



# COOK COUNTY HEALTH

**ISRAEL ROCHA, JR.**  
**CHIEF EXECUTIVE OFFICER**  
**REPORT TO THE BOARD OF DIRECTORS**  
**September 24, 2021**

## **Employee Recognition**

In conjunction with our “Trust Us” advertising campaign to encourage more residents to get vaccinated against COVID-19, Cook County Health’s **Dr. Michael Hoffman** wrote a powerful and heartfelt [op-ed](#) that was published by the *Chicago Sun-Times*. The piece was published both online and in the print edition of the newspaper. Since the beginning of the pandemic, Dr. Hoffman has been the Lead Physician for the COVID-19 Medical and Surgical Units at CCH, and his op-ed reminds residents of the toll the pandemic continues to take on our communities and our health care system, as well as why it is so important to get vaccinated.

Recently, CCH performed its first Transcatheter Aortic Valve Replacement (TAVR) at Stroger Hospital’s Cath Lab led by **Dr. Abhimanyu Saini**, Interventional Cardiologist, and **Dr. Ray Sawaqed**, Cardiac Surgeon. Being able to perform this new procedure at CCH was quite the endeavor and required coordination from many departments beyond cardiology. A special thank you to other key team members, including **Kristie Allen**, Charge Nurse; **Shiny Daniel**, Nurse Practitioner; **Siby Parekat**, Lead Technologist; and **Dr. Feodor Gloss**, Anesthesiologist. The first patient was a CountyCare member who put his trust in CCH, becoming the first recipient of a TAVR at Stroger as an alternative to open heart surgery. The procedure was successful, and the patient is doing very well, recently being seen in clinic for his follow-up with Dr. Saini.

CCH recently received two major awards from the American Heart Association – the Mission: Lifeline® STEMI Receiving Center Gold Award and the Get with The Guidelines® Heart Failure Gold-Plus Award with Target Type 2 Diabetes Honor Roll, placing us among an elite group of hospitals recognized. Both awards signify the health system’s efficient and effective high quality of care for both heart attack and heart failure patients. Congratulations to our cardiology team, including **Shiny Daniel**, Nurse Practitioner; **Regeena Francis**, Nurse Practitioner; **Meriam Kanikunnel**, Physician Assistant; and **Arlet Nedeltcheva**, Data and Research Manager, on this achievement for continuing to deliver the highest quality of care to our patients.

Over the last several months, CCH has expanded pre-exposure prophylaxis (PrEP) services, as well as HIV testing, at two of the system’s community health centers – Logan Square and North Riverside. These two service areas were in need of additional health services in order to eliminate barriers that existed in these areas. Thank you to the CORE team for helping make this expansion possible: **Alice Cameron**, Executive Director of HIV Services; **Dr. Denise Cunill**, Associate Medical Director of Ambulatory Pediatrics and Logan Square Lead Physician; **Dr. Daniel Vittum**, North Riverside Lead Physician; **Jesus Estrada**, Regional HIV and PrEP Coordinator; **Marisol Nunez**, Ambulatory Clinic Manager at North Riverside; and **Gabriela Velazquez**, Physician Assistant.

## Activities and Announcements

### COVID-19 Vaccine Update

#### Employee Mandate

Last month, Governor Pritzker issued [Executive Order 2021-22](#) (COVID-19 Executive Order No. 88) requiring that all healthcare workers (including contractors, volunteers, etc.) in Illinois be fully vaccinated by September 19<sup>th</sup> or undergo weekly testing regardless of whether an employee has an approved religious or medical exemption. Fully vaccinated is defined as two weeks following the second dose for Pfizer and Moderna or two weeks following the single dose of the Johnson and Johnson vaccine.

CCH has operationalized this mandate and is now providing testing prior to employees being allowed to work. Employees may also be tested externally. Failure to comply with the Executive Order (EO) results in employees being excluded from the workplace and placed in an unexcused absence status until compliant.

CCH's COVID-19 vaccine mandate requires all team members to be fully vaccinated or have an approved medical or religious exemption. CCH's policy does not provide the option of testing in lieu of vaccination. As of Thursday, September 23, 82% of CCH's workforce is fully vaccinated, and 92% have received at least one dose. Compliance with this mandate is a condition of employment. Employees who are not in compliance will be subject to disciplinary action, up to and including termination.

#### Boosters

The FDA has amended the emergency use authorization for Pfizer vaccine to allow for a single booster dose six months after completion of the initial series for:

- individuals 65 years of age and older;
- individuals 18 through 64 years of age at high risk of severe COVID-19; and
- individuals 18 through 64 years of age whose frequent institutional or occupational exposure to SARS-CoV-2 puts them at high risk of serious complications of COVID-19 including severe COVID-19.

The CDC's Advisory Committee on Immunization Practices is expected to review the FDA decision and make their recommendation any day. CCH is making preparations to accommodate boosters for staff and eligible members of the public as soon as formal guidance is issued.

#### Community Vaccinations

Both CCH and CCDPH continue to offer vaccines in the community. A full list of upcoming events can be found [here](#).

