



# COOK COUNTY HEALTH

**ISRAEL ROCHA, JR.**  
**CHIEF EXECUTIVE OFFICER**  
**REPORT TO THE BOARD OF DIRECTORS**  
**November 19, 2021**

## **Employee Recognition**

**Dr. Sean Bryant**, Attending Physician in Emergency Medicine and Assistant Director for our Toxicology Fellowship Program has been being elected to the Board of Trustees for the American Academy of Clinical Toxicology (AACT). The AACT is one of the two major clinical toxicology organizations in the country, and Dr. Bryant was elected to the prestigious position by a vote of his peers.

**Dr. Tarlan Hedayati**, Attending Physician in Emergency Medicine, is the recipient of the University of Illinois Tamara O’Neal Health Justice Service Award for her continued dedication to medical education and addressing topics of social emergency medicine. Dr. Hedayati has devoted her career to working on the frontlines of patient care, taking pride in treating all patients regardless of immigration status or ability to pay, and is committed to the medical education and training of future medical providers.

**Dr. Lakshmi Warrior**, Chair of Neurology, is one of 22 women leaders representing public and private health care systems, state departments of health, payers and academic medical centers across the country who were welcomed into the Carol Emmott Fellowship Class of 2022, and she is one of four women to be awarded full scholarships to increase participation of women from backgrounds historically underrepresented in this and similar programs. The Carol Emmott Fellowship is a prestigious, 14-month experience for exceptional, innovative women leaders who are making lasting change in their communities and institutions and serving as exemplary advocates for equity in the workplace and beyond. The fellowship is a signature initiative of The Carol Emmott Foundation, established in 2016, dedicated to inclusive gender equity at the highest levels of health care leadership and governance.

At the Illinois Perinatal Quality Collaborative’s ninth annual conference on October 28, 2021, **Cook County Health was recognized with two awards – Birth Equity Outstanding Launch Award and Promoting Vaginal Birth Recognition Award**. To address the significant racial disparities in health outcomes that exist for pregnant and postpartum patients in Illinois, the state is working with hospitals to reduce maternal disparities, promote equity, and help all mothers and babies thrive. Additionally, hospital teams across the state are working to achieve the Healthy People 2030 goal to optimize vaginal births and reduce cesarean delivery rates. The Cook County Health team at Stroger Hospital has been hard at work to launch these initiatives and submit data to the state of Illinois, showing progress in these areas.

- Birth Equity Outstanding Launch Award:
  - **Dr. Mary Arlandson**, Attending Physician, Obstetrics and Gynecology
  - **Sidney Battle**, Program Manager for Maternal Child Health
  - **Omar LaBlanc**, Assistant Administrator, Medical Administration
  - **Dr. Whitney Lyn**, Attending Physician, Family Medicine
  - **Christina Urbina**, Director of Maternal Child Health Programs and Initiatives
  - **Darleen Vlahovic**, Nursing Director of Maternal Child Health
  
- Promoting Vaginal Birth Recognition Award:
  - **Kelly Metoyer**, Manager of Family Planning Services
  - **Dr. Joy Ungaretti**, Attending Physician, Obstetrics and Gynecology
  - **Emily Wass**, Family Planning Program Quality Analyst

## Activities and Announcements

### COVID-19 Update

**Employee Vaccination:** As of November 17<sup>th</sup>, 95% of CCH employees are fully vaccinated and 98% of employees have at least one vaccine.

### Community Vaccinations

Cook County Health began vaccinating children ages 5-11 against COVID-19 on Friday, November 5. CCH hosted a media event that day featuring CCH providers and staff getting their children vaccinated in an effort to address parental vaccine hesitancy and encourage vaccination. The event was covered by multiple local news outlets. In all, CCH administered more than 1,500 doses of vaccine to kids ages 5-11 in the last week. CCH has administered more than 900,000 vaccine doses in total. All CCH clinical facilities are offering primary vaccines for individuals ages 5 and older, as well as booster shots, on a walk-in basis and by appointment. CCH and CCDPH will continue our efforts to educate parents, and all residents of Cook County, about the importance of vaccination for all eligible adults and children.

