



CORONAVIRUS (COVID-19)

MHD RESPONSE

PUBLIC SAFETY AND HEALTH | JUNE 4, 2020





OUTLINE

- Current status of COVID-19 in the city
- Overview of State, County, and City response structure
- Overview of health department response
- Priorities for next 4-6 weeks

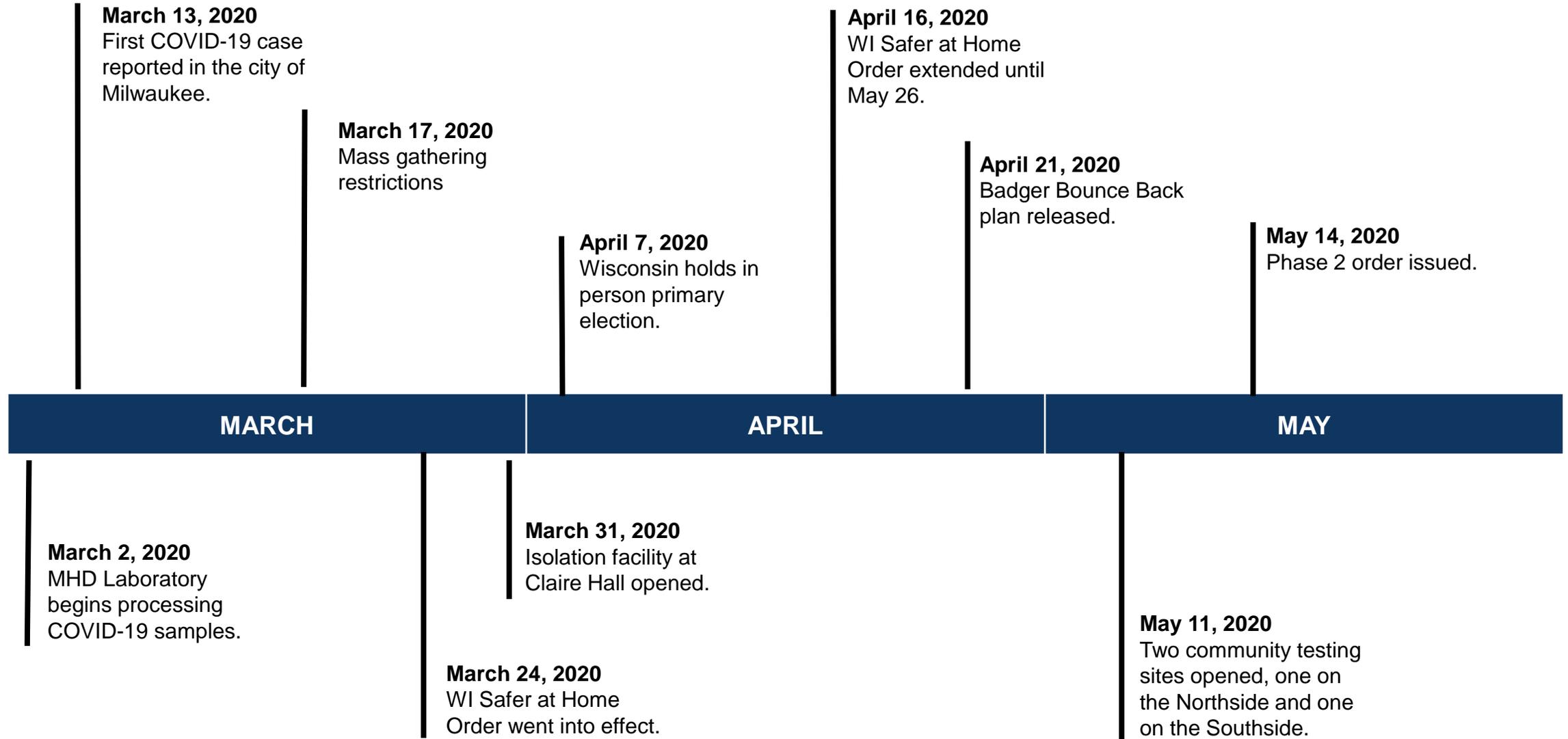




CURRENT STATUS



TIMELINE



City of Milwaukee COVID-19 Statistics

March 13-June 3 as of 12:00PM

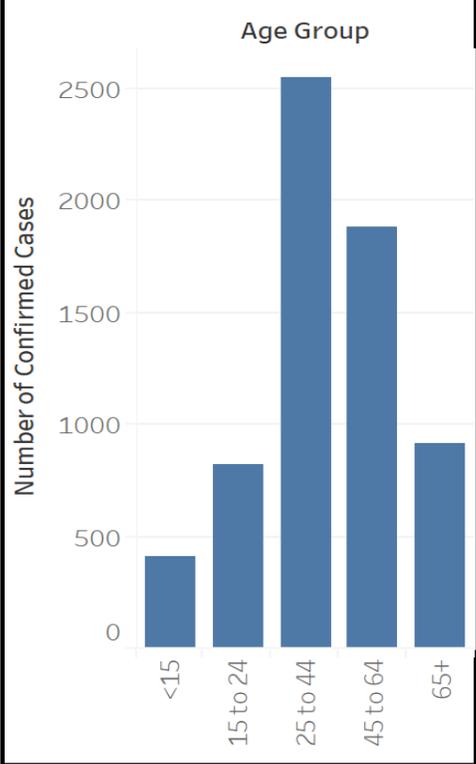
6,589
Positive Cases

194
Deaths

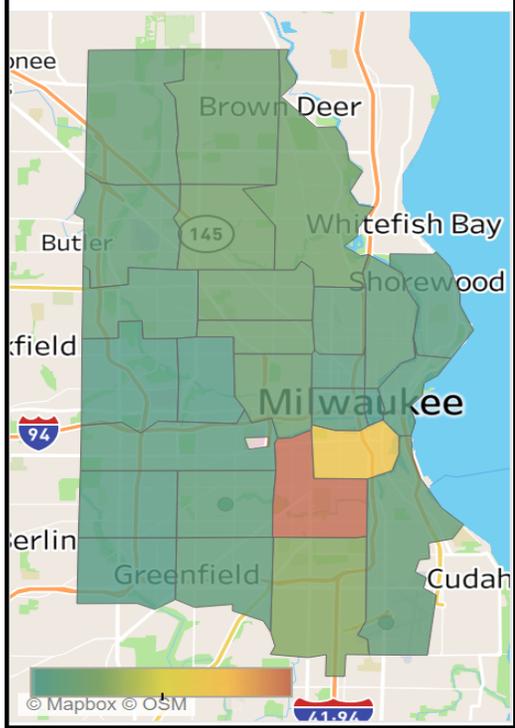
Hospitalized

Status	Percentage
Hospitalized	13.02%
Not Hospitalized	31.83%
Unknown	55.15%

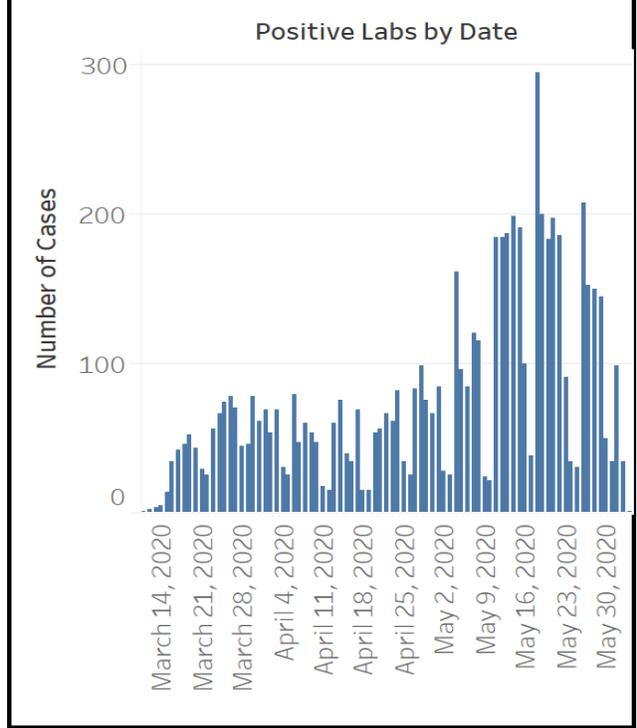
Number of Cases by Age



Number of Cases by ZIP Code



COVID-19 Cases by Date

