

For Immediate Release

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**New Coachella Valley Community Health Data to be Released on January 31**

Health, wellness, and quality of life in Coachella Valley will be the focus of the event

Palm Desert, CA (December 22, 2016) — On January 31, 2017, HARC will release the most up-to-date data on the health, well-being, and quality of life in our Coachella Valley.

HARC, Inc. (Health Assessment and Research for Communities) is a local nonprofit that has been tracking community health in our Coachella Valley for the past ten years. At the upcoming event, HARC will release the results of the most recent survey, marking the fourth measurement of our Coachella Valley community.

HARC's survey provides regional health data that is not available from any other source, and includes topics such as obesity, health behaviors such as drinking and smoking, mental health, major disease, healthcare access, utilization, socioeconomic needs, and in-depth demographics, just to name a few.

The data release event will be held at UC Riverside Palm Desert Center, and will feature presentations by distinguished speakers, a health resource fair, and a breakfast buffet generously provided by Sherman's Deli. The presentation will focus on highlights of the survey, including topics that are new this year, significant trends, and how the Coachella Valley measures up to the state and the nation.

What makes the new data particularly interesting is that it is HARC's first Community Survey to be released since the implementation of the Affordable Care Act. Data will demonstrate how healthcare coverage has changed since 2013, and how the number of uninsured adults have fallen in the past three years. The presentation will also explore whether trends in healthcare utilization have similarly changed.

HARC's previous surveys have been used by nonprofits, healthcare organizations, schools, government agencies, and media organizations, among others. The information is used to identify and prioritize community needs; design programs and services to address those needs; and secure funding to support those programs.

In a mere five years, dozens of local nonprofit organizations leveraged HARC's prior survey data into over \$12.8 million in funding. This has allowed organizations to provide critically needed services in the Valley, such as food for the hungry, mental health services, free HIV testing, access to substance abuse treatment programs, and much more.

HARC's aim for the new data is for it to be more widely utilized for an even more powerful impact. "I want this new data to be utilized as much as possible," says Dr. Jenna LeComte-Hinely, Chief Executive Officer of HARC. "Data that sits on a shelf is useless, but data that is put to good use is priceless. It is my goal to share this free resource with anyone and everyone who can put it to good use to improve lives in our Coachella Valley."

Summary of Event Details

- What: 2016 Coachella Valley Community Data Release Event. Includes:
 - Breakfast buffet (generously provided by Sherman's Deli)
 - Presentation of the results
 - Hard copy printed report
 - Health resource fair (featuring vendors such as JFK Memorial Hospital, Desert Oasis Healthcare, Riverside County Public Health, and many more)
- Where: UC Riverside Palm Desert Center – 75080 Frank Sinatra Drive, Palm Desert
- When: Tuesday, January 31, 2017 from 8:00 am to 10:00 am
- Cost: Free
- RSVP: Please RSVP to Theresa Sama at tsama@HARCdata.org by January 27, 2017

About HARC

HARC is a nonprofit 501(c)3 organization based in Palm Desert, CA. HARC provides research and evaluation services in the field of health, wellness, and quality of life. To learn more about HARC, visit www.HARCdata.org

HARC's Coachella Valley Community Health Survey is made possible by funding from Desert Healthcare District, Eisenhower Medical Center, Riverside University Health System – Behavioral Health, First 5 Riverside, California Healthcare Foundation, John F. Kennedy Memorial Hospital, California Foundation for Stronger Communities, Inland Empire Health Plan (IEHP), Riverside University Health System – Public Health, Riverside University Health System – Office on Aging, City of Coachella, City of Desert Hot Springs, Desert Oasis Healthcare, City of La Quinta, Esri, Melissa Morgan Fine Art, and the Wells Fargo Foundation, as well as the generosity of private donors.

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