Both CCH and CCDPH continue to offer vaccines, including booster shots, in the community. A full list of locations, dates and times can be found [here](#).

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

The My Shot Cook County campaign has received the following MarCom Awards:

- My Shot Cook County
  - Advertising campaign – Platinum
  - Advertising photography – Platinum
  - Influencer Content – Platinum
  - Website – Gold
- Trust Us
  - PSA campaign – Gold



MarCom honors excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world. Each year about 6,500 print and digital entries are submitted from dozens of countries. Platinum is the highest award given awarded to only 17 % of all entries.

MarCom is administered by the [Association of Marketing and Communication Professionals \(AMCP\)](#). The international organization consists of several thousand marketing, communication, advertising, public relations, digital, and web professionals.





IMPACT 2023 Focus Areas 1 and 5

### Belmont-Cragin Ribbon Cutting



A ribbon cutting was held on November 17<sup>th</sup> at CCH’s new Belmont-Cragin community health center. Patients have access to pediatric and adult primary care, along with women’s health services, and specialty care services, such as cardiology and endocrinology. The WIC food assistance program is an on-site resource, and patients and community members alike can walk in or make an appointment to get their COVID-19 vaccine at the site. Importantly, our comprehensive patient care team includes bilingual Spanish-speaking staff members to better serve our patients in the language they are most comfortable speaking.

### 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 November 9, CCH’s Fresh Truck partnership with the Greater Chicago Food Depository (GCFD) resulted in 355 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 40,672 households, representing 134,101 individuals, totaling more than 912,650 pounds of food. Most of the individuals benefiting from the Fresh Truck screened positive for food insecurity at a CCH health center visit.

The Greater Chicago Food Depository's Fresh Food Truck visits for the month of December include the following ACHN Health Centers.

- December 2 – **Austin Health Center** - 4800 W. Chicago Avenue, Chicago, IL 60651
- December 7 – **North Riverside Health Center** – 1800 S. Harlem Avenue, North Riverside, IL 60546
- December 14 – **Cottage Grove Health Center** - 1645 Cottage Grove Avenue, Ford Heights, IL 60411
- December 16 – **Englewood Health Center** - 1135 W. 69th Street, Chicago, IL 60621
- December 21 - **Robbins Health Center** - 13450 S. Kedzie Avenue, Robbins, IL 60472
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IMPACT 2023 Objective 5.1C

### CountyCare Choice Period Marketing Campaign

The 2021-22 Choice period marketing campaign is in market. This year's campaign, CountyCare is There, was developed following consumer research which continues to indicate that the plan is highly regarded for its breadth of services provided to its members. The campaign includes traditional out of home advertising (billboards, bus shelters, transit, etc.) as well as broadcast and digital strategies that are targeted to reach the Medicaid population. The campaign is in English and Spanish.



### Community Advisory Councils

Cook County Health Community Advisory Councils (CAC) include patients, community and religious organizations and provides 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 include:

**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

**Englewood:** Thursday at 1:00 PM: December 16  
1135 W. 69<sup>th</sup> Street, Chicago, IL 60621

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

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

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

**Blue Island:** Wednesday at 1:00 PM:  
3520 N. Arlington Heights Road, Arlington Heights, IL 60004

IMPACT 2023 Focus Area 5

## Legislative Update

### Local

On November 18, the Cook County Finance Committee considered amendments to the **FY2022 Executive Budget recommendation**. No substantive changes were made to the CCH portion of the budget which was approved by the Cook County Health Board of Directors in August. Following the Finance Committee meeting, the full Cook County Board convened for a Special Board meeting and approved the FY2022 Annual Appropriation Ordinance. The FY2022 Fiscal Year begins on December 1, 2021.

