



FOR RELEASE: IMMEDIATE
February 5, 2014

CONTACT: Eileen Packer, RD, CAE
(760) 404-1945
epacker@harcdata.org

***HARC Releases the Results of Third Triennial Community Health Assessment
February 13th 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 Coachella Valley, officials at the Health Assessment Resource Center (HARC) will unveil the *2013 Community Health Monitor* on Thursday, February 13th, beginning at 8:00 am. The triennial event, the third of its kind, will take place at the Indian Wells Theatre on 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 2,400 people in the exhaustive survey, which assessed 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 summer, followed by an extensive period of data tabulation, review and analysis.

The master of ceremonies at the event will be Dr. G. Richard Olds, Founding Dean of the University of California Riverside's School of Medicine and HARC Board Member. Invited speakers will include Assemblyman V. Manuel Pérez, Supervisor John J. Benoit and Interim Dean David Maynard, California State University, Palm Desert Campus. The event will feature a presentation of the highlights of this extensive study, accompanied by testimonials by local leaders detailing how several for profit and



nonprofit organizations leveraged the results of HARC's last study into funding for much-needed programs and services for the Coachella Valley community.

Attendees at the February event will each receive an Executive Summary of the voluminous 2013 study. This publication is full of useful data and statistics that will help local organizations to strengthen funding requests, prioritize community needs, design targeted programs and services, and more. Many will be interested to see how health indicators have changed over time in comparison to HARC's 2010 and 2007 surveys.

HARC Board President Glen Grayman, MD, said the 2013 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.

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.

- end -

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 the Coachella Valley 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.