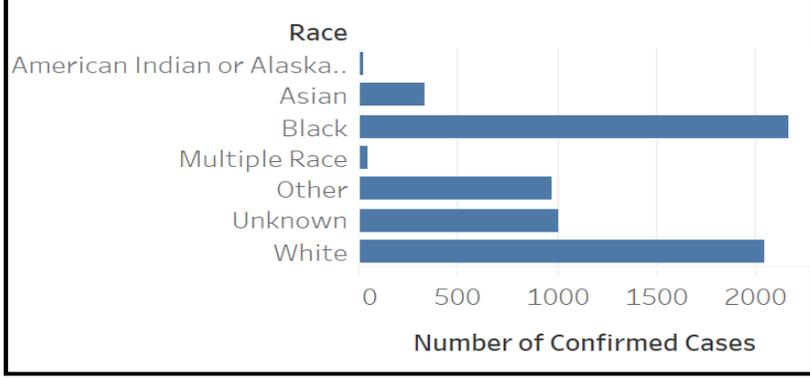


Source of Lab Testing

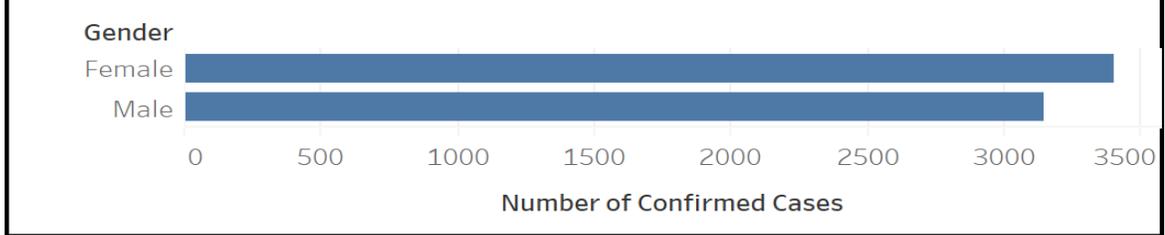
Test Source	Number of Tests	% of Total Tests
Commercial Lab	34,357	94.07%
Milwaukee Health Depart..	1,523	4.17%
Wisconsin State Lab of Hy..	644	1.76%

*Represents all tests reported into WEDSS, both positive and negative results

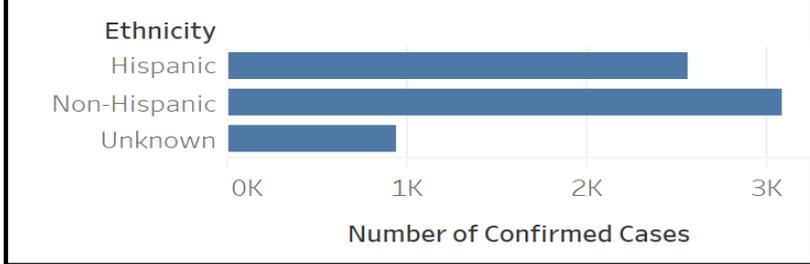
Number of Cases by Race



Number of Cases by Gender



Number of Cases by Ethnicity



Data Source: Wisconsin Disease Surveillance System
 *Values between 1-5 records have been suppressed to protect individual confidentiality
 *It can take between 4-8 days for trends to stabilize due to delays in reporting

[Death Data](#)

[Testing Data](#)

[Key Performance Metrics](#)

[Additional Resources](#)