### State

The legislature concluded their **Fall 2021 Veto Session**. There were no gubernatorial vetoes to act on, but legislators passed several bills including:

- [HB3401](#) (Rep. Gabel/Sen. Castro) - The Midwife Practice Act seeks to license certified professional midwives (CPMs). CPMs primarily support out-of-hospital births and advocates have attempted to pass CPM licensure legislation for the past 35 years. HB3401 includes bipartisan sponsors and support from both chambers. The amended bill passed both chambers and will be sent to the Governor for his signature.
- [HB370](#) (Rep. Moeller/Sen. Sims) - The Illinois Health Youth and Safety Act repeals the Parental Notification of Abortion Act and creates a taskforce to identify support and resources for pregnant and parenting youth. The bill passed the Senate 32-22-0 and the House 62-51-3. The bill will be sent to the Governor who is expected to sign this bill, which has an effective date of June 1, 2022.
- [SB1169](#) / [PA 102-0667](#) (Sen. Harmon/Rep. Gabel) amends the Health Care Right of Conscious Act with specific language that seeks to address pending legal challenges employees have brought against employer regarding COVID-19 vaccination and testing requirements. SB1169 passed 64-52-2 in the House and 31-24-0 in the Senate. The Governor signed SB1169, which takes effect June 1, 2022.

The General Assembly also authorized new **Congressional maps** based on 2020 Census data and clean energy/electric vehicle legislation.

The **Spring 2022 House and Senate calendars** are posted [online](#). Legislators will return to Springfield January 4 and are scheduled to adjourn April 8.

The **Governor's State of the State and Budget Address** is scheduled for February 2. Legislators are expected to return in May for a brief session to pass the budget before the May 31 deadline.

In 2022, **primary elections** will take place in June (instead of March) with the general election in November.

The Governor signed [Executive Order 2021-29](#) declaring **gun violence a public health crisis** and announcing support for \$250M in state investments over the next three years to implement the Reimagine Public Safety Plan.

The Plan includes the creation of the Office of Firearm Violence Prevention (OFVP) within the Illinois Department of Human Services to focus on reducing firearm deaths and injuries in communities with the highest rates of gun violence. Efforts will include high-risk youth intervention, violence prevention services, youth development programs, and trauma recovery programs for young people. OFVP will announce funding opportunities of \$50M for the current state fiscal year; \$100M will be requested in the 2023 and 2024 state budgets.

For the youth trauma recovery services, HFS will seek approval from federal CMS to fund these services through Medicaid.

**The Affordable Care Act Marketplace** Open Enrollment began November 1, 2021 and runs through January 15, 2022. In Illinois, the Marketplace is better known as [Get Covered Illinois](#) and is administered as a partnership with the federal government by the Illinois Department of Insurance. A total of 11 carriers are participating in the Illinois Marketplace for plans effective 2022.

More people have access to increased premium subsidies to help them afford Marketplace plans as a result of federal COVID-19 relief legislation; continuation of these subsidies for another three years through 2025 is included in the Congressional reconciliation package / Build Back Better Act.

## **Federal**

**FY 2022 Budget and Reconciliation** – House Democratic Leadership secured an agreement with the Majority Caucus to proceed to a final vote on the bipartisan Infrastructure Investment and Jobs Act on November 5 and the bill was signed by the President on November 15. In exchange moderate Democrats agreed to vote on the Build Back Better Act (reconciliation bill or BBB) the week of November 15, after the Congressional Budget Office releases its fiscal analysis, or “score.” Votes are expected before the end of the week, but the session could stretch into the weekend before the Thanksgiving recess.

Assuming the House passes the Build Back Better Act, the Senate must subject it to its own reconciliation rules, which will almost certainly require changes to the bill. There will also be ongoing negotiations among Democratic senators. Democratic Leadership in the Senate expect a vote on the Senate bill before Christmas.

