

1. MEDIA COVERAGE*				TOTAL: 869
RADIO	TV	PRINT	INTERNET	TALK SHOW
479	166	196	2	26

* These figures reflect the number of times that each item was aired.

2. Origin Codes			
Media Release (MR)	70	Media Initiated (EXT)	119
Board Reports (BR)	33	MLHU Initiated (INT)	96

3. NEWS/CURRENT AFFAIRS COVERAGE			
Date	Code	Outlet	Topic
07-Jul	MR	Transcript & Free Press	DineSafe in Middlesex County
07-Jul	MR	Strathroy Age Dispatch	DineSafe in Middlesex County
08-Jul	EXT	London Free Press	Mosquito problem in Parkhill
11-Jul	MR	Metro	Launch of Bedbug campaign
13-Jul	EXT	Sun Media	Healthy breakfasts for kids
13-Jul	EXT	Sun Media	Kids and responsibility for making their own lunches
13-Jul	EXT	Sun Media	Parenting and development of independence skills in kids 10-13
13-Jul	EXT	CHRW Radio	Gonorrhea superbug
13-Jul	EXT	MY FM Radio (St. Thomas)	Preventing West Nile Virus
13-Jul	EXT	CBC TV	Mosquitoes in Parkhill - are they a health hazard?
13-Jul	MR	MY FM Radio (St. Thomas)	Launch of Bedbug campaign
13-Jul	MR	Middlesex Banner	Launch of Bedbug campaign
13-Jul	MR	CBC Radio	Launch of Bedbug campaign
14-Jul	EXT	Transcript & Free Press	Tips for coping with extreme heat during a heat alert
14-Jul	EXT	XFM	Parkhill mosquito problem - surveillance and control measures
14-Jul	MR	Strathroy Age Dispatch	Launch of Bedbug campaign
14-Jul	MR	Transcript & Free Press	Launch of Bedbug campaign
15-Jul	EXT	The Londoner	London's first smoke-free building
15-Jul	MR	A News	Launch of Bedbug campaign
18-Jul	EXT	XFM	Protect your Family by the Pool
19-Jul	MR	FREE FM Radio	Heat Alert Issued for Middlesex-London (July 19/11)
19-Jul	MR	XFM	Heat Alert Issued for Middlesex-London (July 19/11)
19-Jul	MR	MY FM Radio (Strathroy)	Heat Alert Issued for Middlesex-London (July 19/11)
19-Jul	MR	AM980	Heat Alert Issued for Middlesex-London (July 19/11)
19-Jul	MR	NewsTalk 1290 CJBK	Heat Alert Issued for Middlesex-London (July 19/11)