#### My Shot Cook County Public Awareness and Education Campaign

The fourth phase in the vaccine marketing campaign Trust Us <https://myshotcookcounty.com/trustus/> launched on September 1<sup>st</sup> and includes broadcast, out of home and digital advertising leveraging the trust the public has in their physicians to encourage consumers to get the vaccine. A number of CCH physicians are featured in this multilingual campaign that will run through November. On Monday, September 20, 2021, President Preckwinkle, Israel Rocha and the participating doctors held a press conference to introduce the campaign and reinforce the message.

IMPACT 2023 Focus Areas 1 and 5

## Food As Medicine

As access to healthy food remains a great need for our patients and communities, the Fresh Truck partnership between Cook County Health (CCH) and the Greater Chicago Food Depository (GCFD) continues. The onset of the COVID-19 pandemic required CCH and GCFD to develop and implement revised protocols for the Fresh Truck distributions that allow for appropriate screenings and social distancing to protect patients, as well as CCH and GCFD staff and volunteers. These revised protocols are in place until further notice.

Through September 15, CCH's Fresh Truck partnership with the GCFD resulted in 344 visits to CCH health centers – Arlington Heights, Austin, Blue Island, the CORE Center, Cottage Grove, Englewood, Logan Square, North Riverside, Provident/Sengstacke, Prieto, and Robbins.

Collectively, the Fresh Truck distributions have resulted in the provision of fresh fruits and vegetables, as well as some shelf stable items during the COVID-19 pandemic, to an estimated 39,955 households, representing 131,973 individuals, totaling more than 879,900 pounds of food. Most of the individuals benefiting from the Fresh Truck screened positive for food insecurity at a CCH health center visit.

The GCFD's Fresh Food Truck visits for the month of October include the following ACHN Health Centers.

- October 5 – **North Riverside Health Center** – 1800 S. Harlem Avenue, North Riverside, IL 60546
- October 7 – **Austin Health Center** – 4800 W. Chicago Avenue, Chicago, IL 60651
- October 12 – **Cottage Grove Health Center** – 1645 Cottage Grove Avenue, Ford Heights, IL 60411
- October 19 – **Robbins Health Center** – 13450 S. Kedzie Avenue, Robbins, IL 60472
- October 21 – **Englewood Health Center** – 1135 W. 69th Street, Chicago, IL 60621

IMPACT 2023 Objective 5.1C

## Community Advisory Councils

Cook County Health Community Advisory Councils (CAC) include patients, community and religious organizations and provide an opportunity to engage patients, organizations and civic leaders in the communities where our centers are located. The Councils provide feedback to our staff and help strengthen our health centers' relationships in the community. The Councils meet quarterly to provide current information on Cook County Health and as an avenue for members to share information about their organizations.

Upcoming CAC meeting dates, including the 2021 schedule:

**Provident Hospital/Sengstacke Health Center:** Wednesday at 10:00 AM: October 13  
500 W. 51<sup>st</sup> Street, Chicago, IL 60609

**Cottage Grove:** Tuesday at 1:00 PM: October 26  
1645 S. Cottage Grove Avenue, Ford Heights, IL 60411

**Robbins:** Tuesday at 1:00 PM: November 16  
13450 S. Kedzie Road, Robbins, IL 60472

**Arlington Heights:** Tuesday at 1:00 PM: November 23  
3520 N. Arlington Heights Road, Arlington Heights, IL 60004

**North Riverside:** Wednesday at 1:00 PM: December 15  
1800 S. Harlem Avenue, North Riverside, IL 60546

IMPACT 2023 Focus Area 5

**Legislative Update**

**Local**

- On September 23, the Cook County Board approved the CCH FY2022 Proposed Preliminary Budget for inclusion in the President’s Executive Budget Recommendation which is expected to be introduced in the coming weeks. The Cook County Board is expected to approve the FY2022 Annual Appropriation Ordinance in November.

**State**

- On August 31, the House and Senate returned to Springfield for a brief special session where they passed revised legislative maps, prompted by the recent release of 2020 data from the US Census Bureau. At this time, legislators also overrode a veto from the Governor on a bill that removes non-emergency ambulance trips from Medicaid MCOs. As a result, [HB684](#) will take effect January 1, 2022.

The House and Senate returned to Springfield in September to pass [SB2408](#), a comprehensive clean energy/climate change bill that sets a goal of 100% clean energy in Illinois by 2045. The Governor signed SB2408 on September 15.

- The fall veto session is scheduled for October 19-21 and October 26-28.
- The Governor issued [Executive Order 2021-21](#) creating an Interagency Taskforce on Homelessness and a Community Advisory Council on Homelessness. The EO also establishes a State Homelessness Chief who will report to the Secretary of the Illinois Department of Human Services (DHS).

The goals of the taskforce include addressing homelessness and unnecessary institutionalization by achieving functional zero homelessness, improving health and human services outcomes for persons experiencing homelessness, and strengthening the safety nets that contribute to housing stability. The first state plan is due to the Governor and General Assembly by March 30, 2022.

