

Media Dashboard



Insights and Activity Report

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Monthly Media Report

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Earned Media Dashboard: February 19 – March 17, 2024



Total Media Placements

678



Total Reach

1.9 Billion



Total Media Value

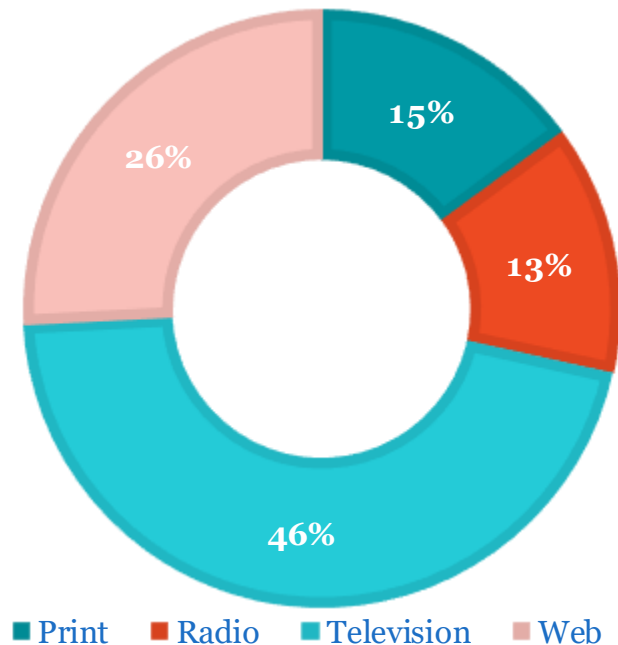
\$17.3 Million

Top 5 Local Media Outlets

1. *WBBM Radio*
2. *NBC 5 Chicago*
3. *Chicago Tribune*
4. *WGN Radio*
5. *CBS 2 Chicago*

Media Dashboard: February 19 – March 17, 2024

Media Outlet Type



Most Common Topics

1. Measles
2. Stronger Together Grant Initiative
3. Opioid Outreach Van
4. New Arrivals Healthcare
5. General Wellness Topics

Top Headlines



A CDC Team Joins the Response to Eight Measles Cases in a Chicago Shelter for Migrants



El Congresista García y la Senadora Estatal Celina Villanueva se reúnen con Defensores de Salud Reproductiva



Ask a doc: 'What causes hiccups, and how can I get rid of them?'



Cook County Health Offering \$44M to Behavioral Health Programs



Cook County launches mobile overdose prevention outreach van



How Repeat Covid Infections Can Harm Your Health



Cook County putting \$45M of ARPA funds into mental health equity, overdose outreach



Habilitan furgoneta móvil para prevenir sobredosis de opioides en el condado de Cook

Press Conferences

Cook County Health to Award \$44M in Behavioral Health Care Grants



March 6, 2024

Cook County Health Celebrates Launch of Mobile Opioid Overdose Outreach Van

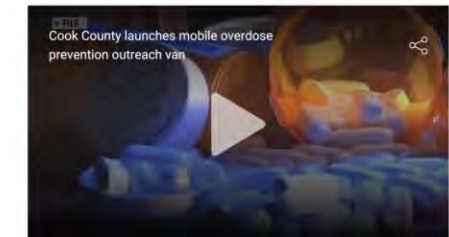


March 7, 2024



Cook County launches mobile overdose prevention outreach van

By FOX 32 News | Published March 7, 2024 | Cook County | FOX 32 Chicago |



- Trending
- 1 Winning \$2M ill Lottery scratch Chicago suburb
 - 2 Glenview school referendum div parents over sc closure, tax hik
 - 3 Year-long man continues for Q man wanted fo solicitation

Communications Response to Measles

Community and Media Notification



Communication to Staff

CCH Measles Update: March 15, 2024



Dear CCH Team,

[Click here](#) to access measles resources for health care providers, including isolation and testing guidance.

