

COOK COUNTY  
HEALTH



# Employee Recognition

**March 2022**

March 25, 2022



COOK COUNTY  
**HEALTH**

# Lown Institute Recognition

## John H Stroger Jr., Hospital of Cook County

- **#1** most racially inclusive hospital in Illinois
- **#5** most racially inclusive hospital in the US



The 2022 Lown Institute Hospitals Index racial inclusivity metric measures how well more than 2,800 US hospitals serve people of color in their surrounding community based on Medicare claims and the US Census Bureau's American Community Survey from 2020.

# Aid to Ukraine



**Ann Sikora-Jackson**

**Director of Advanced Practice Providers**

# Chicago Woman of Impact Award



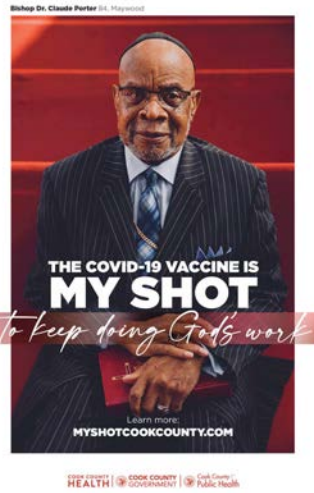
**Caryn Stancik**

**Chief Communications & Marketing Officer**



# My Shot Cook County Awards

- Nonprofit PR/Marketing Campaign of the Year, *PRNEWS*
- Community Awareness Award, *Adspposure*





# Media Dashboard

## Insights and Activity Report

- February 18 – March 21, 2022



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# Earned Media Dashboard: February 18 – March 21, 2022



Total Media  
Placements

**794**



Total Reach

**1.7 Billion People**



Total Media Value

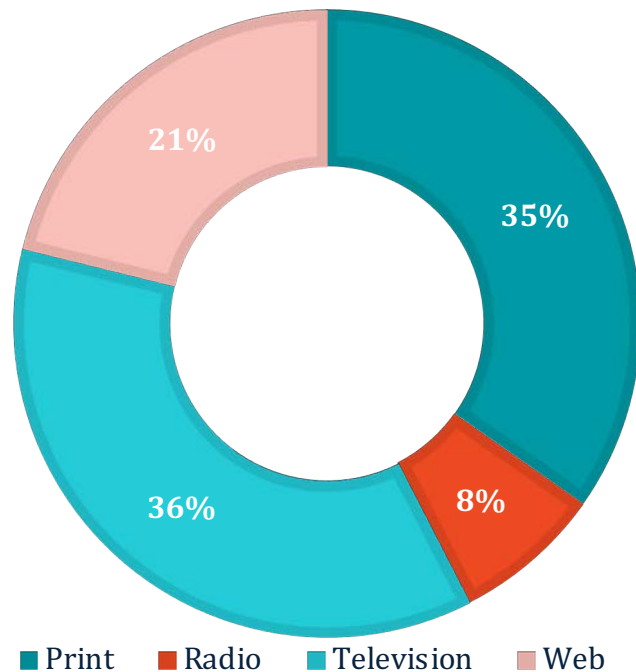
**\$15.9 Million**

## Top 5 Local Media Outlets

1. *WBBM Radio*
2. *Patch*
3. *NBC 5 Chicago*
4. *Fox 32 Chicago*
5. *Crain's Chicago Business*

# Media Dashboard: February 18 – March 21, 2022

## Media Outlet Type



## Most Common Topics

1. End of the mask mandates and the impact
2. COVID-19 therapeutics
3. Recognition for “Trust Us” campaign
4. Mental health: COVID and trauma
5. Wellness



# Recent Cook County Health COVID-19 Media Coverage

19,523 Media Hits on COVID-19 since February 2020



Doctors finding hurdles to using pills to treat COVID-19



As masks fall, cold-like illnesses are on the rise



What Experts Are Watching for Amid 'Heightened Alert' Over BA.2



Chicago, Cook County To Lift Mask And Vaccine Mandates On Feb. 28



Letters: Vaccinating children against COVID-19 is paramount for their protection



Masks on trains and planes, still? TSA policy decision coming soon



Experts suggest talking with kids about war in Ukraine, COVID masking concerns

# Social Media Report

February 18 – March 21, 2022



COOK COUNTY  
**HEALTH**

# Social Media Summary

## February – March Activity

- During February 18 – March 21, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health. Posts included content such as COVID-19, interviews with local media, recognition for physicians and the hospital, and health tips.
- **Facebook – 47 posts**  
<https://www.facebook.com/Cookcountyhhs/>
- **Instagram – 42 posts (includes stories and IGTV)**  
<https://www.instagram.com/cookcountyhealth/>
- **Twitter – 64**  
<https://twitter.com/CookCtyHealth>
- **LinkedIn – 26 posts**  
<https://www.linkedin.com/company/cook-county-health/>

# Social Media Summary

As of March 21

## Twitter

- Impressions: **25.6K**
- Profile visits: **3.5K**
- Mentions: **34**
- Followers: **4,456** (up **29**)

## LinkedIn

- Impressions: **47K** (up **52%**)
- Page Views: **1.6K** (up **2%**)
- Followers: **7.8K** (up **194**)

## Facebook

- Total impressions: **60.1K**
- Post engagement: **3.4K**
- Page views: **4K** (up **101%**)
- Page followers: **7,614** (up **30**)

## Instagram

- Impressions: **18.7K**
- Reach: **2.2K**
- Profile visits: **666**
- Followers: **2,748** (up **35**)