- HFS announced that the portal to submit for the next round of [healthcare transformation collaborative funding](#) will open October 1, 2021 and close on November 19, 2021. CCH is working on an application for submission by the November deadline.

**Federal**

- **FY 2022 Budget and Reconciliation** – On September 15 the 13 House committees which had received reconciliation instructions from the FY 2022 Budget Resolution had wrapped up their work writing the legislation for taxes and spending programs under their jurisdiction. The Budget Committee will compile the components into one \$3.5 trillion bill to expand the social safety net, address climate change, paid for in large part with more progressive taxes. Speaker Nancy Pelosi (D-Calif.) has announced plans to take the “Build Back Better Act”, which incorporates much of President Joe Biden’s legislative agenda, to the House floor before the end of the month.

Committees reported out language that would add dental, vision and hearing benefit to Medicare; extend Affordable Care Act (ACA) expanded subsidies that were in the American Rescue Plan Act; provide a major expansion of Medicaid Home and Community Based Services; create a new federal program for low-income Americans in states that have not expanded Medicaid under the ACA; and lower prescription drug costs.

Significantly, one of the committees with jurisdiction over prescription drug pricing was unable to advance its reform provisions due to opposition by three Democratic members who joined the committee Republicans in voting against it. A fourth Democrat voted has also voiced opposition, which would be enough to bring down the whole bill, given the narrow Democratic majority in the House.

Several provisions for which the County and Cook County Health are advocating have survived the House committee markup process intact.

### **Medicaid Reentry Act**

- The first would implement the Medicaid Reentry Act (H.R. 955). This measure would permit Medicaid to reimburse for services provided to Cook County Jail inmates during the 30 days prior to their release. A similar provision was included in an early version of the American Rescue Plan Act (the FY 2020 Reconciliation bill) which would sunset after five years, but the current provision would be permanent.

### **Safety-Net Hospital Infrastructure**

- The second provision the County is supporting would provide \$10 billion over ten years to give award grants for construction or modernization projects to increase capacity and update hospitals and other medical facilities to better serve communities in need. The bill would require HHS to give priority to projects that will include public health preparedness, natural disaster emergency preparedness, or cybersecurity against cyber threats. The version reported out by the Energy and Commerce Committee does not fully reauthorize the underlying Hill-Burton Grant Program statute, which expired decades ago, as an earlier version did. This had raised concerns because it included language that would require applicants to certify that the project could only proceed if the grant were awarded. For large urban public health care systems like CCH, this could be problematic since multiple revenue streams are typically available to local governments. The new language side-steps the issue by enumerating only two underlying Hill-Burton requirements: hospitals must have a “reasonable volume” of patients with inability to pay and pay “prevailing wage” for construction labor. HHS would be tasked with developing any additional requirements. This effort is supported by America’s Essential Hospitals and other large urban public health and hospital systems, including New York City Health + Hospitals and Los Angeles County Department of Health Services.

### **Public Health Infrastructure**

- The bill would provide \$7,000,000,000 in funding to support core public health infrastructure activities to strengthen the public health system through grants to state, territorial, local, or tribal health departments, and expanding and improving activities of the CDC. Such activities include workforce capacity and competency; laboratory systems; all hazards public health and preparedness; testing capacity, including test platforms, mobile testing units, and personnel; health information, health information systems, and health information analysis; disease surveillance; and contact tracing, among other activities. Grants would go directly from CDC to each state, territory and local public health department serving counties with population over 2 million and cities over 400,000.

### **Pandemic Preparedness**

- \$5 billion in funding to support renovation, expansion, and modernization of state and local public health laboratory infrastructure; renovating, expanding, and modernizing laboratories of CDC; and enhancing the ability of CDC to monitor and exercise oversight over biosafety and biosecurity of state and local public health laboratories.
- \$1,250,000,000 in funding to award grants to strengthen vaccine confidence, strengthen routinely recommended vaccine programs, and improve rates of vaccination.

- \$1,250,000,000 in funding to award grants to enhance and strengthen early warning and detection systems, enhance and strengthen surveillance based in hospitals and other health care providers or facilities, among other activities.
- \$500,000,000 in funding to support public health data surveillance, aggregation, and analytics infrastructure modernization initiatives; enhance reporting and workforce core competencies in informatics and digital health; and expand and maintain efforts to modernize the United States disease warning system.

### **Medicaid and CHIP**

- A new requirement that state Medicaid programs provide 12 months of continuous Medicaid eligibility to postpartum women. It also requires that states provide full Medicaid benefits to pregnant and postpartum women.
- A new requirement that state Medicaid programs provide 12 months of continuous eligibility to children enrolled in Medicaid.
- Authorization of permanent funding for the Children’s Health Insurance Program (CHIP) for low-income children.
- Permanent funding for several programs related to CHIP, including the pediatric quality measures program and the child enrollment contingency fund to provide states with additional funding in the event the CHIP allotment is insufficient.
- A new option for states to increase CHIP income eligibility levels above the existing statutory ceiling.
- A new requirement for states to provide 12 months of postpartum coverage to women enrolled in CHIP and 12 months of continuous eligibility to children enrolled in CHIP.

