



From MCH—America’s Leading Compiler of Institutional Data

## The MCH B2i Advantage

### Tips & Traps

- MCH’s database includes Public Health Departments at the city, county, and state levels.
- Selects include phone number, type of medical personnel on staff, services offered, and population.

### Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- Public health departments often provide educational programs at **Churches, Schools, and Community Centers.**
- Personnel from **Fire Departments, Hospitals, and Police Departments** frequently interface with public health departments.
- **Nursing Homes** and Public Health Departments work together in emergency planning.

### At a Glance: Public Health

**Public Health Departments .. \$60/M.....9,742**  
 Health Services Director ..... \$85/M.....3,915



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# Public Health

## In Depth: Public Health

The focus on national security and emergency preparedness has increased the demand for detailed information on public health departments. Many of these departments are responsible for providing educational programs and basic services, and are now also responsible for preparing for a health threat that could impact large numbers of U.S. citizens such as bio/nuclear attacks and pandemics. This market segment will continue to grow due to government mandates relating to emergency preparedness and planning.

### Public Health Departments

**\$60/M**

<b>Total Count</b> .....	<b>9,742</b>
Phone.....add \$25/M.....	9,735
<b>PERSONNEL</b> .....	<b>\$85/M</b>
Director of State Health Department.....	46
Health Services Director .....	3,915
Medical Director .....	1,289
Nursing Services Director.....	1,304
Nutrition Director.....	113
<b>CONTROL</b> .....	<b>ADD \$10/M</b>
City.....	2,887
County.....	4,399
District.....	421
Native American .....	157
Regional.....	299
State .....	1,702

<b>SERVICES</b> .....	<b>ADD \$10/M</b>
HIV/AIDS .....	2,469
Children Services & Treatment .....	3,681
Family Planning.....	2,067
Mental Health Services.....	5,290
Sexually Transmitted Diseases.....	1,832
Tuberculosis .....	1,761
Women, Infants & Children (WIC)	
Nutrition Program .....	2,581
<b>TYPE OF DEGREE</b> .....	<b>ADD \$10/M</b>
MD/DO .....	1,710
RN.....	1,517

Promote improved public health through a wide variety of functions that may include healthcare services for underserved populations, immunizations, health screenings, education programs for the public and healthcare professionals, mental health and substance abuse services, and the coordination of response to local health emergencies. These organizations may function as administrative offices and/or health service clinics. Public health departments are typically operated by or affiliated with government agencies, although some may operate autonomously.

