

COMMUNICATIONS & OUTREACH

JUNE 2024



Gov 101: Perfect Planting

We got our hands dirty with the June Gov 101, held in collaboration with **Cooperative Extension**. Perfect Planting allowed residents to learn how to keep plants healthy, participate in a hands-on activity and enjoy a locally grown dinner. "This was a great event," said attendee Kim Purser. "The combination of visual presentation and hands-on (activities) helped cement what we learned."

LOOK FAMILIAR?



You CAN do better.



**Cabarrus
This
Week**

HOT TOPICS

Future Leaders · Addiction Help · Citizen's Academy
July 4th Celebrations · Blood Drive Battle · Hazardous Waste Event

Views:

4K

Top Social Media Stories



Camp Spencer pool temporarily closes early

Reach: 75.2k
Impressions: 78.3k



Rob Wallace tree drops large limbs and branches

Reach: 16.7k
Impressions: 17.8k



Concord woman receives new home thanks to ARPA, Habitat

Reach: 7.8k
Impressions: 7.9k

Projects, Events & More



Coaching future leaders

The Youth Career and Leadership Institute stopped by the Gov Center to learn about local government. **Comms Manager Dominique Clark** and the team put these future leaders' media skills to the test with interviews and a teleprompter exercise.

Along with a number of County departments, we also answered questions, provided demos and showcased the County's award-winning show: Cabarrus This Week. The local high schoolers even helped us out with that week's intro!

EMS promo materials

The team worked with Cabarrus EMS to design and print new marketing materials in English and Spanish. Topics included recruitment, the Medication Assisted Treatment Team and Community Paramedicine.

CABARRUS COUNTY EMS

Community Paramedicine
The Frontlines of Patient Care

Community paramedicine allows paramedics to operate in expanded, non-emergency roles by assisting with primary healthcare and preventive services in the community.

- Patient-centered care
- Community resource and information navigation
- Medication compliance assistance
- Improved patient outcomes
- Reduced hospital readmissions
- Reduced ED overcrowding
- Reduced non-urgent ambulance transports
- Virtual visits available

@CabarrusCountyEMS
cabarruscounty.us/ems
704-920-2600 option 6
Community_Paramedic@cabarruscounty.us

CABARRUS COUNTY EMS

CABARRUS COUNTY EMS

Tratamiento
Asistido con
Medicación

Su Equipo, Cuando Más lo Necesita

El programa de Tratamiento Asistido con Medicación de los Paramédicos Comunitarios de Cabarrus EMS ofrece apoyo gratuito, servicio paramédico y atención médica avanzada mientras vincula a los participantes con programas de apoyo para la recuperación.

El programa apoya SUS necesidades:

- Servicio diario de 8 a.m. a 8 p.m.
- Administración temporal de medicamentos para el tratamiento por su consumo de opioides P.O.U.D. / Suboxona (hasta que se obtenga la receta)
- Seguimiento diario
- Conexión con recursos de recuperación
- Asistencia con el transporte de citas
- Recursos de empleo
- Ayuda con la inseguridad alimenticia
- Visitas virtuales disponibles

704-920-2600 opción 6
MAT_Paramedic@cabarruscounty.us
Escanee el código QR para ver los recursos locales.

Red, White & YOU

After months of planning, designing and decorating in conjunction with **Sign Maintenance (IAM)**, the team debuted the annual 4th of July float at the Mt. Pleasant and Harrisburg parades.



Budget media relations

Following approval of the FY25 budget, the team distributed a press release that was picked up by several outlets, including WSOC-TV. The station reached out with a request to profile the impact of additional EMS workers on the community. The team coordinated the interview with **EMS Chief Jimmy Lentz** and provided a variety of budget materials, resulting in a positive story that helped personalize the budget for residents.

Media Releases/
Appearances **6**

Public Records
Requests Processed **28**

Social Media / Newsletter Insights



Facebook



Instagram



101.3K
Reach



159
New followers



52
Posts



69
Stories



LinkedIn



5.5K
Impressions



83
New followers



6
Posts



YouTube



15.6K
Views



+31
Subscribers



1.6K
Watch time (hours)



DirectConnect & CabConnect



12
Connects
sent



61.3%
Open rate



23.61%
above overall industry
average open rate