Exposure Letter to Patients



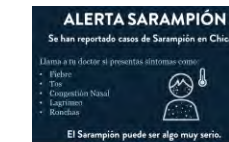
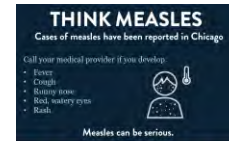
Dear Cook County Health patient,

This letter is to notify you that a patient in the Stroger Hospital pediatric emergency department was recently diagnosed with measles and you and/or your child and accompanying persons may have been exposed to the case. Measles is a disease that spreads very easily through air and by direct contact. Because measles is so contagious, we want to provide you with information about measles.

Clinic Signage



Social Media Outreach



Facebook Metrics

- Impressions: 20, 181
- Reach: 12,333
- Clicks: 549
- Calls to Vaccine hotline: 136

Staff Resources



Measles

Downloadables

- Measles Screening Algorithm
- Measles Overview from CDC (03.14.24)
- CCH Measles Presentation Guide
- IDPH Communicable Diseases Lab Test Requisition

Measles Clinical Features

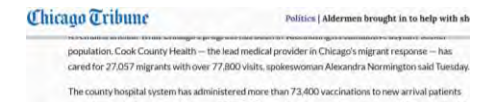
Measles is an acute viral respiratory illness. It is characterized by a prodrome of fever (as high as 105°F) and malaise, cough, coryza, and conjunctivitis—the three "C's"—a pathognomonic: erythema (Koplik spots) followed by a maculopapular rash.

The rash usually appears about 14 days after a person is exposed. The rash spreads from the head to the trunk to the lower extremities. Patients are considered to be contagious from 4 days before to 4 days after the rash appears. Of note, sometimes immunocompromised patients do not develop the rash.

To protect our health care workers, patients and visitors, it is important to remain alert for the signs and symptoms of measles.

- Consider measles as a diagnosis in anyone with a fever, rash and clinically compatible symptoms (cough, coryza, and/or conjunctivitis) who has been in a congregate setting.

Media (564 stories)



Cook County officials opened a clinic, to provide immediate care, vaccinations and an entryway into other public health services in 2022.

Alex Normington, a spokesperson for Cook County Health, said providers offer all essential vaccinations there and more than 73,000 have been given against measles, influenza, COVID-19 and other viruses.

Providers also rotate through every city shelter and have expanded their hours as the measles cases arose, Normington said.



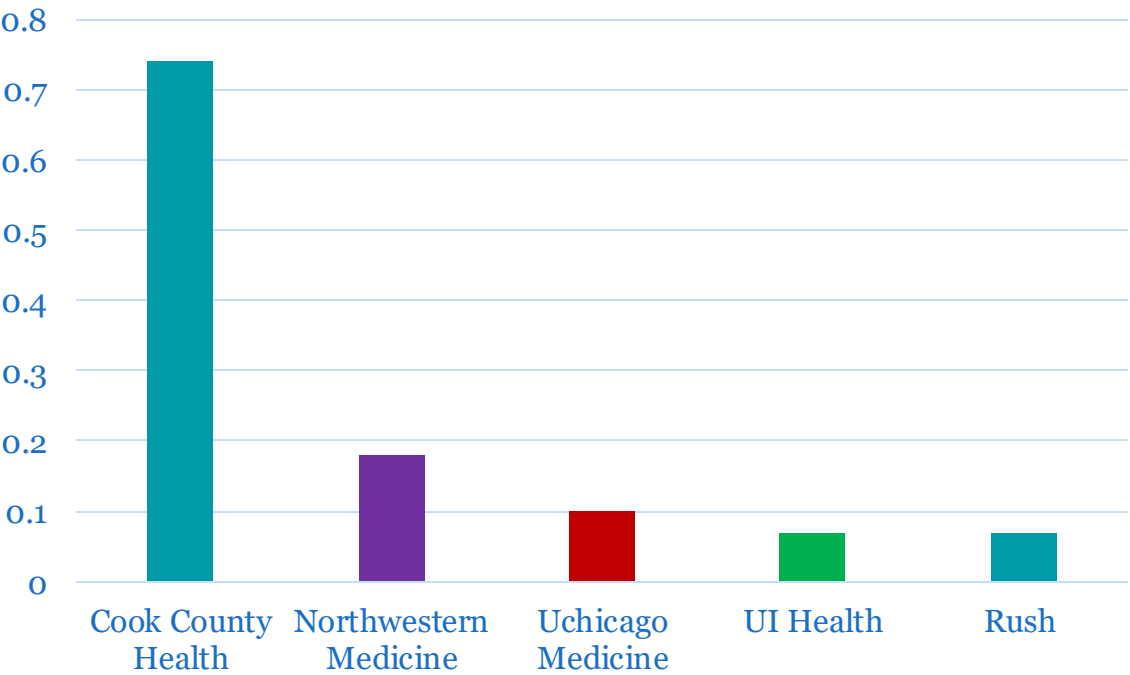
Cook County Health is warning patients about potential measles exposures within its facilities.

