



Public Health

Prevent. Promote. Protect.

C-U Public Health District

FOR IMMEDIATE RELEASE

Contact: Julie A. Pryde
Champaign-Urbana Public Health District
217-202-0657
jpryde@cuphd.org

CHAMPAIGN-URBANA PUBLIC HEALTH DISTRICT ADOPTS
NATIONAL IDENTITY FOR LOCAL PUBLIC HEALTH

Champaign-Urbana Public Health District (CUPHD) is one of thousands across the country that has adopted a new identity for local public health that communicates dedication to community health and safety.

“The health department helps everyone in our community, every day” says Vito Palazzolo, Administrator of CUPHD “Yet, much of this work takes place outside of the public view. Adopting the national identity for local public health is part of a national initiative to ensure that people recognize, understand and use the services that public health offers.”

The identity stands for what public health does-and what public health achieves. The symbol of a three pointed shield and stylized plus illustrate a universal recognition associated with health, with protection and with growth. The three point symmetry reinforces the three core functions of public health that are conveyed in the words. The words **Prevent. Promote. Protect.** are a simple, elegant statement that embraces everything that public health accomplishes and differentiates public health as both a sentinel and responder. The colors stand for integrity, authority and stability. They symbolize the legacy and steadfast qualities of public health.

“We hope that over time, the public will come to recognize the health department in the same way that it recognizes police, fire, EMS and other services that protect and respond to meet the community’s health and safety needs”, says Palazzolo.

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