



For Immediate Release

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Health Assessment Resource Center (HARC) Retains Kent State University to Administer Comprehensive Health Assessment

Third Major Research Initiative Survey to Begin January 2013

(PALM DESERT, CA) - December 12, 2012... Health Assessment Resource Center (HARC) plans to conduct its third triennial survey of health in the Coachella Valley in January 2013.

The local non-profit organization strongly encourages individuals to participate so professionals can more accurately identify the region's most pressing health needs.

Beginning the week of January 7, residents across the Coachella Valley will receive phone calls from HARC subcontractor Kent State University. The phone interview, which lasts approximately 23 minutes, gathers data on a wide range of topics related to health and well-being such as nutrition and hunger, physical activity and weight, chronic illness, mental health, preventative screening, healthcare usage, and barriers and challenges to accessing health.

The 2013 assessment is the third study of local health conducted by HARC. Organizations from both the public and private sector regularly rely on the reference data to obtain funding, develop programs, and train employees.

HARC needs everyone's help! By just answering the phone and responding to this important survey, Coachella Valley residents can become a key component of helping organizations offer their much-needed programs.

HARC Board President, Glen Grayman, MD said, "The 2013 needs assessment will not only help produce the most current, statistically valid data available today, it will also help

healthcare professionals better understand the relative progress or setbacks that have occurred within specific categories."

He goes on to say, "Armed with the baseline data gathered in the previous two Community Health Monitors, this updated study gives us an opportunity to identify trends with key metrics."

HARC brings together a steering committee of more than 35 community partners and leaders, which include hospitals, school districts, county government, public safety and private sector interests. All have given input on the structure of the survey, ensuring that the data will be useful to a wide array of organizations.

HARC plans to share the results of the survey in early 2014 when a summary of the findings will be shared with the community.

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.