

Media Dashboard

Insights and Activity Report

November 18 – December 11, 2024



COOK COUNTY
HEALTH

Monthly Media Report



COOK COUNTY
HEALTH

Earned Media Dashboard



Total Media Placements

81



Total Reach

368M



Total Media Value

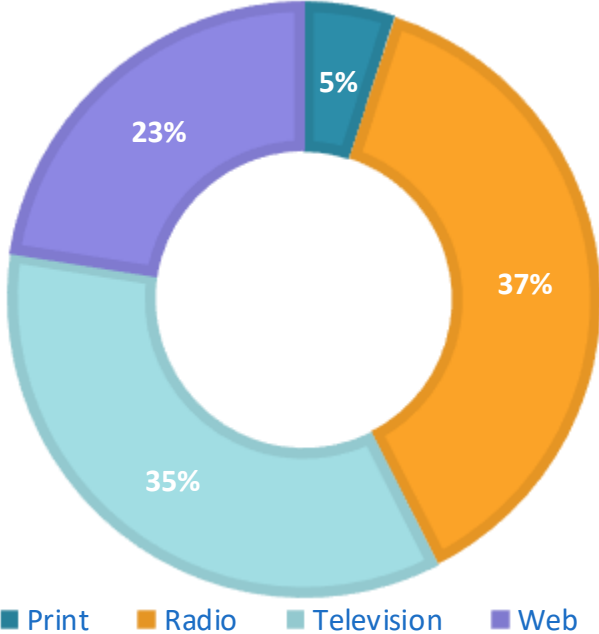
\$3.4M

Top 3 Local Media Outlets

- 1. *WBBM Radio*
- 2. *WBEZ Radio*
- 3. *Univision*

Media Dashboard

Media by Outlet Type



Most Common Topics

1. Maternal Health and Doulas
2. Cold Weather
3. Budget updates

Top Headlines



New CEO of Cook County Health details plans for growth: Crain's Daily Gist podcast



Arctic cold front hitting Chicago area; Wind chills to sit below zero



Free doula care to become available for pregnant Cook County Health patients in January



Programa Gratuito de Doulas en el Condado de Cook



How to manage stress eating during the holidays



IDPH warns of whooping cough increase as cases reach levels not seen in 20 years

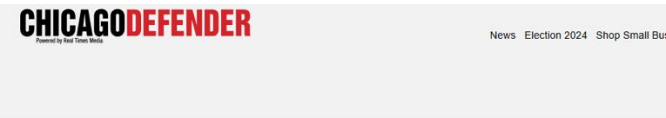


Concientización sobre el sida: la importancia de la detección y la medicación temprana



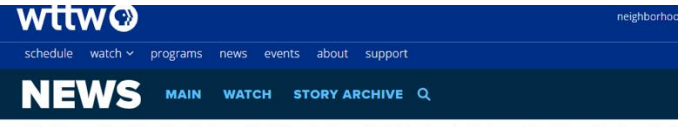
Cook County opens observation beds at Provident Hospital

Doula Press Conference



City Cook County Launches Free Doula Care Initiative to Tackle Maternal Mortality Crisis

Staff Report
December 5, 2024

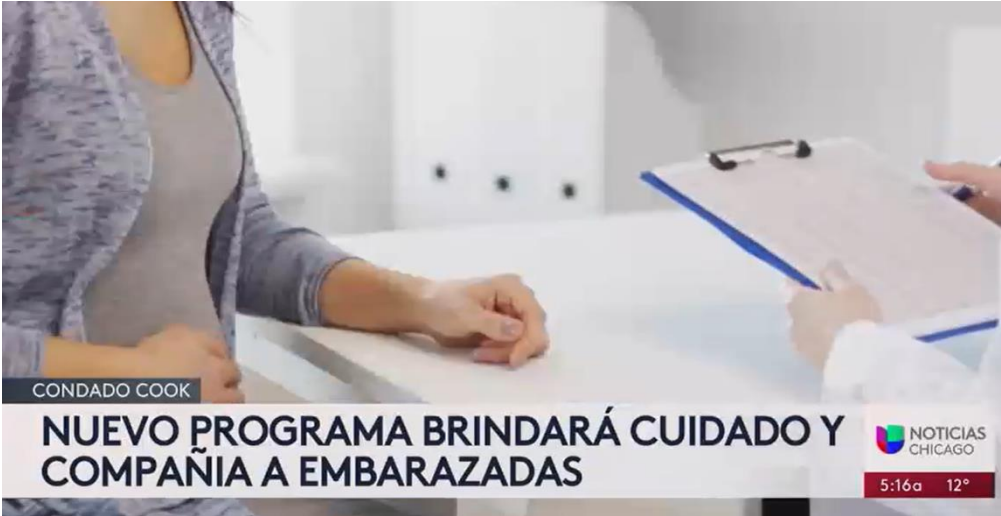


HEALTH Cook County Health Announces Program That Connects Pregnant Patients With Free Doula Services

