About HARC

Formed in 2006 by a consortium of more than 35 public and private healthcare agencies, the Health Assessment Resource Center (HARC) conducts a confidential community health status assessment in eastern Riverside County every 3 years to identify major health and quality of life issues. The nonprofit 501(c)3 organization is funded in part by contributions from community partners, as well as entities that contract with the agency for customized public health research. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization’s website at www.harcddata.org.