



PIMA COUNTY HEALTH DEPARTMENT
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FOR IMMEDIATE RELEASE

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**THE PIMA COUNTY HEALTH DEPARTMENT
USES SOCIAL NETWORKING TO ALERT RESIDENTS**

Tucson, Az – February 25, 2009 – The Pima County Health Department has opened a Twitter account where residents can register to receive updates on public health issues, information regarding food product recalls, and emergency disaster information. There are three ways to sign up to receive notices: by logging onto the Health Department’s website at www.pimahealth.org and following the instructions; texting "**follow pchd**" to **40404** to subscribe for text messages; or by creating a Twitter.com account (www.Twitter.com/pchd) and joining to receive email updates.

“As public health practitioners, it is our responsibility to afford members of our community every opportunity of obtaining current information that affects their health and safety. Social networking is quickly becoming an immediate way to reach large numbers of people within short periods of time,” said Dr. Michelle McDonald, Chief Medical Officer of the Pima County Health Department.

“In the emergency management arena, social networking provides us with a way of keeping the public informed of potentially life saving information during times of natural and man-caused disasters,” stated Bill Glasner, Director of the Pima County Office of Emergency Management and Homeland Security. “Important information can be delivered quickly, clearly, and accurately by a method of their choosing – via email or text message,” Glasner said.

For more information, please log onto www.pimahealth.org. and look for the link.

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