Date	Code	Outlet	Topic
19-Jul	MR	A News	Heat Alert Issued for Middlesex-London (July 19/11)
20-Jul	EXT	Dorchester Signpost	Opinion - Suggestions for coping during heat alert
20-Jul	EXT	Middlesex Banner	Mosquito problem in Parkhill
20-Jul	EXT	AM980	London to accept Northern Ontario fire evacuees
20-Jul	MR	London Free Press	Anti-idling bylaw and implications during heat alert
20-Jul	MR	Metro	Heat Alert Issued for Middlesex-London (July 19/11)
21-Jul	EXT	The Londoner	Syphilis campaign - bus ad
21-Jul	EXT	Strathroy Age Dispatch	DineSafe in Middlesex County
21-Jul	INT	The Londoner	Kids Corner - Smoking in Movies is Not Okay!
21-Jul	MR	Metro	Measures that City put in place during heat alert.
21-Jul	MR	The Londoner	DineSafe in Middlesex County
21-Jul	MR	London Free Press	Tips for coping with extreme heat during a heat alert
22-Jul	EXT	MacLean's Magazine	Parkhill mosquito problem - surveillance and control measures
22-Jul	MR	London Free Press	Ways Londoners were beating the heat during heat alert
23-Jul	INT	London Free Press	Tender - Janitorial Services
25-Jul	EXT	CHRW Radio	Syphilis campaign - bus ad
26-Jul	EXT	London Free Press	Pottersburg Creek soil sample tests high for PCB contamination
26-Jul	EXT	London Free Press	Comparing number and length of heat alerts issued over the years
27-Jul	EXT	Middlesex Banner	Parkhill public meeting re: mosquitoes
27-Jul	EXT	Dorchester Signpost	Thames Centre ready to accept evacuees from First Nations communities
27-Jul	EXT	FREE FM Radio	Story on Champix and Zyban
27-Jul	MR	NewsTalk 1290 CJBK	Crow found in East London tests positive for WNV
27-Jul	MR	AM980	Crow found in East London tests positive for WNV
27-Jul	MR	FREE FM Radio	Crow found in East London tests positive for WNV
28-Jul	MR	Metro	Crow tests positive for WNV
29-Jul	EXT	London Free Press	Three agencies declaring war on Parkhill mosquitoes
30-Jul	INT	Magazine Latino	Mosquito larvaciding continues in Middlesex-London
02-Aug	EXT	CBC Radio	In Motion planning meeting
03-Aug	EXT	London Free Press	July 2011 second hottest in London history
03-Aug	MR	Middlesex Banner	Launch of Bedbug campaign
04-Aug	EXT	The Londoner	Use of smokeless tobacco is on the rise among London youth
04-Aug	INT	The Londoner	Kids Corner - Smoking in Movies is Not Okay!
04-Aug	MR	Strathroy Age Dispatch	Launch of Bedbug campaign
04-Aug	MR	The Londoner	Launch of Bedbug campaign
05-Aug	EXT	MY FM Radio (Strathroy)	Measles and mumps in Ontario
05-Aug	MR	CHRW Radio	Launch of Bedbug campaign
08-Aug	EXT	XFM	Dangers of smokeless tobacco
10-Aug	EXT	London Free Press	Break in hot weather after sweltering heat
11-Aug	EXT	CTV2	Mindless eating study out of the US
11-Aug	INT	The Londoner	Kids Corner - Smoking in Movies is Not Okay!
15-Aug	MR	XFM	HU Recommends Post-Secondary Students Check Vaccination Status

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15-Aug	MR	FREE FM Radio	HU Recommends Post-Secondary Students Check Vaccination Status
15-Aug	MR	AM980	HU Recommends Post-Secondary Students Check Vaccination Status
16-Aug	MR	London Free Press	HU Recommends Post-Secondary Students Check Vaccination Status
16-Aug	MR	CBC Radio	HU Recommends Post-Secondary Students Check Vaccination Status
17-Aug	MR	Middlesex Banner	HU Recommends Post-Secondary Students Check Vaccination Status
17-Aug	MR	Metro	HU Recommends Post-Secondary Students Check Vaccination Status
18-Aug	EXT	Rogers TV	Sexual health - safe and fun sex - Sexy Living With Carlen
18-Aug	INT	The Londoner	Make my first test an eye test
18-Aug	MR	London Community News	HU Recommends Post-Secondary Students Check Vaccination Status
23-Aug	EXT	London Free Press	PCB Soil testing along Pottersburg Creek
23-Aug	EXT	AM980	PCB Clean-up at former Westinghouse facility
23-Aug	MR	AM980	WNV Activity Increases - 2 more dead crows test positive
23-Aug	MR	NewsTalk 1290 CJBK	WNV Activity Increases - 2 more dead crows test positive
24-Aug	MR	Metro	WNV Activity Increases - 2 more dead crows test positive
25-Aug	INT	The Londoner	Make my first test an eye test
26-Aug	EXT	London Free Press	Street vendors - selling foods other than hotdogs/sausages
31-Aug	MR	NewsTalk 1290 CJBK	WNV continues to be found in local crows and mosquito pools
31-Aug	MR	My-FM Strathroy	WNV continues to be found in local crows and mosquito pools
Sept	INT	Business London	Health at Work 4 All! Program
01-Sep	EXT	Metro	Smoke-Free apartment complexes
01-Sep	EXT	NewsTalk 1290 CJBK	Smoke-Free apartment complexes
03-Sep	MR	XFM	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar
06-Sep	EXT	XFM	Second chickenpox vaccine - why is it important?
06-Sep	EXT	FREE FM Radio	Second chickenpox vaccine - why is it important?
07-Sep	Ext	AM980	Stats Can report shows smoking rates decreasing in Canada for 2010
07-Sep	EXT	XFM	Stats Can report shows smoking rates decreasing in Canada for 2010
08-Sep	EXT	canoe.ca	DIY Mealtimes for Kids
08-Sep	EXT	Winnipeg Sun	The importance of breakfast for children
08-Sep	EXT	XFM	Extreme change in weather and how it can affect allergies
08-Sep	MR	Transcript & Free Press	WNV Activity Increases - 2 more dead crows test positive
08-Sep	MR	Strathroy Age Dispatch	WNV Activity Increases - 2 more dead crows test positive
08-Sep	MR	My-FM Strathroy	Click for Babies campaign
09-Sep	EXT	XFM	FASDay
13-Sep	EXT	XFM	Fighting the fall cold
13-Sep	EXT	Rogers TV "Accessibility"	Healthy Eating choices
14-Sep	EXT	London Free Press	Bedbugs - tenant experience
14-Sep	EXT	London Free Press	Bedbugs - infestations expanding to single family homes
14-Sep	INT	London Free Press	Streaming of September 15th Board of Health meeting
14-Sep	MR	AM980	First Probable Case of WNV
14-Sep	MR	XFM	First Probable Case of WNV
14-Sep	MR	CTV2	First Probable Case of WNV
15-Sep	BR	XFM	Social Determinants of Health (MLHU Board Meeting)