Eunice Alpasan | December 3, 2024 6:24 pm



Shalonda Carter, center, a reproductive life planning coach at Cook County Health, speaks during a news conference on Tuesday, Dec. 3, 2024. (Courtesy of Cook County Government Livestream)

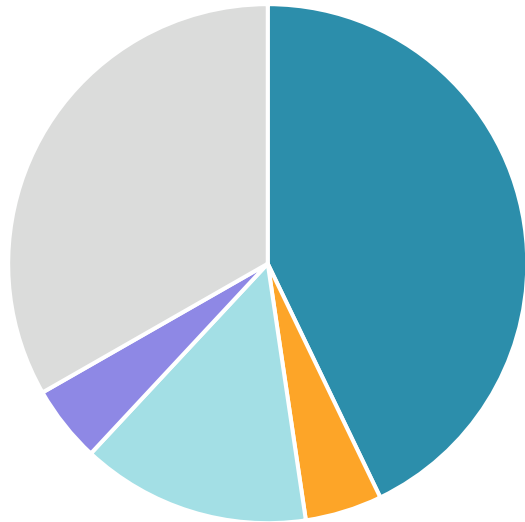


48 media placements
Potential reach: 222.1M individuals
Advertising value equivalency: \$2.1M

Top Source Competitor Report

How Cook County Health compares to area hospitals in media coverage by top local outlets

Share of Voice by Percentage

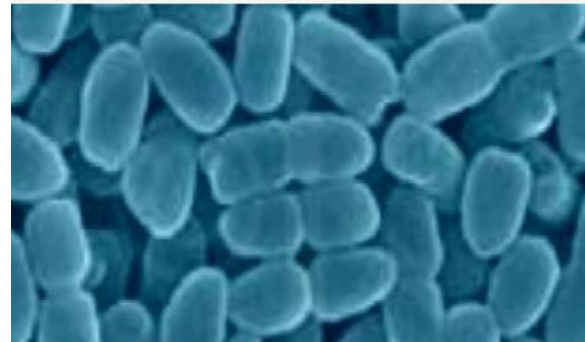


- Cook County Health
- UIC Hospital
- Northwestern Medicine
- University of Chicago
- Rush Hospital

Top Content

Top Article by Social Echo

Article from the source with most monthly visitors.



WMAQ-TV - NBC 5 Chicago · By NBC Chicago Staff
Editorial | US | Dec 2 · 5:23 PM

IDPH warns of whooping cough increase as cases reach levels not seen in 20 years

dramatic," Dr. [Sharon Welbel](#), the director of Hospital Epidemiology and Infection Control for [Cook County Health](#), told NBC Chicago. "A

Social Echo  0  59  139
4.69M Reach

Negative 

Top Article by Reach & Volume

Article with most republishes.



WLS-TV - ABC 7 Chicago
Editorial | US | Dec 4 · 8:35 AM

Free doula care to become available for pregnant Cook County patients

doula? Doulas provide guidance and support to a pregnant patients during labor, and they will be available at no cost at [Cook County Health](#).

Social Echo  0  0  0
2.69M Reach

Neutral 

Social Media Report



Social Media Summary

During November 18 – December 11, 2024, the communications team posted content on Facebook, Twitter, Instagram and LinkedIn for Cook County Health.

- **Facebook – 31 posts**
<https://www.facebook.com/Cookcountyhhs/>
- **Twitter – 34**
<https://twitter.com/CookCtyHealth>
- **Instagram – 33 posts (includes stories and IGTV)**
<https://www.instagram.com/cookcountyhealth/>
- **LinkedIn – 32 posts**
<https://www.linkedin.com/company/cook-county-health/>

Social Media Summary

(In comparison to last year during the same time period)

Twitter

- Impressions: **4.7K**
- Post Link Clicks: **17**
- Engagements: **56**
- Followers: **4.7K**

LinkedIn

- Impressions: **40.7K**
- Page Views: **2.1K** (up **4%**)
- Engagements: **2.6K**
- Followers: **15.4K** (up **1%**)

Facebook

- Total impressions: **36.9K** (up **20%**)
- Post engagement: **3.2K** (up **10%**)
- Post reach: **17.0K**
- Page followers: **9,110** (up **14** from last month)

