



NEWS RELEASE
FOR IMMEDIATE RELEASE

To: Local Media
From: Katrina Harwood, Health Officer
Date: July 30, 2024

Launching the Healthy Rock Website: A Tool for Local Data
HealthyRockWI.org

Rock County, WI – Rock County Public Health (RCPH) and the [Health Equity Alliance of Rock County \(HEAR\)](#) have partnered with local organizations to showcase county-specific data on one centralized website called *Healthy Rock*. The goal of Healthy Rock and its partners is to collect data to inform decision making, reduce the workload, and align improvement efforts and resources across organizations to improve community health.

The data featured on the [Healthy Rock website](#) is gathered either from national or state sources or showcases data collected directly from Rock County residents through methods such as surveys and community conversations conducted through the 2024 Community Health Assessment. Having access to data can engage residents and organizations in local decision making.

With the launch of Healthy Rock, HEAR is asking for community input on the upcoming 2025-2027 Community Health Improvement Plan priority areas. A community session will be held on Wednesday August 14, 11:00 a.m. - 12:30 p.m. to discuss the potential priority areas at the Daniel Hale William Resource Center ([DWRC](#)) with voting to follow. The [prioritization survey](#) will be hosted on the website for those unable to attend. The prioritization survey will also be used to RSVP to the August session.

To interact with the website, go to www.HealthyRockWI.org. The website has four pages:

1. Home Page: Provides information on how to use the website, including an instruction video
2. Find Data: Directs to the various categories of data dashboards
3. Local Efforts: Highlights local reports and strategies to improve local conditions and ways to engage in community improvement work
4. About Us: Shows the goals and partners of Healthy Rock, including newsletter subscription information

Updated data will be uploaded to Healthy Rock each quarter. Stay up to date with data and new strategies by signing up for the [Healthy Rock Newsletter](#)! We hope Rock County residents and local organizations will find this tool helpful in learning about the health and wellbeing of their community.

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Helping Rock County Reach Its Full Health Potential

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The [Health Equity Alliance of Rock County \(HEAR\)](#) is a multi-sector collaboration that aims to reduce health disparities and inequities in the community. HEAR members include representatives from local health systems, community-based organizations, non-profits, government agencies, school districts, libraries, churches, and more.

Rock County Public Health serves Rock County residents by improving population health outcomes and removing barriers through community partnerships to provide everyone the opportunity to reach their full health potential. Visit the Rock County Public Health [website](#) and follow them on [Facebook](#) and [Instagram](#). Please send all media inquiries to:

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