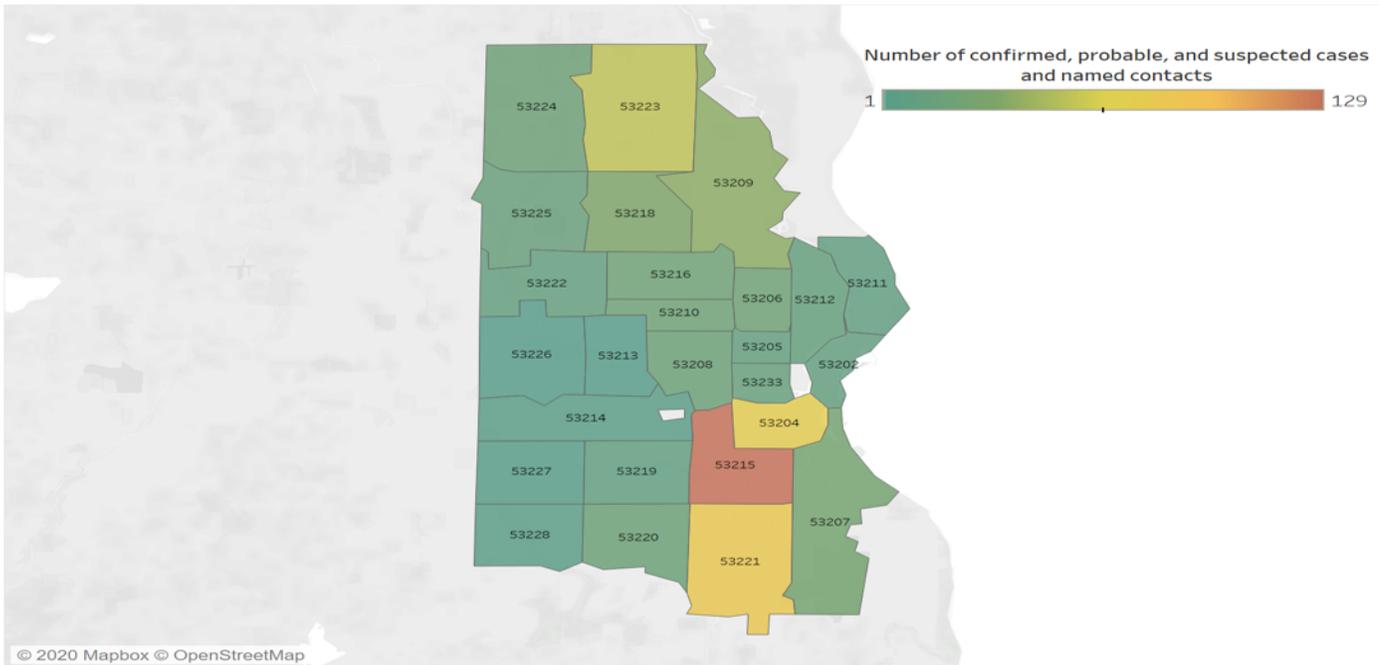
COVID RESPONSE WORKLOAD

COVID-19 Response Work Load

City of Milwaukee Health Department
March 1 - June 3 as of 12:00PM

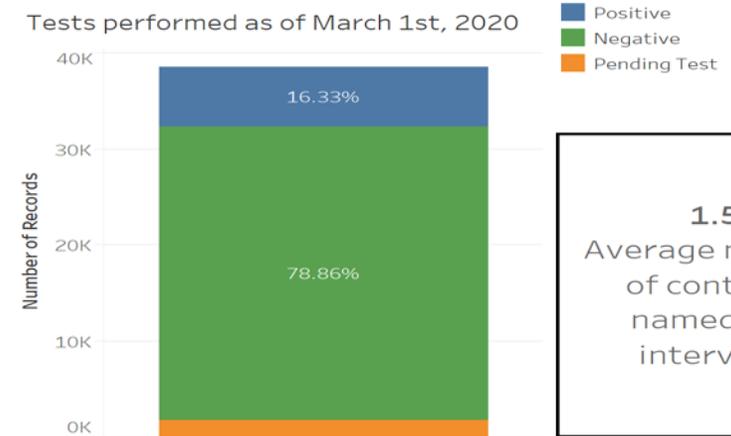
6,589
Confirmed Cases

Current MHD caseload by ZIP code: Active confirmed, probable, and suspected cases and named contacts



*The map above represents the number of active confirmed cases and contact investigations receiving follow up from the City of Milwaukee Health Department. This map does not display cases and contact investigations that have been completed and/or closed

