



Rock County Public Health staff, October 2024

PUBLIC HEALTH HIGHLIGHT: STUDENT PSA VIDEO CONTEST

Calling all high school student content creators! RCPH, in partnership with the Rock County Prevention Network, is so excited to announce a social media video contest for eligible Rock County students: a sober driving public service announcement (PSA) using the hashtag **#DriveSafeRock2024**. The student or student group who creates the best PSA about driving safe and sober will win a \$200 gift card to Kwik Trip!

For full contest rules and eligibility details, please [read our press release](#). RCPH would like to thank the Rock County Prevention Network for their amazing partnership and for coordinating all prizes from Kwik Trip, Texas Roadhouse, and Culver's. Be sure to follow us on [Facebook](#) and [Instagram](#) to see the winning videos on display in November!



VIDEO CONTEST!

- 1 CREATE THE VIDEO**
Show why sober driving is the smart choice!
- 2 USE THE HASHTAG**
#DriveSafeRock2024
- 3 POST IT BY 10/31 AND SUBMIT CONTACT INFO**

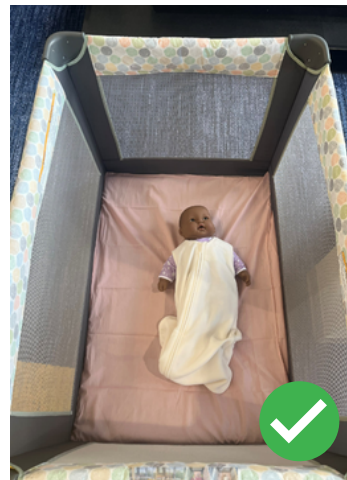
WIN A GIFT CARD!
1ST: \$200 TO KWIK TRIP
2ND: \$50 TO TEXAS ROADHOUSE
3RD: TBD

POST BETWEEN OCTOBER 16-31

Submission must be a TikTok or Instagram reel. Entries must be made by a Rock County high school student, aged 13 and younger. Parental consent required.



IN THE COMMUNITY



Rock County Community Baby Shower

RCPH staff attended the 21st annual Rock County Community Baby Shower. This free community baby shower is for expectant parents and parents who have welcomed a newborn in the last year. Participants learned about local resources and had the opportunity to take home first year essentials.

Our Maternal, Child, and Family Health team provided examples of how to **#clearthecrib**, ensuring there aren't any excess items in a baby's sleep area. Janalyn and the Rock County Breastfeeding Coalition collected information from local parents using the [USBC Infant Feeding Survey](#) and provided families with sleep sacks (pictured top right) to promote safe sleep.

Beloit Senior Fair

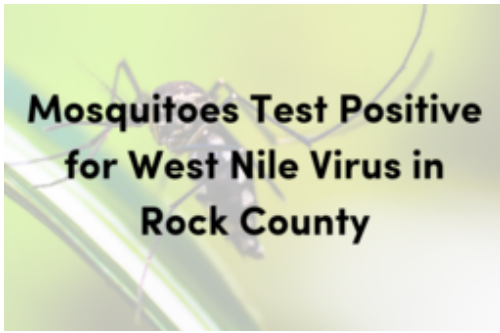
Our Chronic Disease and Injury Prevention team attended the 36th annual Beloit Senior Fair to provide information about diabetes prevention and management, heart health, and mental health resources. Approximately 550 seniors attended the event along with 68 other vendors. Participants were able to talk with health system, senior living, city, and community organization representatives to learn about local programs and receive free health screenings.



Rock for Recovery

On October 9, our staff attended the 8th annual Rock for Recovery, a celebration of life in recovery from substance use disorder. A band played in the Rock County Fairgrounds pavilion, and over 220 people visited a variety of vendors inside the Craig Center. A speaker shared his inspiring story of recovery through participating in the [RECAP program at the Rock County jail](#) and how he has repaired his relationships with his family. The evening ended with a candlelight vigil honoring friends and family lost to overdose.

IN THE MEDIA



West Nile Virus Awareness

Mosquitoes in Rock County tested positive for [West Nile Virus \(WNV\)](#) over the summer, and the [first human case of WNV illness in Rock County](#) was reported in September. RCPH thanks our media partners who shared our message: [Beloit Daily News](#), [Channel 3000](#), [the Janesville Gazette](#), [WKOW](#), and [WMTV 15 News](#).

The [Beloit Daily News](#) published an article regarding the respiratory illness season and COVID-19 hospitalizations. Now is a great time to update your [vaccinations](#) ahead of flu season!

PARTNERSHIP SPOTLIGHT



Walking School Bus Program

A new school year calls for new walking school bus programs! Congrats to Hackett and Converse Elementary Schools in Beloit for joining in on the fun of walking school bus pilot programs! Walking school buses offer many benefits for students and families. Walking with others provides increased safety, physical activity, community engagement, and an environmentally friendly transportation option. Walking even helps relieve stress and helps students arrive at school awake and ready to learn.

This year, we were able to extend the pilot programs to a full-year program for new and previous awardees. We can't wait to see how the programs influence the health and well-being of all those involved! In addition to Hackett and Converse, the Janesville Community Center/Wilson Elementary, Todd Elementary, and Gaston Elementary have continued their programs.

Walking school bus pilot programs were part of the [2022-2024 Rock County Community Health Improvement Plan \(CHIP\)](#) as a way to increase social connectedness in Rock County communities.



Questions or feedback? We would love to hear from you! [Send us a message](#) on our website.

GET CONNECTED!