### **Maternal Mortality**

- \$175,000,000 in funding to award grants to address social determinants of maternal health for pregnant and postpartum individuals.
- \$150,000,000 in funding to award grants to accredited schools of nursing to grow and diversify the perinatal nursing workforce.
- \$50,000,000 in funding to award grants to establish or expand programs to grow and diversify the doula workforce.
- \$75,000,000 in funding to award grants to establish or expand programs to grow and diversify the maternal mental health and substance use disorder treatment workforce.
- \$100,000,000 in funding to award grants to address maternal mental health conditions and substance use disorders with respect to pregnant, lactating, and postpartum individuals.
- \$85,000,000 in funding to award grants to support the development and integration of education and training programs for identifying and addressing risks associated with climate change for pregnant, lactating, or postpartum individuals.
- \$50,000,000 in funding to award grants to minority-serving institutions to study maternal mortality, severe maternal morbidity, and adverse maternal health outcomes.
- \$25,000,000 in funding for identification of maternity care health professional target areas, as defined under section 332(k) of the Public Health Service Act.
- \$50,000,000 in funding to promote community engagement in maternal mortality review committees.
- \$100,000,000 to carry out section 317K of the Public Health Service Act with respect to conducting surveillance for emerging threats to mothers and babies.
- \$30,000,000 to carry out the Enhancing Reviews and Surveillance to Eliminate Maternal Mortality program established under section 317K of the Public Health Service Act.
- \$15,000,000 to carry out section 317K of the Public Health Service Act with respect to the Pregnancy Risk Assessment Monitoring System.
- \$15,000,000 to carry out section 301 of the Public Health Service Act and Title IV of the Public Health Service Act with respect to child health and human development and to conduct or support research

for interventions to mitigate the effects of the COVID-19 public health emergency on pregnant and postpartum individuals.

- \$30,000,000 in funding to award grants to expand the use of technology-enabled collaborative learning and capacity models for pregnant and postpartum individuals.
- \$30,000,000 in funding to award grants to reduce racial and ethnic disparities in maternal health outcomes by increasing access to digital tools related to maternal health care.
- \$25,000,000 in funding to award grants to develop, disseminate, review, research, and evaluate training for health professionals and all staff who interact with patients to reduce discrimination and bias in the provision of health care.

#### **Other Public Health Investments**

- \$50,000,000 in funding for the Minority Fellowship Program at the Substance Abuse and Mental Health Services Administration (SAMHSA), whose mission promotes culturally competent behavioral and mental health care for underserved communities.
  - \$75,000,000 in funding for the National Suicide Prevention Lifeline programs, which seek to provide resources and support to individuals in crisis.
  - \$2,500,000,000 in funding to support public health approaches to reduce community violence and trauma.
  - \$150,000,000 in funding to support Ryan White HIV/AIDS program to provide care, support services, and medications to communities disproportionately affected by HIV/AIDS.
- **FY 2022 Appropriations** – September 1 marks the beginning of the new federal fiscal year, and while the House has passed all 12 of its FY 2022 appropriations bills, the Senate has not yet finished marking them up. Congressional leaders have announced that at least one continuing resolution (CR) will be needed to keep the federal government running. Leaders are negotiating the length of the CR and whether it should be a vehicle for raising the debt ceiling, making emergency aid available to areas affected by hurricanes, floods and wildland fire and other high stakes add-ons.
  - **Biden Administration** – On September 9, CMS and CDC announced new emergency regulations that will require vaccination of staff at health care facilities that are certified by Medicare and Medicaid including hospitals, dialysis facilities, ambulatory surgical settings, and home health agencies. When the regulations take effect, facilities must require their health care staff to be vaccinated for the facility to continue receiving Medicare and Medicaid reimbursement. The details of the expanded vaccination requirements are still unknown, but CMS has announced that it will publish an Interim Final Rule in October, followed by a public comment period. CMS has taken a firm position on the matter and is strongly encouraging unvaccinated health care workers in affected facilities to get vaccinated immediately.

On September 10, HHS announced its plans to distribute an additional \$25.5 billion in COVID-19 relief funds to health care providers, including \$17 billion in a phase 4 distribution from the provider relief fund (PRF) and \$8.5 billion funds set aside for rural providers in the American Rescue Plan Act. The application process will open on September 29. Providers are required to document revenue loss and expenses associated with the pandemic to get the phase 4 funding. There is nearly \$44 billion left in the PRF, though HHS reports that it is closer to \$24 billion, excluding what has been allocated but not spent.

On August 31, 2021, HRSA issued a notice announcing the reorganization of several parts of the agency, including the creation of the Provider Relief Bureau, which will replace the HRSA Office of Provider Support set up by the Trump Administration. The new bureau will manage the \$175 billion Provider Relief Fund (PRF) created by the CARES Act.

The Budget Resolution passed the Senate 50-49, early in the morning on August 11.

The House of Representatives is returning to Washington the week of August 23 to take up the Budget Resolution and voting rights legislation. Democrats have a narrow majority in the House, and Speaker Nancy Pelosi must hold the progressive and moderate members of the caucus together to pass the measure and unlock reconciliation.