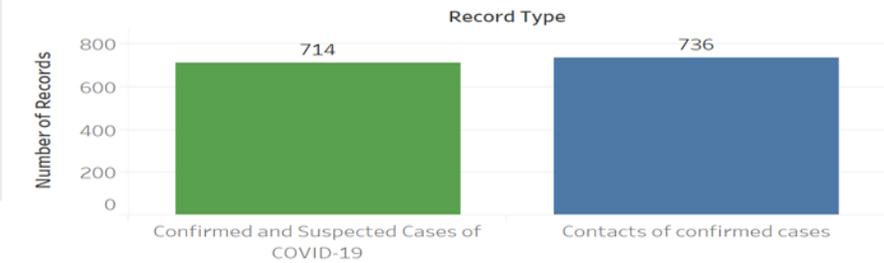
Tests performed as of March 1st, 2020



1.5
Average number
of contacts
named per
interview

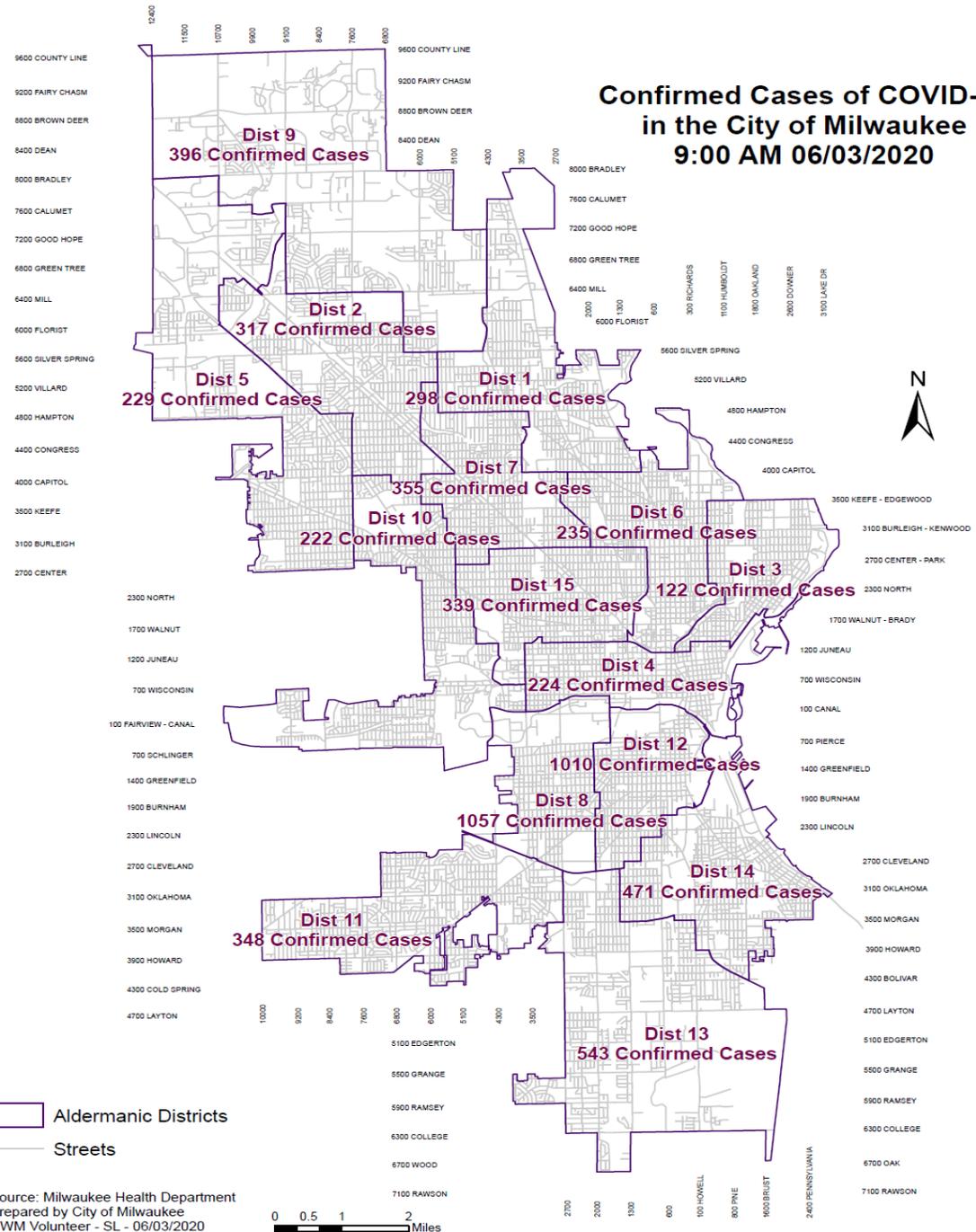
*Data above represents all tests reported into the Wisconsin Electronic Disease Surveillance System (WEDSS) for covid-19 performed by both public health and clinical laboratories.

Current Case Load





**Confirmed Cases of COVID-19
in the City of Milwaukee
9:00 AM 06/03/2020**



BY ALDERMANIC DISTRICT



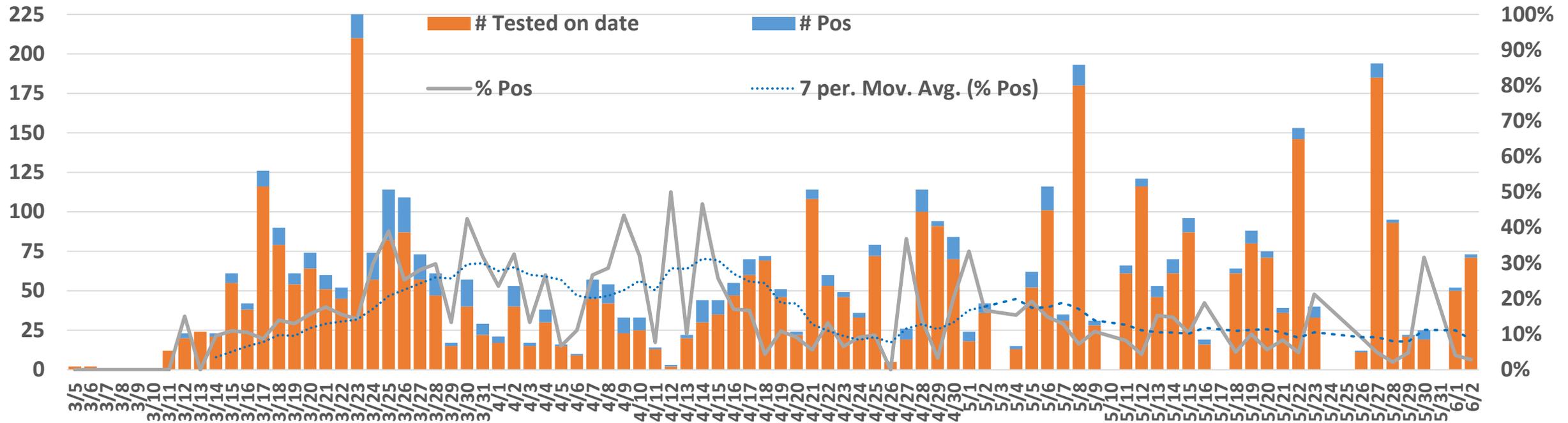
Source: Milwaukee Health Department
Prepared by City of Milwaukee
UWM Volunteer - SL - 06/03/2020

LABORATORY TESTING

CURRENT SITUATION

- MHDL has capacity to perform Nucleic Acid Amplification Testing (aka PCR) ~300-350 specimens per day
 - Testing patients with COVID-19 symptoms who meet priority criteria established by the WI DHS
 - Supporting outbreak investigations; e.g. LTCF, Correctional facilities, Rescue Mission, MPD/MFD, LHDs
- MHDL received >4,200 specimens, an average test result reporting < 24 hrs.
 - Observing ~10% positivity for 7 day moving average