Date	Code	Outlet	Topic
15-Sep	BR	XFM	Smoke-Free Outdoor Public Spaces Position Statement
15-Sep	EXT	Strathroy Age Dispatch	Repairs needed on Lion's Pool
15-Sep	INT	The Londoner	Community Early Years Fair - Sept 27
15-Sep	MR	Metro	First Probable Case of WNV
15-Sep	MR	London Free Press	First Probable Case of WNV
15-Sep	MR	London Community News	Click for Babies campaign
15-Sep	MR	The Londoner	Click for Babies campaign
15-Sep	MR	Transcript & Free Press	Click for Babies campaign
16-Sep	BR	London Free Press	Smoke-Free Outdoor Public Spaces Position Statement
16-Sep	BR	AM980	Smoke-Free Outdoor Public Spaces Position Statement
17-Sep	EXT	Fanshawe College Journalism	Early onset of puberty
19-Sep	BR	London Free Press	Smoke-Free Outdoor Public Spaces Position Statement
19-Sep	BR	UWO Gazette	Smoke-Free Outdoor Public Spaces Position Statement
19-Sep	EXT	XFM	Why get a flu shots? What are the risks and benefits?
20-Sep	BR	London Free Press	Joe Swan resigns from Board of Health
21-Sep	BR	UWO Gazette	Smoke-Free Outdoor Public Spaces Position Statement
21-Sep	EXT	Middlesex Banner	Request for funding to pay for clean-up of low-lying water to prevent mosquito breeding
21-Sep	EXT	Middlesex Banner	Presentation to County Council re: Lyme Disease
21-Sep	EXT	XFM	STIs: Why are they so prevalent in post-secondary populations?
22-Sep	EXT	iVillage.ca	Differing opinions on swaddling babies
22-Sep	MR	Transcript & Free Press	WNV Activity Increases - 2 more dead crows test positive
22-Sep	MR	Transcript & Free Press	First Probable Case of WNV
22-Sep	MR	London Community News	First Probable Case of WNV
23-Sep	EXT	London Free Press	Respiratory outbreak at four long-term care facilities in London
26-Sep	EXT	London Free Press	new policy re: City's sign and canopy bylaw
27-Sep	EXT	UWO Gazette	New, larger anti-smoking labels on cigarette packs
27-Sep	MR	Metro	World Breastfeeding Week - kick-off at Covent Garden Market
29-Sep	BR	Rogers TV "Newsmakers Live"	Smoke-Free Outdoor Public Spaces Position Statement
29-Sep	MR	Metro	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar
29-Sep	MR	AM980	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar
29-Sep	MR	NewsTalk 1290 CJBK	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar
30-Sep	EXT	XFM	Cost per calorie junk food vs. healthy food
01-Oct	MR	London Free Press	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar
05-Oct	INT	Dorchester Signpost	Last Smear Campaign
05-Oct	INT	Middlesex Banner	Last Smear Campaign
05-Oct	MR	XFM	World Breastfeeding Week
06-Oct	EXT	XFM	Smoking and teens
06-Oct	INT	Strathroy Age Dispatch	Last Smear Campaign
06-Oct	INT	Transcript & Free Press	Last Smear Campaign
06-Oct	MR	Transcript & Free Press	MLHU Advises to Avoid Touching Hickory Tussock Moth Caterpillar

