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FOR IMMEDIATE RELEASE

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*Essex County Health Department launches new website*

**Elizabethtown, NY.** The Essex County Health Department (ECHD) is excited to announce the launch of our new website, which will go live Friday, February, 16 2024. “The current/(old) ECHD website contain(s)/(ed) a wealth of information and resources about the various programs and services at our health department. It was sometimes overwhelming to navigate and to maintain. Our talented staff have worked incredibly hard to organize and streamline this information for a better and more efficient user experience,” stated Linda Beers, Director of Public Health for ECHD.

Some of the new features of the website include updated menu options and a different layout for commonly accessed topics and resources. Across the top of the new page, users can select the “I Want To” tab, where they will find a dropdown menu containing many of the reasons that they might interface with their local health department. For example, click “I Want To” and then select “Get a Vaccine” from the dropdown menu if you are interested in making an immunization appointment at ECHD. The menu also includes things like “Enroll in WIC”, “Report an animal bite/bat exposure”, “Have my child screened for developmental delays”, and “Get information on home care”, among other things.

There is also a tab titled “I am A” to better direct certain groups of individuals to pages curated just for their experience. Healthcare providers, town supervisors/law makers, schools, camps, media representatives, researchers/students/statisticians, and new parent/grandparent/foster or adoptive parents are the groups who might best utilize this menu.

Other features of the website homepage include ECHD program area tabs, a popular topics section, Community Initiatives, News, and a section devoted to our local health data and priority areas. “A major goal of the redesign was to ensure visitors to our page can access the



## HEALTH DEPARTMENT

Public Health Unit

DIRECTOR OF PUBLIC HEALTH- Linda Beers, MPH  
DIRECTOR OF HEALTH PROMOTION &  
PLANNING- Jessica Darney Buehler, MPH

information they are looking for in three clicks or less,” explained Beers. “Our most ‘clicked on’ topics and resources are accessible in multiple ways to ensure fast and efficient browsing”.

“The ECHD website is one of the most frequently visited of all the Essex County Departmental websites/pages. The traffic to and visibility of our site led us to prioritize improving its look and functionality to help us more effectively engage with and serve our community,” noted Jessica Darney Buehler, Director of Health Promotion and Planning at ECHD. “In collaboration with the county’s IT Department we are improving our online access by making better our readability for people of broader ages and abilities; getting people to the information they want faster, making sure all links are easily found and work and so much more that will improve our visitors’ experiences on our website.”

“Our department is committed to providing accessible and efficient communication channels for our residents. Building on our existing Facebook presence, we are excited to announce our expansion to Instagram! This new platform allows us to reach a wider audience within the county and engage with residents. We believe that social media offers tremendous potential for enhancing public involvement and providing a seamless flow of health information. We remain dedicated to listening to your concerns, answering your questions, and providing reliable health information to our community.”

We encourage you to follow us on Instagram at @essexcountynyhealth

To access the new website when it goes live on 2/16/24, go to [EssexCountyNY.gov/Health](http://EssexCountyNY.gov/Health).

Do you have a comment, complaint, or suggestion about our new website or any of the programs and services ECHD offers? We welcome your feedback and the opportunity to improve! There are several ways to provide your thoughts:

- Complete a brief Customer Satisfaction Survey at [essexcountyny.gov/Health/contactus](http://essexcountyny.gov/Health/contactus)
- Send an e-mail to [health@essexcountyny.gov](mailto:health@essexcountyny.gov).
- Call us at 518-873-3500

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