Specimens Tested for COVID-19 at MHD Laboratory



SEROLOGICAL TESTING



- Qualitative detection of IgG antibodies to SARS-CoV-2 in human serum and plasma
 - MHDL Serological testing (IgG) went live May 2020
 - Not recommended for diagnostic
 - molecular testing is recommended for diagnosis of COVID-19
- Immunocompetent individuals develop detectable IgG antibodies against SARS-CoV-2 approx. 8 to 11 days following onset of symptoms
- Recommended in individuals at least 10 days post-symptom onset or following exposure to individuals with lab-confirmed COVID-19
 - Testing prior to this time may be negative for SARS-CoV-2 IgG antibodies
- Serological Surveillance for SARS-CoV-2 study- *planning in progress*
 - Determine prevalence of SARS-CoV-2 antibodies among residents and high risk populations
 - Streamline disease prevention, mitigation practices, and overall cost benefits
 - Determine performance characteristics of commercial FDA-cleared SARS-CoV-2 antibody tests

POINT OF CARE TESTING

- Acquired 14 Abbott ID-NOW Point of Care Testing analyzers from WI DHS to deploy within jurisdiction
 - Must meet CLIA guidelines
- Deploying to sites that serve high risk & underserved populations that benefit from utilizing POC analyzer
 - Intended for Symptomatic persons; not for asymptomatic screening
 - Negatives are considered presumptive and confirmatory PCR swabs may be tested at MHDL
- MHDL providing site evaluation and training for deployment sites
- Deployment Status
 - 7 units deployed to date
 - 1 scheduled this week
 - 4 locations in the planning phase

