



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CONTACT:

James.Leach@illinois.gov

KEY POINTS FOR MEDIA:

- The Illinois Department of Health (IDPH) kicks off “30 Days of Public Health” in April, expanding National Public Health Week into a month-long statewide initiative to raise awareness of the vital role they play in promoting health equity across Illinois.
- IDPH, in partnership with the Ad Council, debuts new public service advertisements (PSAs) and creative content on social media to highlight essential, but often overlooked public health services from newborn screenings to food safety.
- Throughout April, IDPH will spotlight its broad services and community programs through digital, audio and out-of-home media, reaffirming its commitment to supporting every Illinois resident and providing accessible, up-to-date health information at dph.illinois.gov.
- IDPH is also recognizing April with a month-long observance of National Minority Health Month, emphasizing health equity and the resources available to all Illinois residents.

IDPH Spotlights the Power of Prevention During “30 Days of Public Health” in April

Statewide campaign promotes health equity across Illinois

SPRINGFIELD – For the 3rd year, the Illinois Department of Health (IDPH) will recognize “30 Days of Public Health” throughout the month of April. The initiative is designed to raise awareness of the role public health plays in keeping all Illinois communities healthy and safe. The April observance expands National Public Health Week into a month-long effort and coincides with National Minority Health Month, highlighting the importance of advancing health equity and showcasing the services available to every person and community across Illinois.

To highlight the public health resources available to Illinois residents, IDPH is introducing new video and audio public service advertisements (PSAs), developed by the Ad Council’s Creative Studio and Storyteller Studio. The [“You Might Not Know It”](#) creative spotlights essential but often overlooked public health services, beginning with newborn screenings which are a critical first step in an individual’s health. The work underscores the accessibility of IDPH services and the department’s commitment to safeguarding the health of all Illinois communities.

“From newborn screenings and cancer prevention to food safety and community health, IDPH works to improve the health of Illinoisians” said IDPH Director Dr. Sameer Vohra. “The scope of our programs allows us an opportunity to support people at every stage of life and in every corner of Illinois. We want people to know that when they have health challenges, we are here as a trusted

resource. This April and beyond, we are focused on making public health more visible, more relatable and more connected to the everyday lives of the people we serve.”

The new creative, which includes digital video, audio and out-of-home formats, will run statewide. IDPH social channels will also feature behind-the-scenes IDPH programming content, day-in-the-life stories highlighting IDPH leaders and staff, service-focused series spotlighting services from food inspections to soil testing and human-interest content elevating minority and rural health programs.

“Ad Council research revealed an opportunity to deepen public awareness and understanding around IDPH’s full range of services,” said Derrick Feldmann, lead researcher and managing director of the Ad Council Research Institute. “Effective public health communication starts with relevance and clarity. By elevating everyday public health services through relatable storytelling, this campaign helps make systems feel more accessible and meaningful to the people they serve.”

The Ad Council is a nonprofit that brings together the advertising, media, marketing, and tech industries to drive social change. For more than 80 years, it has led iconic campaigns that inspire action on the nation’s most pressing issues.

For trusted, up-to-date health information anytime, visit <https://dph.illinois.gov/resource-center/communications.html>.

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