According to a Monday announcement from Cook County Health, the exposures are related to two of the five confirmed measles cases reported by the Chicago Department of Public Health.

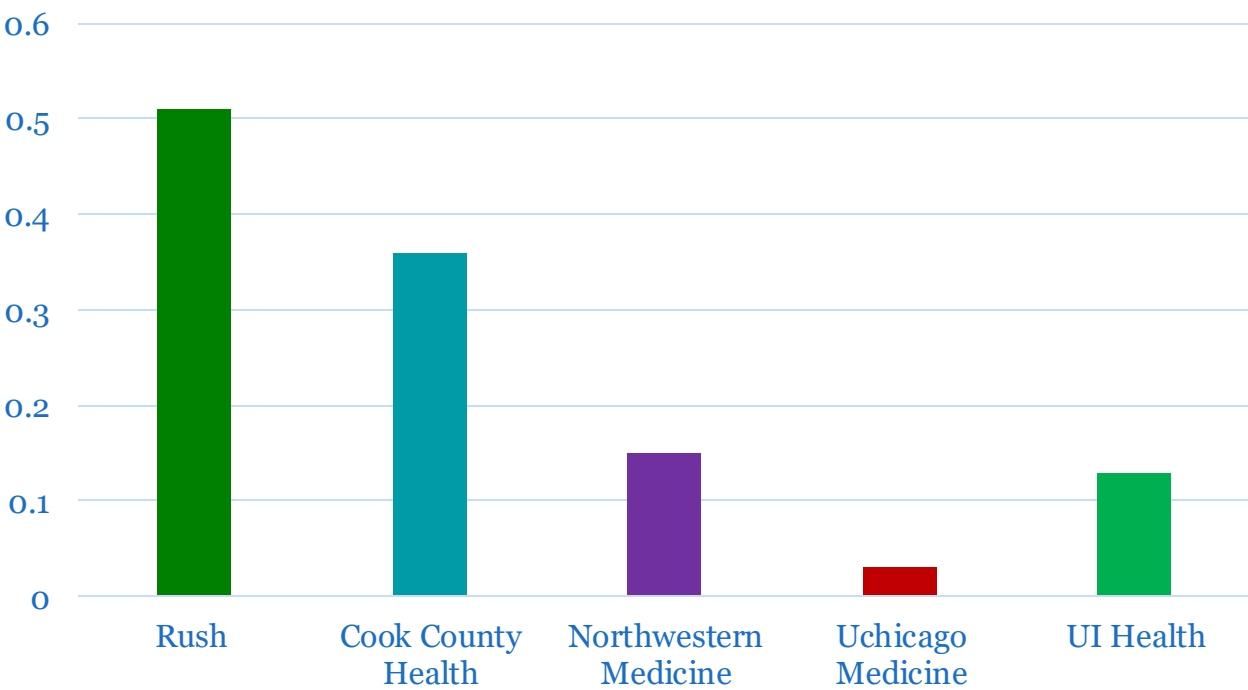
The exposures happened at two different facilities, the announcement said.

Facebook Benchmarking

Fan Growth by Percentage



Engagement Rate per Post



Social Media Report

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Social Media Summary

February – March Activity

During February 19 – March 17, 2024, 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, staff and the hospital, and health tips.