Assuming the budget resolution passes, the County is advocating for two health policy provisions which would support CCH operations to be included in the Reconciliation bill. The first is language which would implement the Medicaid Reentry Act (H.R. 955). This measure would permit Medicaid to reimburse for healthcare services provided to Cook County Jail detainees during the 30 days prior to their release. This provision was originally included in the House version of the American Rescue Plan Act but was stripped out before it went to the House floor. The County is working with a coalition including the National Association of Counties, the National Sheriffs Association, and others to press leadership to include it in the reconciliation package.

The second provision the County is supporting is a reauthorization of the dormant Hill-Burton Grant Program (H.R. 1846). The Hill-Burton Grant Program would provide funding for safety-net hospitals to build or upgrade brick and mortar infrastructure. This measure was included in the LIFT America Act (H.R. 1848), a package endorsed by all the Democrats on the House Energy and Commerce Committee. This effort is supported by America's Essential Hospitals and other large urban public health and hospital systems, including New York City Health + Hospitals and Los Angeles County Department of Health Services.

- **FY 2022 Appropriations** – During the first weeks of August, the Senate Appropriations Committee began subcommittee markups, though Labor-HHS-Education was not among the early bills to be taken up. Of note for CCH, however, Senator Durbin submitted a Congressionally Directed Spending request to the Labor-HHS-Education subcommittee for \$315,000 to expand the Cook County Health CARE Trailblazer Program for a new Emergency Medical Technician Apprenticeship. While the subcommittee and full committee and ultimately both chambers will need to agree to these and other requests, this is a crucial first step.
- **Biden Administration** – Health care organizations are advocating that the Administration release the remaining Provider Relief Funds (PRF). According to HHS, there are approximately \$24 billion remaining unallocated funds in the PRF program, and the American Rescue Plan Act added an additional \$8.5 billion in new funding for rural providers. HHS reports that the Health Services and Resources Administration (HRSA) is working as quickly as possible to distribute these funds and will soon provide updates on when the resources will be made available.

On August 13, CMS announced new guidance for state Medicaid agencies, giving states a full year after the end of the COVID public health emergency ends to complete their eligibility redeterminations.

On August 18, HHS announced that the Administration was planning to begin giving booster shots to people who received Pfizer and Moderna mRNA vaccines, starting eight months after they received their second shot. The announcement said that they also anticipate administering booster shots to people who received the Johnson & Johnson vaccine.

## Community Outreach

As in-person event participation continues to increase, Cook County Health and CountyCare will be present at events to promote the health system and the Medicaid program. Events in the month of October include the following:

- September 30      Cook County Health and CountyCare promotion at **Cook County Commissioner Bill Lowry's Inaugural Men's Health Fair**, which takes place at the Apostolic Church of God Family Center located at 6320 S. Dorchester Avenue in Chicago. The event is being co-hosted by Cook County Clerk Karen Yarbrough and Dr. Byron T. Brazier – Pastor of the Apostolic Church of God. Besides doing promotion for Provident Hospital's medical services and CountyCare Medicaid enrollment, CCH HIV CHIP staff will conduct HIV testing. In addition, Drs. Arnold Turner and Raymond Narh will manage the "Ask the Doctor" table. We will also have a Fatherhood Case Manager Coordinator promoting the HRSA Healthy Start Program.
- September 30      Cook County Health and CountyCare promotion at the **Farmers Market Health & Vaccination Fair**, which takes place at the Addus Homecare's Rear Parking Lot located at 2335 W. 95<sup>th</sup> Street in Chicago. The event is being hosted by HFS, Blue Cross and Addus Homecare. Organizers will provide food to attendees, and they will have medical staff available to answer questions on Covid-19 vaccination.
- October 2            Cook County Health and CountyCare promotion at the **2021 Pride South Side event**, which will take place at the DuSable Museum located at 740 E. 56<sup>th</sup> Place in Chicago. Pride South Side's goal is to engage and support the LGBTI community on the South/West Sides of Chicago and diverse communities. The CORE Center and its CHIP community program will be attending to provide information on its programs, especially those at Provident and the Austin Health Center.
- October 9            Cook County Health and CountyCare promotion at **Safety & Justice Challenge's Cook County Action Summit**, which will take place at Chicago State University located at 9501 S. King Drive in Chicago. The event will provide resources to people who have been involved in the criminal justice system and will feature dialogue and roundtables on addressing societal issues.
- October 9            Cook County Health and CountyCare promotion at the **St. Luke Church of God in Christ Annual Senior Health and Resource Fair**, which will take place at the church located at 914 N. Orleans in Chicago.
- October 22          Cook County Health and CountyCare promotion at **2021 DCFS Latino Advisory Council's Family Institute Day**, which will take place virtually. The event affords organizations the opportunity to present on their products and services to employees who work with the children under the protection of the Illinois Department of Children and Family Services.
- October 23          Cook County Health and CountyCare promotion at **CountyCare's Fall Event for Women**, which will take place at Provident Hospital located at 500 E. 51<sup>st</sup> Street in Chicago. The event will provide mammograms, pap smears, and primary care visits to CountyCare members empaneled within the ACHN.
- October 23          Cook County Health and CountyCare promotion at **Chicago Housing Authority's Operation Warm Kickoff Event**, which takes place at the UIC Forum located at 725 W. Roosevelt Road in Chicago. The event provides resources to CHA inhabitants and also gives them coats for the upcoming winter season.