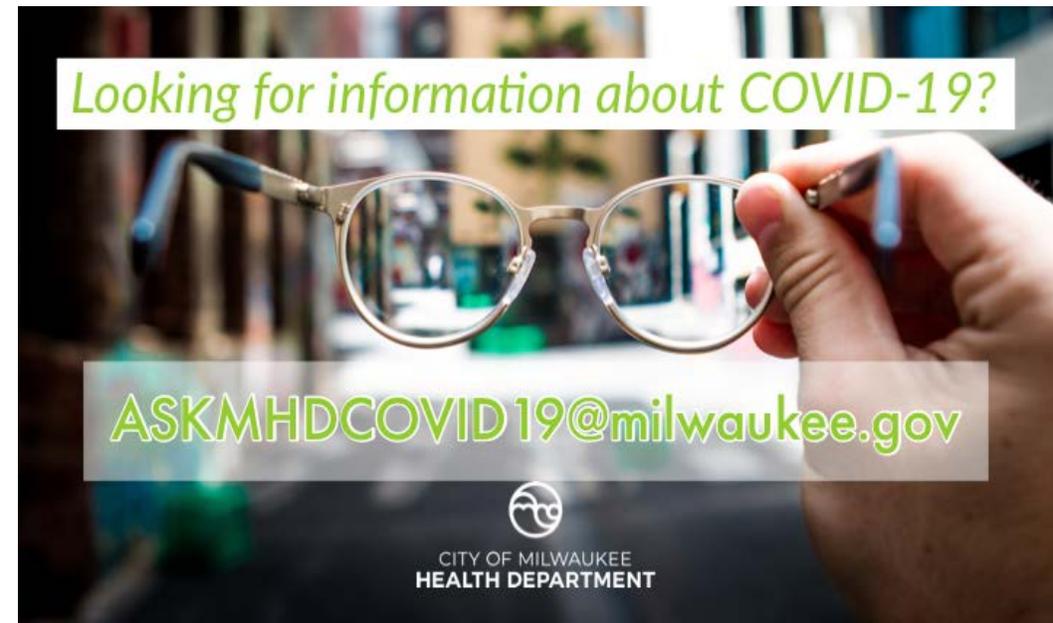




COMMUNITY TESTING STRATEGY

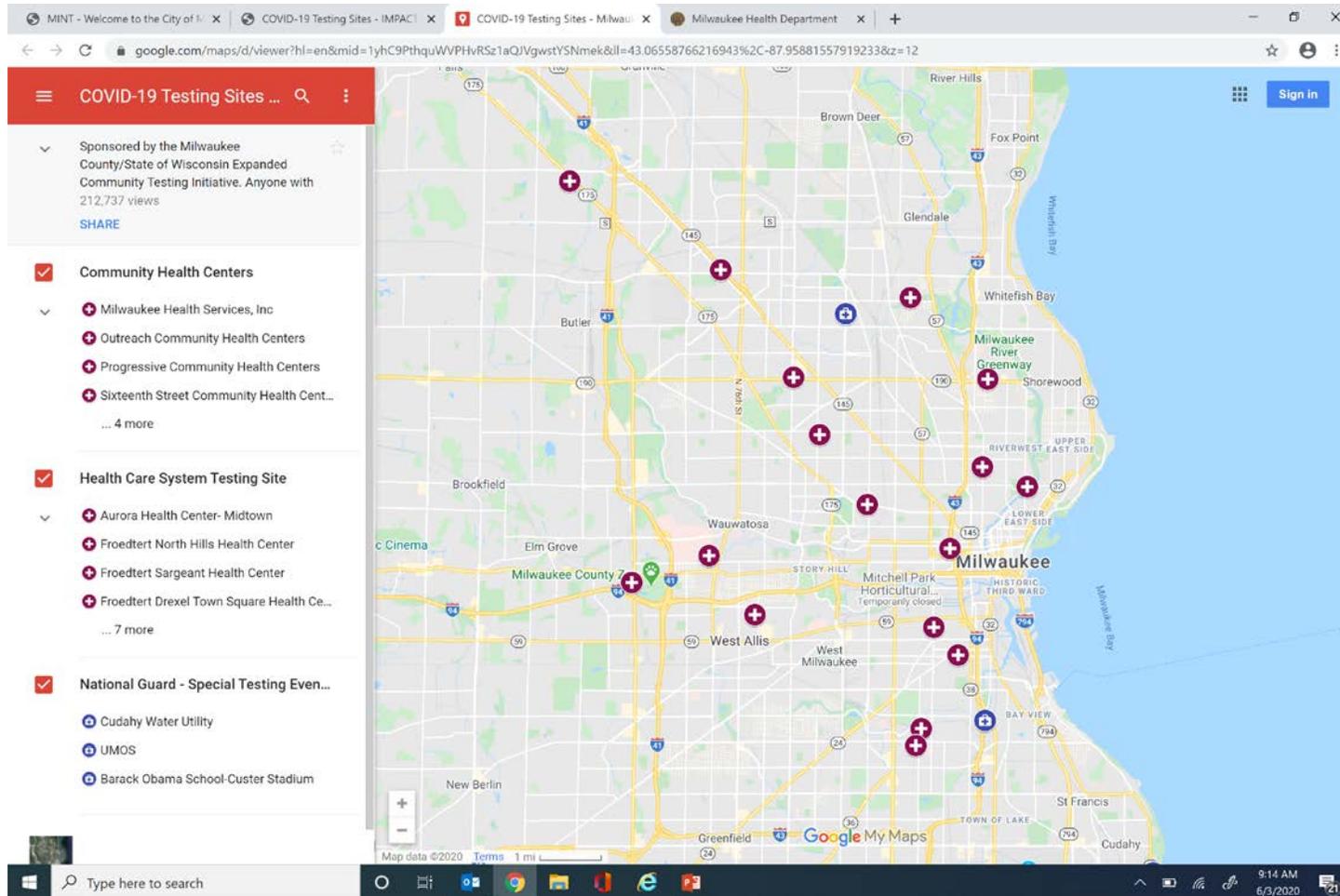
TESTING GROUP STRATEGIES

1. Place-Based Testing
2. Expand Health Care Provider Testing
3. Community Outreach and Education
4. Measurement and Reporting
5. ASKMHD



SUSTAINABLE TESTING PLAN

COMMUNITY HEALTH CENTERS & HEALTH SYSTEMS



COVID-19 Diagnostic Testing

Milwaukee Community Health Centers

If you do NOT have a doctor and have ANY of the following symptoms:

- Fever
- Cough
- Shortness of Breath
- Sore throat
- Headache
- Fatigue
- Body or muscle aches
- Nausea
- Vomiting
- Loss of smell
- Loss of taste

Call your nearest Milwaukee Health Center or 211
Diagnostic testing is by appointment only



If you have symptoms, call your nearest health center to see if you need to be tested before going to a clinic.
No insurance, income, or immigration restrictions.
Call 211 to help get connected.

Milwaukee Health Center Diagnostic Testing Sites

- | | |
|---|--|
| <p>North Side Health Centers</p> <p>Milwaukee Health Services, Inc.
Call: (414) 372-8080 www.mhsl.org
2555 N. Dr. Martin L. King Junior Drive, 53212 OR
8200 W. Silver Spring Drive, 53218</p> <p>Outreach Community Health Centers
Call: (414) 414-727-6320 www.ochc-milw.org
210 W. Capitol Drive, 53212</p> <p>Progressive Community Health Centers
Call: (414) 882-2040 www.progressivechc.org
3522 W. Lisbon Avenue, 53208</p> | <p>South Side Health Centers</p> <p>Gerald I. Ignace Indian Health Center
Call: (414) 383-9526 www.gliihc.net
930 W. Historic Mitchell Street, 53204</p> <p>Sixteenth Street Community Health Centers
Call: (414) 672-1353 www.sschc.org
2906 S. 20th Street, 53215 OR
1032 S. Cesar E. Chavez Drive, 53204</p> |
|---|--|



STOP GAP TESTING MEASURES

NATIONAL GUARD COMMUNITY TESTING SITES

National Guard community testing sites

- Drive-thru and walk-up, no appointments

- Capacity 500 tests/site/day

- 2 sites, 11am -7pm , Monday-Thursday

Friday & Saturday 11am -5pm

- UMOS 27th and Chase

- Custer Stadium /Barack Obama School

-4300 West Fairmount Avenue

MILWAUKEE

FREE!

**COVID-19
ON-THE-SPOT
TESTING**

NO APPOINTMENT NECESSARY

Walk up or drive up

Monday thru Thursday: 11 a.m. to 7 p.m.

Friday & Saturday: 11 a.m. to 5 p.m.

(Closed Sunday)

NORTH SIDE

Custer Stadium

4300 W. Fairmount Ave.

SOUTH SIDE

UMOS

2701 S. Chase Ave.



CITY OF MILWAUKEE
HEALTH DEPARTMENT





CONTACT TRACING

BADGER BOUNCE BACK PLAN

2 Key Metrics for Contact Tracing:

- 1.) Positive cases of COVID-19 interviewed within 24 hours of test results
- 2.) Contacts interviewed within 48 hours of test results

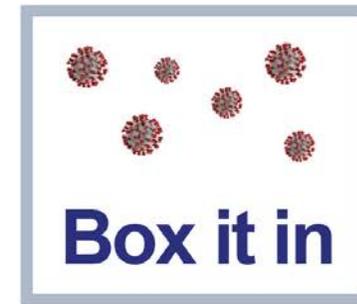


Widely



ISOLATE

All infected people



To get us all working again



QUARANTINE

All contacts self-isolate for 14 days



FIND

Everyone who has been in contact with infected people





PROPOSED STRUCTURE

Case Investigation

- Complete case interview
- Identify close contacts
- Interview household contacts
- Enter case information into WEDSS

Contact Notification

- Complete contact interviews
- Identify probable cases
- Enter contact information into WEDSS

WEDSS Management

- Stage new cases in WEDSS
- Review case and contact data in WEDSS for missing data

Site Investigation

- Provide technical support to sites with outbreaks
- Coordinate site sampling/testing, if needed



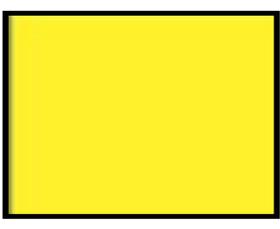
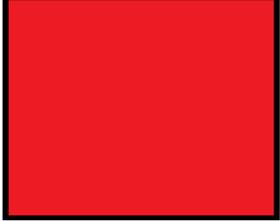
MOVING MILWAUKEE FORWARD SAFELY PLAN

