

For Immediate Release

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**HARC Hosting Data Release Event to Discuss the Health of the Entire Coachella Valley**

The event will present HARC's population data on health and quality of life in Coachella Valley

Palm Desert, CA (January 22, 2020: Corrected Press Release) — With the new year comes an opportunity to thoughtfully reflect on our health and well-being. As a part of this opportunity, we reflect on the past, the present, and certainly on the future ahead of us. The health of our community is just as critical to consider, and on March 31, 2020, HARC will host a data release event to release the most up-to-date data on the health, well-being, and quality of life in the Coachella Valley region. The data released will help to inform local organizations who work every day to improve the health of residents in the Coachella Valley.

HARC, Inc. (Health Assessment and Research for Communities) is a local nonprofit that has been tracking community health in the Coachella Valley for well over a decade. HARC's most recent survey was conducted during 2019 via random-digit-dial phone calls made to residents of the Coachella Valley. The results of the survey provide regional health data that is not available from any other source, and includes topics such as obesity, alcohol use, mental health, major disease, healthcare access, socioeconomic needs, and in-depth demographics, just to name a few.

The data release event will be held at the University of California Riverside Palm Desert Center and will open with a health resource fair and a breakfast buffet provided by Aspen Mills. Subsequently, the event will feature a data presentation highlighting significant trends over time, new topic results, and how the Coachella Valley compares to the state and the nation. Each guest will also receive a hard copy of the results from the 2019 Coachella Valley Community Health Survey detailing over a hundred pages of data for the Coachella Valley.

The data that HARC collects is updated every three years to ensure it reflects current needs in the community. Each cycle, however, new topics are added to the survey so that as much current and useful information as possible can be measured. For example, recently there has been a burgeoning of marijuana dispensaries in the Valley; there has also been growing interest in the role of dispensaries in our valley. As a result, a question was included on the 2019 survey which asks residents about whether they use recreational marijuana. A few of the other new topics added to the 2019 survey cycle include housing stability, opioid use, and loneliness.

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 fact, local organizations used data from the 2016 survey to generate over \$1.5 million in the first year after the data was released.

HARC's aim is to improve quality of life for all communities through data. "I'm very excited for this year's data release. While we do it every three years, the data reliably updates us on who needs help the most in our valley," says Dr. Jenna LeComte-Hinely, Chief Executive Officer of HARC. "As always, our goal is to share the new data with anyone who can put it to good use to improve the lives of people who call the Coachella Valley home."

Summary of Event Details

- What: 2019 Coachella Valley Community Data Release Event.
 - Breakfast buffet (provided by Aspen Mills)
 - Health resource fair
 - Presentation of the results
 - Hard-copy printed report
- Where: UC Riverside Palm Desert Center – 75080 Frank Sinatra Drive, Palm Desert
- When: Tuesday, March 31, 2020 from 8:00 am to 10:30 am
- Cost: Free
- RSVP: Please register at www.harc-data-2019.eventbrite.com by March 20, 2020

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 made possible by primary funder Desert Healthcare District & Foundation as well as the following funders (listed in alphabetical order): Alzheimer's Association - Coachella Valley, Auen Foundation, California Health Care Foundation -Oakland, CA, City of Cathedral City, City of Coachella, City of Desert Hot Springs, City of Indio, City of La Quinta, City of Palm Desert, City of Palm Springs, County of Riverside District 4, Desert AIDS Project, Desert Care Network: Desert Regional Medical Center & JFK Memorial Hospital, Desert Oasis Healthcare, Eisenhower Health, First 5 Riverside, Inland Empire Health Plan (IEHP), Kaiser Foundation Hospitals, RAP Foundation, Riverside County Office on Aging, Riverside University Health System - Behavioral Health, Riverside University Health System - Public Health, Steve Tobin & Grace Helen Spearman Charitable Foundation, as well as the generosity of private donors.

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