Date	Code	Outlet	Topic
07-Oct	EXT	FREE FM Radio	Government changing the classification of energy drinks from "natural health products" to "foods."
07-Oct	EXT	XFM	Active Parenting Session at Crouch Library
07-Oct	INT	Metro	Last Smear Campaign
11-Oct	EXT	XFM	Using peanut butter substitute in kids lunches
11-Oct	MR	Metro	Last Smear Campaign
12-Oct	EXT	London Free Press	Our Street Community Forum
17-Oct	EXT	XFM	Influenza vaccinations - what strains this year? What's in the vaccine?
17-Oct	MR	My-FM Strathroy	Cervical Cancer Awareness Week
18-Oct	EXT	XFM	Meningococcal Disease in student at Fanshawe College
18-Oct	EXT	AM980	Meningococcal Disease in student at Fanshawe College
18-Oct	EXT	My-FM Strathroy	Meningococcal Disease in student at Fanshawe College
18-Oct	EXT	CTV2	Meningococcal Disease in student at Fanshawe College
19-Oct	EXT	Metro	Meningococcal Disease in student at Fanshawe College
19-Oct	INT	London Free Press	Influenza Vaccination Clinics
19-Oct	INT	FREE FM Radio	Influenza Vaccination Clinics
19-Oct	INT	AM980	Influenza Vaccination Clinics
20-Oct	EXT	London Community News	Health Unit asks retailers to remove contraband cigarette posters
20-Oct	EXT	The Londoner	Click for Babies campaign
20-Oct	INT	London Free Press	Streaming of October 20th Board of Health meeting
20-Oct	INT	My-FM Strathroy	Influenza Vaccination Clinics
20-Oct	INT	AM980	Influenza Vaccination Clinics
20-Oct	INT	NewsTalk 1290 CJBK	Influenza Vaccination Clinics
20-Oct	INT	CTV2	Influenza Vaccination Clinics
22-Oct	INT	London Free Press	Influenza Vaccination Clinics
23-Oct	INT	AM980	Influenza Vaccination Clinics
24-Oct	EXT	XFM	Importance of fibre in your diet
24-Oct	EXT	XFM	Dangers of skipping meals for college-aged students
24-Oct	EXT	NewsTalk 1290 CJBK	Influenza update - situation
25-Oct	EXT	The Western Gazette	Influenza Clinic update
25-Oct	EXT	XFM	Lack of water intake can lead to diabetes
25-Oct	EXT	XFM	MLHU Flu Clinic at Western Fair
26-Oct	EXT	The Londoner	Cervical Cancer Awareness Week
26-Oct	INT	Dorchester Signpost	Be Safe...Be Smart
26-Oct	INT	Dorchester Signpost	Influenza Vaccination Clinics
26-Oct	INT	Middlesex Banner	Be Safe...Be Smart
26-Oct	MR	Middlesex Banner	Launch of Influenza Vaccination Clinics
27-Oct	INT	Transcript & Free Press	Be Safe...Be Smart
27-Oct	INT	Strathroy Age Dispatch	Be Safe...Be Smart
27-Oct	INT	North London Beacon	Influenza Vaccination Clinics
27-Oct	INT	The Londoner	Influenza Vaccination Clinics
27-Oct	INT	Transcript & Free Press	Influenza Vaccination Clinics