PHASED OPENING

Action	MOVING MILWAUKEE FORWARD PHASE 1	PHASE 2: MOVING MILWAUKEE FORWARD	UPDATED PHASE 2	PHASE 3 When all Gating Criteria are met	PHASE 4 Based on re-evaluation of Gating Criteria	PHASE 5 Based on re-evaluation of Gating Criteria
Gatherings in homes or public venues	Maximum 10 people and personal protective measures	Maximum 10 people and personal protective measures	Maximum 10 people & personal protective measures	Fewer than 25 people and personal protective measures	Fewer than 100 people and personal protective measures	Yes, maximum size of gatherings to be determined Faith
Long-term Care Facilities	No outside visitors	No outside visitors	No outside visitors	No outside visitors	Yes, limited number of adult family members, screening visitors; physical distancing & personal protective measures	No limits, but screening visitors for signs and symptoms and personal protective measures
Retail Establishments	Yes, with limits on capacity of 25% and safe business practices are in place	Yes, with limits on capacity of 25% and safe business practices are in place	Yes, with limits on capacity of 25% and safe business practices are in place	Yes, with limits on capacity of 50% or 1 person for every 30 sq. ft. safe business practices	Yes, with limits on capacity of 75% or 1 person for every 30 sq. ft. safe business practices are in place	Yes (Subject to re-evaluation)
Restaurants and Bars	No, but allow take-out and delivery	No, but allow take-out and delivery	No, but allow take-out and delivery	Yes, with limits on capacity of 25% and safe business practices are in place	Yes, with limits on capacity of 50% and safe business practices are in place	Yes (Subject to re-evaluation)
Salons and Spas	Yes, one client per service provider and compliance with other listed precautions	Yes, one client per service provider and compliance with other listed precautions	Yes, one client per service provider and compliance with other listed precautions	Yes, with limits on capacity of 50% with recommended protective measures, safe business practices in place	Yes, with limits on capacity of 75% with recommended protective measures, safe business practices in place	Yes (Subject to re-evaluation)

Key Performance Metrics - Updated Every Thursday

[Return to City of Milwaukee COVID 19 Statistics](#)

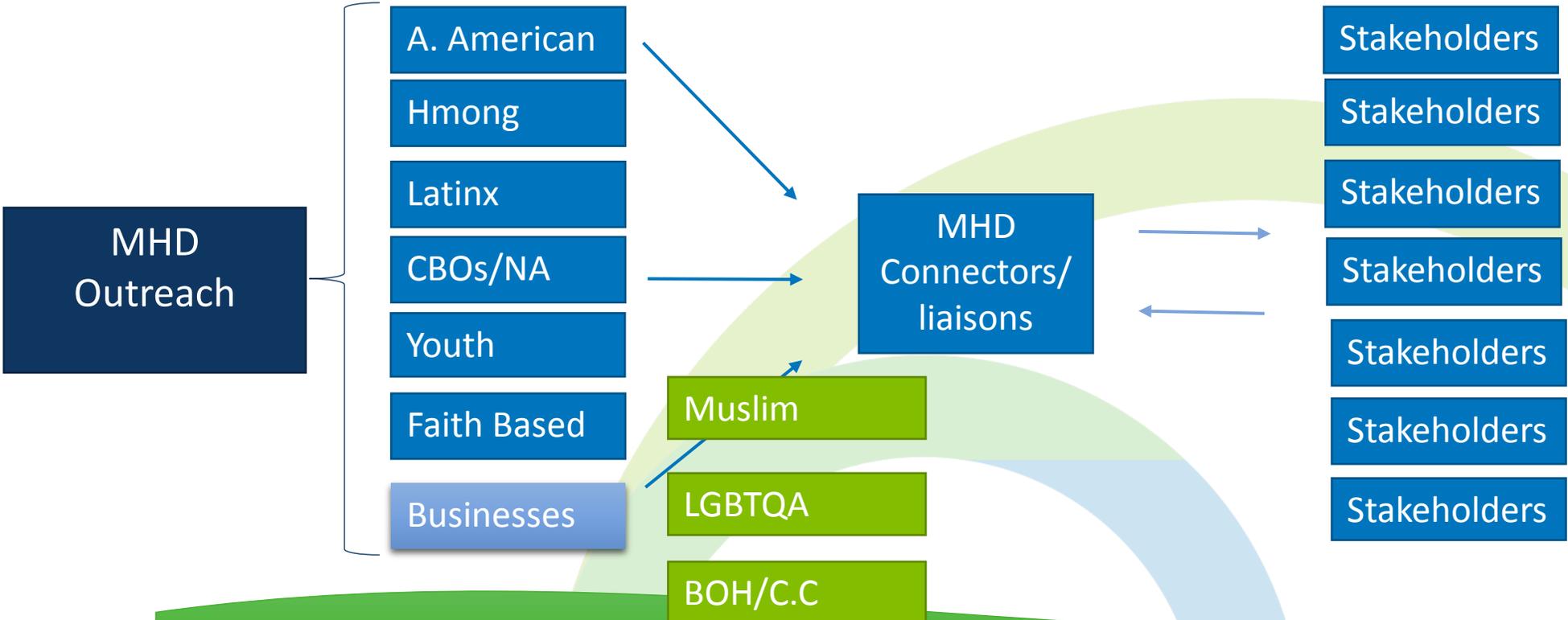
Cases		<p>Key Metric: Trend in percent positive COVID+ PCR Tests*</p> <p>Green: 14 day significantly negative trend or percent positive 5% or less for 14 days</p> <p>Yellow: No significant trend</p> <p>Red: 14 day significantly positive trend</p>	<p>Details: Positive or negative trend will be based on linear regression with statistical significance set at an industry standard of $p < 0.05$. The measure omits the last four days of data, due to tests taking approximately four days to be accurately reflected by the system. As data fluctuates day to day, linear regression provides a reliable indicator on true trends. Fluctuations in testing patterns, such as ratios of symptomatic to asymptomatic individuals being</p>
Testing		<p>Key Metric: Number of tests performed* and percent positive for PCR tests</p> <p>Green: 2,400 tests per day OR $<5\%$ positive for 5 days</p> <p>Yellow: 1,000-2,400 tests per day OR 5-10% positive for 5 days</p> <p>Red: $<1,000$ tests per day AND $>10\%$ positive for 5 days</p>	<p>Details: Based on absolute number of tests, as well as percent positive tests, to account for potential decreased testing needs with lower percent positive cases. Number of tests performed and percent positive both based on 5 consecutive days. The measure omits the last 4 days of data, due to test results taking approximately four days to be accurately reflected by the system. Fluctuations in testing patterns, such as ratios of symptomatic to asymptomatic individuals</p>
Care		<p>Key Metric: Percentage of hospitals not in crisis care* AND percentage of COVID+ hospital beds</p> <p>Green: 100% not in crisis care AND $<10\%$ of hospital patients are COVID+</p> <p>Yellow: 95-99% not in crisis care AND 10-20% of hospital</p>	<p>Details: Crisis standards of care is characterized by the Institute of Medicine as "extreme operating conditions" that may be indicated by the questions: (a) The facility is damaged/unsafe or non-patient care areas are being used by the facility for patient care, (b) Trained staff are unavailable or unable to adequately care for the volume of patients even with extension techniques, (c) Critical supplies are lacking, resulting in reallocation of life sustaining resources and/or</p>
Safety		<p>Key Metric: Hospital systems reaching PPE goals*</p> <p>Green: 29+ days of all PPE supply for majority of hospitals</p> <p>Yellow: 8-28 days of all PPE supply for majority of hospitals</p> <p>Red: 0-7 days of all PPE supply for majority of hospitals</p>	<p>Details: Three out of five major health systems must be in range for all types of PPE to meet criteria. This measure is temporary and will be replaced in the near future with a more inclusive metric to reflect more broad personal protective equipment availability.</p>
Tracing		<p>Key Metric: The ability of the City of Milwaukee Health Department to contact individuals who have tested COVID+. Percent of COVID+ cases where a contact attempt was made within 24 hours.</p> <p>Green: A contact attempt is made by MHD on $>100\%$ of COVID+</p>	<p>Details: Percent of residents who test COVID+ where a contact attempt was made within 24 hours of the case report will be based on weekly metrics, excluding the past 4 days, to reflect the rapid changes and growth our contact tracing efforts are currently experiencing. This</p>