The County has continued to advocate directly, and in collaboration with other organizations, for keeping the following programs in the bill as this process and negotiations unfolds:

- **Medicaid Reentry Act:** This provision would permit Medicaid to reimburse for services provided to Cook County Jail detainees during the 30 days prior to their release. This provision is supported by the National Association of Counties, the National Sheriffs’ Association and a broad coalition of health and mental health organizations.
- **Public Health Infrastructure:** This provision 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. Grants would go directly from CDC to each state, territory and local public health department serving counties with populations over 2 million and cities over 400,000. This provision is supported by the National Association of County and City Health Officials and a broad coalition of public health organizations.
- **Maternal Mortality:** The “Momnibus” provisions require states to cover pregnant women for a full twelve months postpartum and make investments to reduce inequities in maternal health outcomes and strengthen the maternal health workforce.

The **Safety-Net Hospital Infrastructure** provision, which 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, was dropped from the latest version of the House bill released by the Rules Committee on November 3.

The House draft also includes a provision to phase out the 6.2 percent enhanced FMAP, beginning March 31, 2022, instead of at the end of the quarter when the public health emergency (PHE) ends. The BBB proposal would reduce the FMAP bump to 3 percent on April 1, 2022, and 1.5 percent on July 1, 2022. The increase would end on September 30, 2022. The Administration has indicated the PHE will last through 2021. HHS Secretary Becerra last renewed the PHE on October 15 for an additional 90-days.

**Appropriations** – The parties are still deadlocked on the top-line FY 2022 appropriations levels for defense and non-defense discretionary spending. Without an agreement an additional continuing resolution (CR) to keep the government functioning after the current CR expires on December 3 is almost inevitable. The debate appears to be over whether to pass another short CR lasting until mid to late December, putting pressure on the parties to reach an agreement, or to punt until sometime in early 2023.

**Biden Administration** – On October 22, CMS issued new guidance pursuant to the American Rescue Plan Act, that requires state Medicaid programs to provide coverage for certain comorbidities that put patients with COVID-19 at higher risk of complications, without cost-sharing. Covered treatments include specialized equipment and therapies, like monoclonal antibodies. The guidance says that preventative therapies will also be required when they become available. States must also cover any FDA approved or authorized under an EUA to treat or prevent COVID-19.

On November 4, CMS announced an emergency rule that health care workers would be required to be fully vaccinated against COVID-19 by January 4, 2022. The rule allows medical and religious exemptions but does not allow workers to test out of the vaccination requirement. It will apply to clinical or non-clinical employees, in addition to students, trainees, and volunteers, who work at a facility receiving federal funding from Medicare or Medicaid.

While some states have banned COVID-19 vaccine requirements, the Administration says that CMS and the OSHA rules clearly preempt any inconsistent state or local laws against vaccination, masks, or testing.

On November 12 President Biden announced his nomination of former **FDA commissioner Robert Califf** to again lead the regulatory agency. The nomination follows months of concern that the agency crucial to the government's COVID-19 response has lacked a permanent leader.

Califf is a cardiologist and clinical trial specialist, who served as FDA commissioner for the last 11 months of President Barack Obama's second term. He previously worked as a researcher at Duke University designing studies for leading drug manufacturers. If confirmed, Califf would be the first FDA commissioner since the 1940s to return for a second term leading the agency.

# Media Dashboard



## Insights and Activity Report

October 23 – November 14, 2021



COOK COUNTY  
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# Earned Media Dashboard: October 23 – November 14, 2021