# Media Dashboard



## Insights and Activity Report

August 21 – September 20, 2021



COOK COUNTY  
HEALTH

# Earned Media Dashboard: August 21 – September 20, 2021



Total Media Placements

**284**



Total Reach

**865.9 Million People**



Total Media Value

**\$8.0 Million**

## Top 5 Local Media Outlets

1. *WBBM Radio*
2. *NBC 5 Chicago*
3. *Fox 32 Chicago*
4. *WGN*
5. *WGN Radio*

## Top National Media Outlets

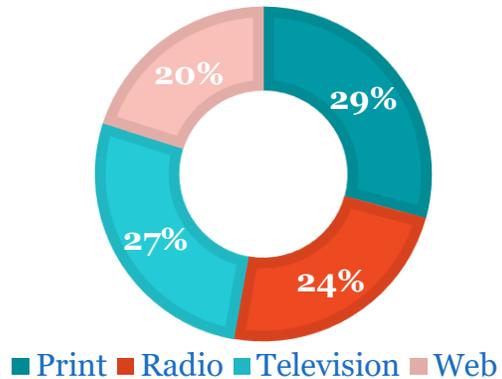
1. *Associated Press*
2. *Yahoo News*
3. *MSN*



COOK COUNTY  
**HEALTH**

# Media Dashboard: August 21– September 20, 2021

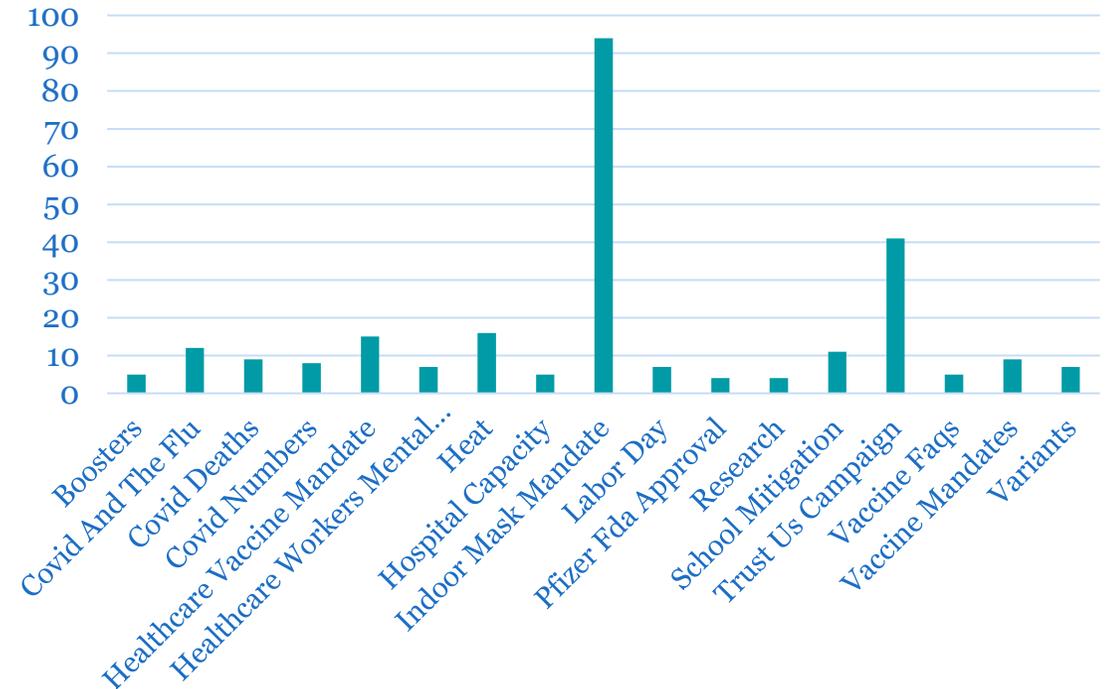
## Media Outlet Type



## Most Common Topics

1. Indoor Mask Mandate
2. Trust Us Campaign
3. School Mitigation Efforts
4. Healthcare Workers Vaccine Mandate
5. COVID and the flu

## Top Topics



# Recent Cook County Health COVID-19 Media Coverage

2,697 Media Hits on COVID-19 since February 2020



AP

'A Dangerous Period': Cook County To Require Masks Indoors



CHICAGO  
SUN-TIMES

To those who are unvaccinated, I urge you — trust us



5  
CHICAGO

Variants Stick Around While Unvaccinated Get Infected, Local Doctors Say



TELEMUNDO  
CHICAGO

Illinois Unidos - Es Hora De Vacunarse



COOK COUNTY  
HEALTH



UNIVISION  
CHICAGO

Coronavirus: Pfizer anuncia que su vacuna es segura para niños entre 5 y 11 años, ¿qué significa esto?