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27-Oct	INT	Strathroy Age Dispatch	Influenza Vaccination Clinics
27-Oct	MR	Transcript & Free Press	Launch of Influenza Vaccination Clinics
01-Nov	EXT	XFM	Impact of caffeine on the body
02-Nov	EXT	The Londoner	Drinking raw milk
02-Nov	EXT	XFM	Meningococcal disease update; bacterial/viral how common is it?
03-Nov	EXT	The Londoner	Promotion of flu shots
03-Nov	EXT	Strathroy Age Dispatch	Promotion of flu shots
03-Nov	EXT	London Community News	Promotion of flu shots
05-Nov	INT	London Free Press	Influenza Vaccination Clinics
07-Nov	EXT	FREE FM Radio	Influenza Vaccination Clinics: numbers/attendance/etc...
12-Nov	INT	London Free Press	Influenza Vaccination Clinics
16-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
16-Nov	BR	Western Gazette	Board Report re: Smoke-Free Public Outdoor Spaces
16-Nov	BR	London Community News	Board Report re: Smoke-Free Public Outdoor Spaces
16-Nov	BR	AM980	Board Report re: Smoke-Free Public Outdoor Spaces
16-Nov	INT	London Free Press	Streaming of November 17th Board of Health meeting
16-Nov	INT	Middlesex Banner	Influenza Vaccination Clinics
16-Nov	INT	Dorchester Signpost	Influenza Vaccination Clinics
17-Nov	BR	Metro	Board Report re: Smoke-Free Public Outdoor Spaces
17-Nov	BR	XFM	Board Report re: Lyme Disease
17-Nov	BR	CTV2	Board Report re: Smoke-Free Public Outdoor Spaces
17-Nov	EXT	The Londoner	Bed Bug campaign
17-Nov	INT	Transcript & Free Press	Influenza Vaccination Clinics
17-Nov	INT	Strathroy Age Dispatch	Influenza Vaccination Clinics
17-Nov	MR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
18-Nov	BR	Metro	Board Report re: Smoke-Free Public Outdoor Spaces
18-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
18-Nov	BR	AM980	Board Report re: Smoke-Free Public Outdoor Spaces
19-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
19-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
19-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
19-Nov	INT	London Free Press	Influenza Vaccination Clinics
21-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
21-Nov	BR	Metro	Board Report re: Smoke-Free Public Outdoor Spaces
21-Nov	BR	UWO Gazette	Board Report re: Smoke-Free Public Outdoor Spaces
21-Nov	INT	Rogers TV Daytime	All About Breastfeeding: Postpartum Education & Support Group
22-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
22-Nov	BR	Western Gazette	Board Report re: Smoke-Free Public Outdoor Spaces
22-Nov	BR	SRC Windsor - French CBC	Board Report re: Smoke-Free Public Outdoor Spaces
22-Nov	BR	Rogers TV	Board Report re: Smoke-Free Public Outdoor Spaces
23-Nov	BR	Middlesex Banner	Board Report re: Smoke-Free Public Outdoor Spaces

Date	Code	Outlet	Topic
23-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
23-Nov	EXT	Middlesex Banner	Enbridge Pipelines donation to MLHU for radio equipment
23-Nov	EXT	My-FM Strathroy	Vision Screening Program
23-Nov	INT	Dorchester Signpost	Healthy Living Champion Award Winners
23-Nov	INT	Middlesex Banner	Healthy Living Champion Award Winners
24-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
24-Nov	EXT	My-FM Strathroy	Postpartum Breastfeeding supports
24-Nov	INT	Transcript & Free Press	Healthy Living Champion Award Winners
24-Nov	INT	Parkhill Gazette	Healthy Living Champion Award Winners
24-Nov	INT	London Free Press	Healthy Living Champion Award Winners
24-Nov	INT	Strathroy Age Dispatch	Healthy Living Champion Award Winners
25-Nov	EXT	CTV2	Flu Mama video - use of social media to promote MLHU messages
25-Nov	INT	London Community News	Influenza Surveillance Report (Nov. 24/11)
25-Nov	INT	NewsTalk 1290 CJBK	Influenza Surveillance Report (Nov. 24/11)
25-Nov	INT	XFM	Influenza Surveillance Report (Nov. 24/11)
25-Nov	INT	AM980	Influenza Surveillance Report (Nov. 24/11)
26-Nov	BR	London Free Press	Board Report re: Smoke-Free Public Outdoor Spaces
26-Nov	EXT	London Free Press	Bio on Linda Stobo

* The Communications Department issues Public Service Announcements (PSA's) to all local radio, tv & newspaper outlets on a regular basis. However, because it is very difficult to track if or when PSA's are aired we have not included this information.