Total Media Placements

**211**



Total Reach

**394.7 Million People**



Total Media Value

**\$3.7 Million**

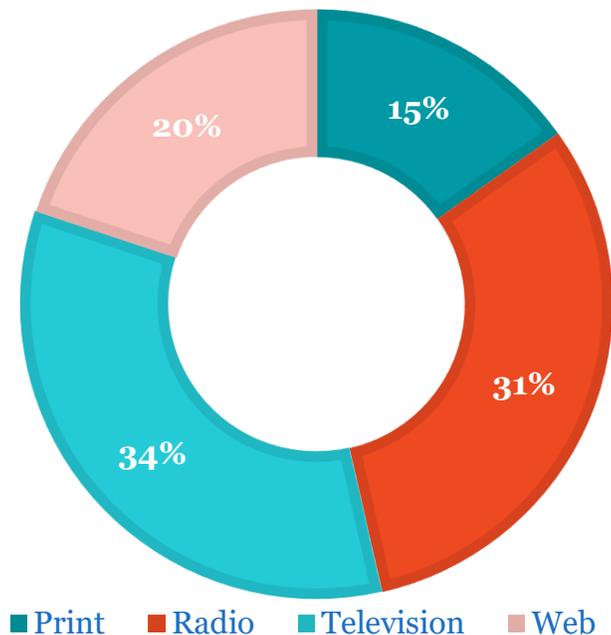
## Top 5 Local Media Outlets

1. *WBBM Radio*
2. *WGN Radio*
3. *WGN Television*
4. *WVON Radio*
5. *Daily Herald*



# Media Dashboard: October 23– November 14, 2021

## Media Outlet Type



## Most Common Topics

1. Kids and the COVID-19 Vaccine
2. Vaccination Rates and the 2020 Census
3. COVID Mitigation Guidance
4. Children and Needle Phobia
5. Vaccination Mandates

# Recent Cook County Health COVID-19 Media Coverage

15,833 Media Hits on COVID-19 since February 2020



How to Help Ease Kids' Fear of Getting COVID-19 Shots



How Chicago Hospitals, Health Systems are Tackling Their Top Public Health Concerns



Cook County Health to Begin Vaccinating Kids 5 through 11 starting Friday



Where to Get Kids' COVID-19 Vaccinations



Cook County Prepares to Roll Out COVID Vaccine for Kids 5-to-11 Pending Federal Approval



How Accurate are At-home COVID Tests?



Young Children Get Vaccinated at Cook County Health



Chicago doctors urging parents to get their children vaccinated

# Social Media Summary

## October – November Activity

During October 23 – November 14, 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 – 25 posts**

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

**Instagram – 22 posts + 2 stories + 3 IGTV**

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

**Twitter – 25 (includes retweets)**

<https://twitter.com/CookCtyHealth>

**LinkedIn – 12 posts**

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

# Social Media Insights

As of November 14

## Twitter (22-Day Summary)

- Impressions: **26.1K**
- Profile visits: **4.2K** (up **5%**)
- Mentions: **83**
- Followers: **4,292** (up **58**)

## LinkedIn (22-Day Summary)

- Impressions: **18.1K**
- Unique visitors: **632**
- Followers: **7,225** (up **111**)

## Facebook (22-Day Summary)

- Post reach: **812K**
- Post engagement: **11.2K**
- Page views: **2.4K**
- Page followers: **7,490** (up **57**)

## Instagram (22-Day Summary)

- Impressions: **12.8K**
- Reach: **1.3K**
- Profile visits: **387**
- Followers: **2,589** (up **26**)

# Top Social Media Posts

October 23– November 14



COOK COUNTY  
HEALTH

# Top Social Media Posts: Facebook

## Post Performance

- Reach: **1.8K**
- Impressions: **1.8K**
- Engagement: **320**



# Top Social Media Posts: Facebook

## Post Performance

- Impressions: **1.6K**
- Reach: **1.6K**
- Engagement: **168**



**Cook County Health**   
Published by Cch Elizabeth  · November 3 at 10:16 AM · 

We are pleased to announce the Partnership for Pediatric Care with [UI Health](#). With this new partnership, Cook County Health and UI Health — the leading public health care providers in Cook County and Illinois — will collaborate on specialty pediatric, improving health and developmental outcomes for children in Cook County and Chicago.