WBBM  
NEWSRADIO  
105.9FM

Funding for Health Care Workers to Target Mental Health



CHICAGO'S VERY OWN  
WGN9

Cook County health officials make another push for Covid vaccinations



wttw

Will Vaccine Mandates Shut Out Unvaccinated Black Chicagoans?



WVON  
1690AM

Reaching the African American Community

# Social Media Summary

## August – September Activity

During August 21 – September 20, 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 – 32 posts**

<https://www.facebook.com/Cookcountyhhs/>

**Instagram – 25 posts + 4 stories + 1 IGTV**

<https://www.instagram.com/cookcountyhealth/>

**Twitter – 26 (includes retweets)**

<https://twitter.com/CookCtyHealth>

**LinkedIn – 14 posts**

<https://www.linkedin.com/company/cook-county-health/>

# Social Media Insights

As of September 20

## Twitter (28-Day Summary)

- Impressions: **21.2K**
- Profile visits: **1.9K**
- Mentions: **42**
- Followers: **4,164** (up **34**)

## LinkedIn (30-Day Summary)

- Impressions: **21.5K** (up **9%**)
- Unique visitors: **590**
- Followers: **6,993** (up **93**)

## Facebook (28-Day Summary)

- Post reach: **1.2M** (up **108%**)
- Post engagement: **17.5K** (up **69%**)
- Page views: **1.6K** (up **1.0%**)
- Page likes: **5,781** (up **59**)
- Page followers: **7,459** (up **72**)

## Instagram (30-Day Summary)

- Impressions: **11.9K**
- Reach: **1.6K**
- Profile visits: **425**
- Followers: **2,523** (up **89**)