Instagram

- Impressions: **21.2K** (up **41%**)
- Engagement: **587** (up **29%**)
- Profile visits: **472** (up **5%**)
- Followers: **3,709** (up **29**)

Facebook Insights




Top Posts

 **Cook County Health** 
Published by Meltwater Engage
· 6 days ago · 

Did you know that colon cancer can be asymptomatic in its early stages? Join us in this [#TotalHealthTalks](#) episode as Dr. Seema Gandhi reveals the alarming truths about colon cancer, including why early screening is crucial. With insights into symptoms, risk factors, and preventive measures, listeners will come away with a renewed sense of urgency regarding their health. Visit www.cookcountyhealth.org/about/podcast



Reach: 7.0K
Impressions: 10.5K
Video Views: 7.2K

 **Cook County Health** 
Published by Meltwater Engage
· December 4 at 1:30 PM · 

Cook County Health was proud to announce our doula program, which will connect pregnant patient and their families to professionals who provide emotional, physical and educational support during pregnancy and labor as well as after delivery. Learn more at the link



NEWS.WTTW.COM
Cook County Health Announces Program That Connects Pregnant Patients With Free Doula Services

Reach: 3.5K
Impressions: 3.7K
Engagement rate: 19.6%

Twitter Insights

Top Posts



Cook County Health
@CookCtyHealth

Holiday gatherings, travel, and more time indoors can mean more viruses are spreading. Join CCH's CEO Dr. Mikaitis and other leaders on Monday 12/9 for a webinar to learn about the tools that can help us stay healthy this winter. Register at hsgov.zoomgov.com/webinar/regist...

Protecting Yourself for a Healthier Winter
A Conversation on Flu, COVID-19, and RSV

MONDAY, DECEMBER 9, 2024 | 12:30-1:30PM CST

Are you prepared for the winter uptick in respiratory illnesses? Members of the public, public health professionals, and health care providers are invited to join this webinar to learn about the tools that can help us stay healthy this season.

Co-hosted by:
Northwestern Medicine
IDPH COOK COUNTY HEALTH CDPH

RISK LESS. DO MORE.
Get this season's vaccines

Impressions: 2.2K



Cook County Health
@CookCtyHealth

Cook County Health is joined by Cook County Board President Toni Preckwinkle and Cook County Commissioners to discuss CCH's launch of a doula program.

youtube.com
Announcing Cook County Health's Doula Program
President Preckwinkle joins Cook County Commissioners and leaders from Cook County Health (CCH) to announce ...


12:18 PM - Dec 3, 2024 - 167 Views


Impressions: 167

Instagram Insights

Top Posts



 **cookcountyhealth** • Follow
John H. Stroger Jr. Hospital of Cook Coun

 **cookcountyhealth** • Cook County Health joins other Cook County leaders to announce the placement of vending machines at Cook County Health facilities, as well as within the Cook County Jail, and Cook County courthouses that will dispense Narcan (Naloxone) free of charge. Narcan is a nasal spray that can reverse the effects of an opioid overdose, restoring normal breathing to a person if their breathing has slowed or stopped because of an overdose.


WATCH NOW AT THE LINK IN STORIES OR OUR FACEBOOK PAGE


3w

Impressions: 2.2K
Reach: 1.9K
Likes: 76



Impressions: 1.8K
Reach: 1.4K
Likes: 56


 **cookcountyhealth** • Follow

 **cookcountyhealth** • Cook County Health is proud to announce that Stroger Hospital was named one of the "Best-in-State Hospitals" for 2024. The list, from Newsweek and Statista, was based on a nationwide, online survey of health care professionals, quality of care metrics, accreditation data and patient satisfaction data. Thanks to our patients, staff and partners who recognized the exemplary care provided at Stroger Hospital!

1w

LinkedIn Insights

Top Posts

 **Cook County Health**
15,396 followers
3w • Edited • 

Congratulations to Jesus "Manny" Estrada, Chief Operating Officer at Cermak Health Services for getting recognized by Crain's Chicago Business in their Notable Latino Leaders list for 2024! https://lnkd.in/e_3eKMfQ



Impressions: 4.4K
Likes: 177
Engagement rate: 10%

 **Cook County Health**
15,396 followers
2d • 

Cook County Health is proud to announce the opening of an observation unit at Provident Hospital, part of Cook County's continued investment in the historic South Side hospital. Learn more: <https://lnkd.in/g-BJTax4>



Impressions: 2.9K
Clicks: 462
Engagement rate: 18.8%