

For Immediate Release

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Health Assessment and Research for Communities (HARC) Announces Launch of Fourth Community Health Monitor

(PALM DESERT, CA) – February 23, 2016... HARC, Inc., a local nonprofit specializing in research and evaluation services, is proud to announce the launch of their fourth community health survey of the Coachella Valley, known as the Community Health Monitor (CHM). People across the Valley will be receiving a call from HARC's partner, Kent State University, to answer a 25 minute survey about their health or the health of a child living in the home. Kent State will be calling both land-lines and cell phones of anyone who lives in the Valley through the end of May.

The survey provides a snapshot of health and quality of life in the Coachella Valley, by covering topics such as healthcare access, health behaviors, major disease, mental health, and much more. After collecting this information, HARC analyzes the data and provides it back to the community at no charge in the form of reports, online databases, and customized presentations.

Local organizations, such as nonprofits, healthcare providers, and local governments use this information to prioritize needs in our community. This information helps to identify health disparities, design programs and services to address those issues, and obtain funding to provide those programs and services. In the past five years, dozens of local organizations have used HARC's data to obtain over \$12.8 million in funds for our Coachella Valley community. This money has helped to provide things like home-delivered meals for hungry seniors, mental health counseling for children, and free HIV testing for all, to name a few.

"We look forward to examining the trends in health over time, especially because this is our fourth iteration of the survey," said HARC's CEO, Dr. Jenna LeComte-Hinely. "This information is critically important to improving the quality of life in our Coachella Valley. The Valley is so unique that County-level data simply does not tell our story. HARC's data is the only way we can accurately identify the unique health needs and disparities that exist in our community."

Everyone who receives a phone call from the HARC/Kent State team is encouraged to take the time to answer the confidential survey. Answering the call will help improve health and quality of life for everyone in the Coachella Valley in the coming years.

About HARC

HARC, Inc. is a 501(c)(3) nonprofit organization providing research and evaluation services related to health and wellness. HARC is funded by grants, donations, and customized research and evaluation services. HARC is located on the University of California, Riverside Palm Desert campus. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization's website at www.HARCdata.org.

HARC's community health survey is made possible by funding from the Desert Healthcare District, Eisenhower Medical Center, the California Healthcare Foundation, Desert Regional Medical Center, JFK Memorial Hospital, and the generosity of private donors.