# Top Social Media Posts

August 21– September 20

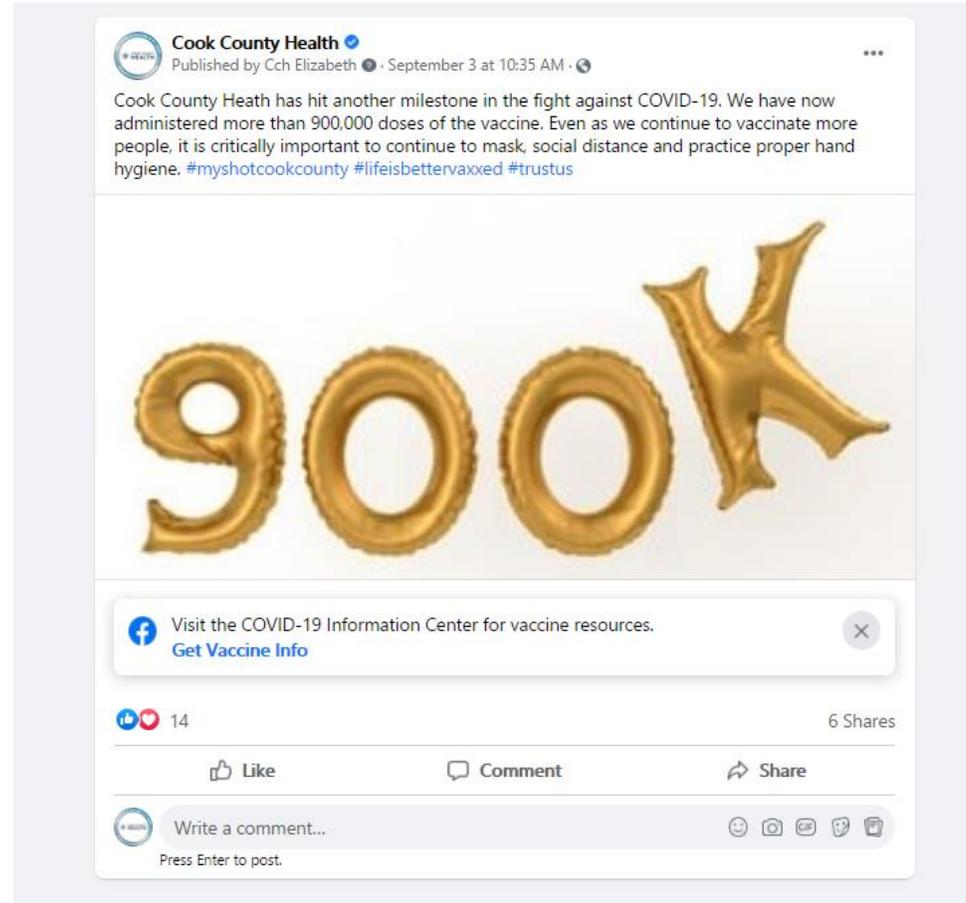


COOK COUNTY  
HEALTH

# Top Social Media Posts: Facebook

## Post Performance

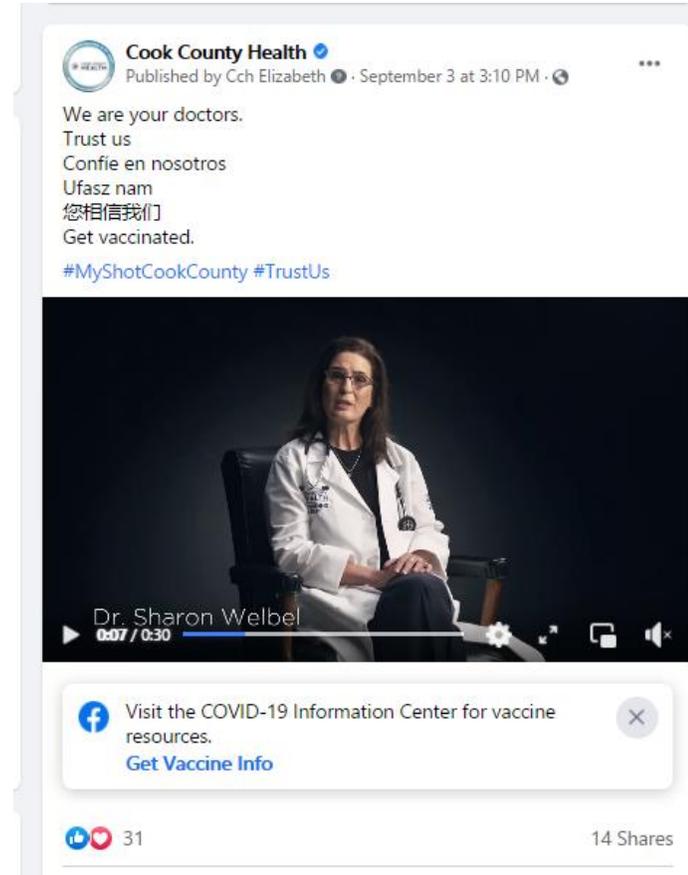
- Reach: **6.6K**
- Engagements: **143**



# Top Social Media Posts: Facebook

## Post Performance

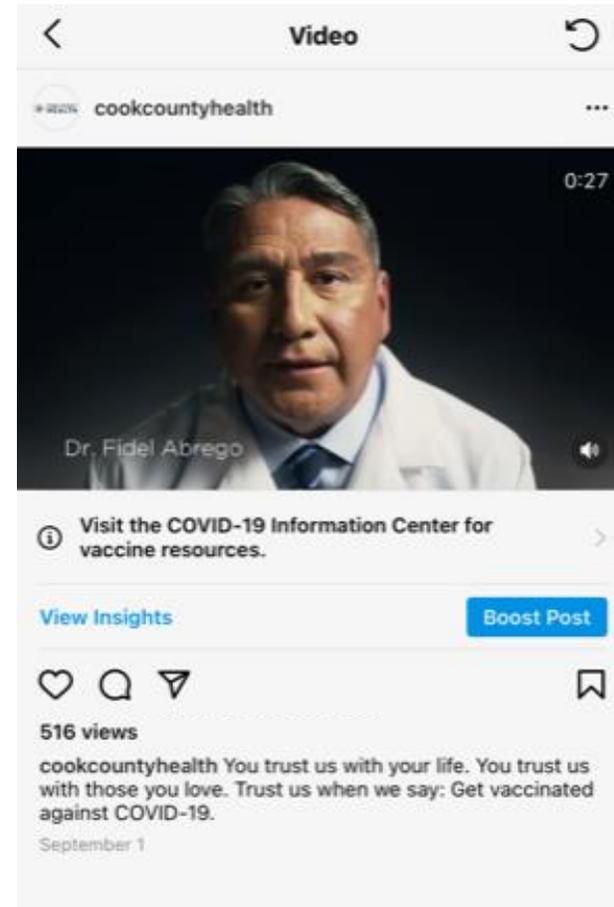
- Impressions: **2,001**
- Reach: **1,867**
- Engagement: **315**



# Top Social Media Posts: Instagram

## Post Performance

- Impressions: **913**
- Reach: **814**
- Views: **516**



# Top Social Media Posts: Instagram

## Post Performance

- Reach: **747**
- Impressions: **987**
- Likes: **51**



# Top Social Media Posts: Twitter

## Post Performance

- Impressions: **2.9K**
- Total engagements: **97**
- Media Views: **333**

Cook County Health  
@CookCtyHealth

We are your doctors.  
Trust us  
Confíe en nosotros  
Ufasz nam  
您相信我们  
Get vaccinated.

#MyShotCookCounty #TrustUs  
[Translate Tweet](#)

Dr. Claudia Fegan  
333 views  
0:10 / 0:30

# Top Social Media Posts: Twitter

## Post Performance

- Impressions: **1.0K**

 Cook County Health  
@CookCtyHealth

Yesterday, Governor JB Pritzker signed Senate Bill 1840 which advances health equity in Illinois.

Read more, including thoughts from Cook County Health CEO Israel Rocha, here: [illinois.gov/news/press-rel...](https://illinois.gov/news/press-rel...)



12:52 PM · Aug 26, 2021 · Twitter for iPhone

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# Top Social Media Posts: LinkedIn

## Post Performance

- Impressions: **3.2K**
- Clicks: **799**
- Reactions: **50**