Facebook – 63 posts

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

Twitter – 63

<https://twitter.com/CookCtyHealth>

Instagram – 65 posts (includes stories and IGTV)

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

LinkedIn – 60 posts

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

Social Media Summary

As of March 19

Twitter

- Impressions: **8.9K** (up **44%**)
- Post Link Clicks: **29** (up **107**)
- Engagements: **131** (up **60%**)
- Followers: **4,750** (up **8**)

LinkedIn

- Impressions: **59.7K** (up **39%**)
- Page Views: **2.5K** (up **14%**)
- Engagements: **6.8K** (up **54%**)
- Followers: **13.1K** (up **328**)

Facebook

- Total impressions: **98.9K** (up **200%**)
- Post engagement: **5K** (up **94%**)
- Post reach: **44.4K** (up **332%**)
- Page followers: **8,721** (up **62**)

Instagram

- Impressions: **20.2K** (up **31%**)
- Engagement: **730** (up **33%**)
- Profile visits: **583** (up **74%**)
- Followers: **3,404** (up **43**)

Facebook

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Facebook Insights

February 19 – March 17, 2024

Top Performing Posts (Organic)

GENERAL METRICS

23	0	4	21.64%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

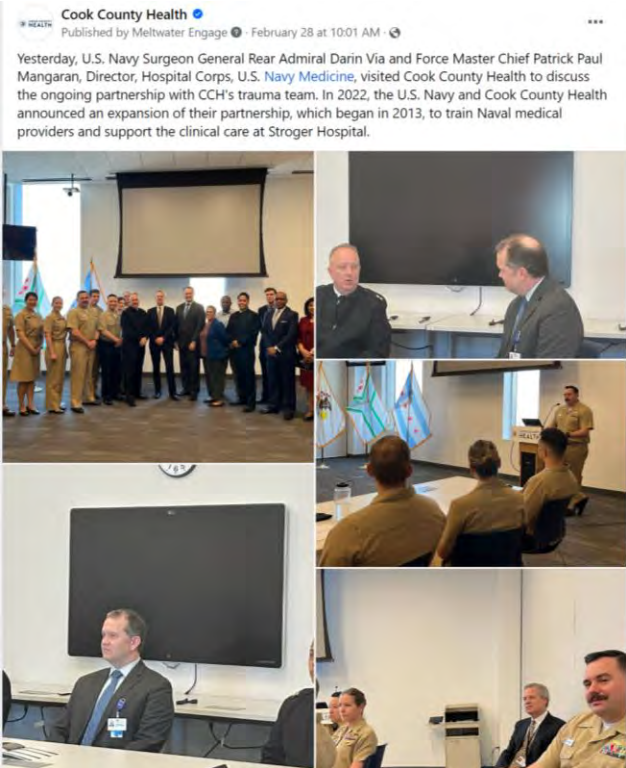
93	28	2
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

3,235	3,235	0
Total	Organic	Paid

IMPRESSIONS

3,269	3,269	0
Total	Organic	Paid



GENERAL METRICS

27	3	6	15.1%
Reactions	Comments	Shares	Eng. Rate

REACTIONS

84	44	2
Like	Love	Wow
0	0	0
Haha	Sorry	Angry

REACH

2,258	2,258	0
Total	Organic	Paid

IMPRESSIONS

2,283	2,283	0
Total	Organic	Paid



COOK COUNTY
HEALTH

February 19 – March 17, 2024

Metrics

Impressions: 12.1K



Impressions: 8.2K



The vaccine is the safest and most effective way to prevent measles.

For appointments call 833-308-1988



Facebook Insights

February 19 – March 17, 2024

Facebook Live for American Heart Month



Metrics

Reach: 15K
Impressions: 26.9K
Reactions: 106
Minutes Watched: 6K



Twitter

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Twitter Insights

February 19 – March 17, 2024

Top Performing Posts

Cook County Health
@CookCtyHealth

Yesterday, U.S. Navy Surgeon General Rear Admiral Darin Via and Force Master Chief Patrick Paul Mangaran, Director, Hospital Corps, U.S. @NavyMedicine, visited Cook County Health to discuss the ongoing partnership with CCH's trauma team.



10:00 AM · Feb 28, 2024 · 752 Views

GENERAL METRICS

752 Impressions	17 Engagements	9 Likes
4 Retweets	3 Replies	

Cook County Health
@CookCtyHealth

Cases of measles have been reported in Chicago. The vaccine is the safest and most effective way to prevent measles. Get vaccinated! For appointments call 312-864-0200.