# Top Social Media Posts: Instagram

## Post Performance

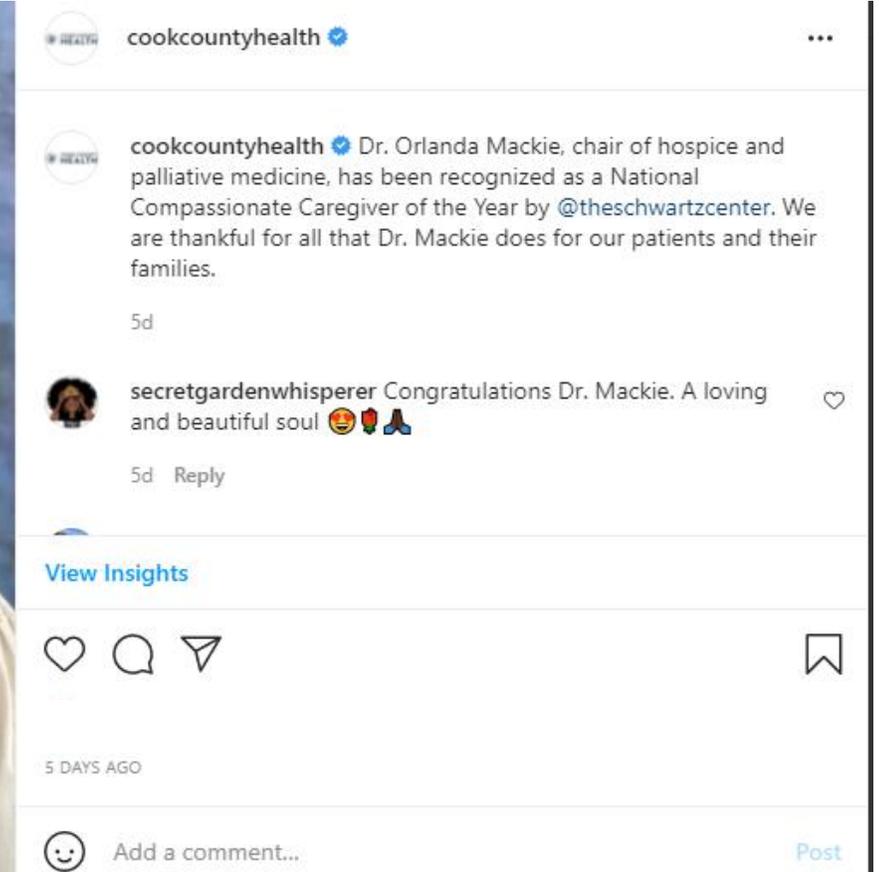
- Impressions: **826**
- Reach: **671**
- Interactions: **47**



# Top Social Media Posts: Instagram

## Post Performance

- Reach: **581**
- Impressions: **623**
- Interactions: **95**



# Top Social Media Posts: Twitter

## Post Performance

- Impressions: **1.6K**
- Total engagements: **94**



Cook County Health @CookCtyHealth · Nov 9

Dr. Orlanda Mackie, chair of hospice and palliative medicine, has been recognized as a National Compassionate Caregiver of the Year by @theSCCH. We are thankful for all that Dr. Mackie does for our patients and their families. [youtube.com/watch?v=tEhGks...](https://www.youtube.com/watch?v=tEhGks...)



# Top Social Media Posts: Twitter

## Post Performance

- Impressions: **701**
- Total engagements: **48**



# Top Social Media Posts: LinkedIn

## Post Performance

- Impressions: **4.8K**
- Clicks: **228**
- Reactions: **132**

 **Cook County Health** 7,225 followers  
1w • 

We are pleased to announce the Partnership for Pediatric Care with [UI Health](#). With this new partnership, Cook County Health and UI Health — the leading public health care providers in Cook County and Illinois — will collaborate on specialty pediatric, improving health and developmental outcomes for children in Cook County and Chicago.



# Top Social Media Posts: LinkedIn

## Post Performance

- Impressions: **2.7K**
- Clicks: **219**
- Reactions: **63**