THINK MEASLES
Cases of measles have been reported in Chicago

Call your medical provider if you develop:

- Fever
- Cough
- Runny nose
- Red, watery eyes
- Rash



Measles can be serious.

GET VACCINATED!
The vaccine is the safest and most effective way to prevent measles.

For appointments call 312-864-0200

COOK COUNTY HEALTH

GENERAL METRICS

354 Impressions	5 Engagements	1 Likes
4 Retweets	0 Replies	

Instagram

February 19 – March 17, 2024



COOK COUNTY
HEALTH

Instagram Insights

February 19 – March 17, 2024

Top Performing Posts



Measles IT ISN'T JUST A LITTLE RASH

MEASLES SYMPTOMS TYPICALLY INCLUDE

- High fever (may spike to more than 104° F)
- Cough
- Runny nose
- Red, watery eyes
- Rash breaks out 3-5 days after symptoms begin

Measles can be dangerous, especially for babies and young children.

Measles Can Be Serious

- About 1 out of 4 people who get measles will be hospitalized.
- 1 out of every 1,000 people with measles will develop brain swelling due to infection (encephalitis), which may lead to brain damage.
- 1 or 2 out of 1,000 people with measles will die, even with the best care.

You have the power to protect your child. Provide your children with **safe and long-lasting protection** against measles by making sure they get the **measles-mumps-rubella (MMR) vaccine** according to CDC's recommended immunization schedule.

WWW.CDC.GOV/MEASLES

CDC American Academy of Pediatrics AMERICAN ACADEMY OF FAMILY PHYSICIANS

cookcountyhealth 6d

Cases of measles have been reported in Chicago. The vaccine is the safest and most effective way to prevent measles. Get vaccinated! For appointments call 833-308-1988.

No comments yet.

Start the conversation.

View insights Boost post

35 likes 6 days ago


Add a comment...

GENERAL METRICS

35 Likes	0 Comments	7.33% Eng. Rate
--- Video Views	3 Saves	

REACH & IMPRESSIONS

866 Reach	900 Impressions
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MEASLES ALERT

Measles is very contagious and can cause serious illness. Symptoms include:

- FEVER
- RUNNY NOSE
- COUGH
- RED EYES
- ACHES
- RASH

Get vaccinated! The measles vaccine is the best way to prevent infection. The vaccine is safe and very effective.

Ask your doctor about getting vaccinated today, or call 833-308-1988 for an appointment.

COOK COUNTY HEALTH

cookcountyhealth 2d

Cases of measles have been reported in Chicago. The vaccine is the safest and most effective way to prevent measles. Get vaccinated! For appointments call 833-308-1988.

No comments yet.

View insights Boost post

13 likes 2 days ago

Add a comment...

GENERAL METRICS

13 Likes	0 Comments	4.12% Eng. Rate
--- Video Views	2 Saves	

REACH & IMPRESSIONS

646 Reach	656 Impressions
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LinkedIn

February 19 – March 17, 2024



COOK COUNTY
HEALTH

LinkedIn Insights

February 19 – March 17, 2024

Top Performing Posts



Cook County Health

13,072 followers

1w •

Cook County Health will join local leaders to announce its Stronger Together: Building a More Equitable Behavioral Health System in Cook County Initiative.

<https://lnkd.in/gZvQGSBF>




Announcing a \$44 Million Behavioral Health Grant Program

youtube.com

GENERAL METRICS

272 Likes	2 Comments	23 Shares	441 Clicks
9.32% Engagement Rate		7,915 Impressions	




Cook County Health

13,072 followers

2w •

Yesterday, U.S. Navy Surgeon General Rear Admiral Darin Via and Force Master Chief Patrick Paul Mangaran, Director, Hospital Corps, [US Navy Bureau of Medicine and Surgery](#), visited Cook County Health to discuss the ongoing partnership with CCH's trauma team. In 2022, the U.S. Navy and Cook County Health announced an expansion of their partnership, which began in 2013, to train Naval medical providers and support the clinical care at Stroger Hospital.



GENERAL METRICS

89 Likes	7 Comments	7 Shares	1,007 Clicks
21.59% Engagement Rate		5,142 Impressions	