*Note these metrics are preliminary and may be altered based on best practices.



OUTREACH

MHD COMMUNITY OUTREACH





REACTIVE VS PROACTIVE

- 10 in person presentations/webinars
 - DCF
 - Salons/Barbershop
 - Beyond the Bell
- OVP
 - Protests
- You Matter Campaign
- Multiple Emails/Calls
 - Individual people
 - Community organizations

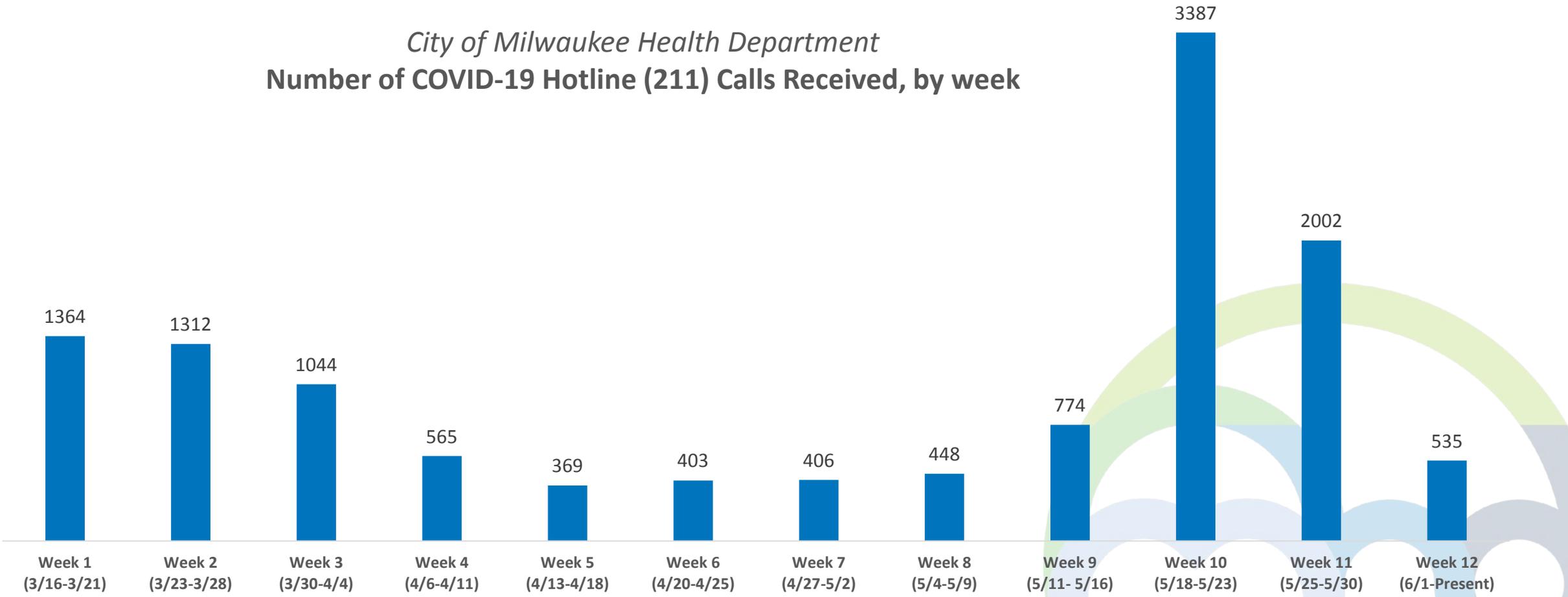
- Sector Webinars Planned
 - MPS
 - Child Care
 - Faith Based
- Sixteenth Street
 - Epi data to guide direct Outreach
- Muslim Community Health Center
- OVP
 - Mental Health Segment
 - Wear Orange



HOTLINE

286-6800 | M-F, 8 AM-6 PM AND SAT 9 AM-1 PM

City of Milwaukee Health Department
Number of COVID-19 Hotline (211) Calls Received, by week





COMMUNICATIONS



COMMUNICATIONS - WEBSITE

COVID-19 in Milwaukee

- Symptoms
- Testing information
- Resource Material
- Frequently asked questions
- Statistics
- Subscribe to: Get Email & Text Updates

milwaukee.gov/coronavirus

Moving Milwaukee Forward Safely

- Orders
- Media Releases
- Phased Reopening Plan
- Gating Criteria
- New Testing Site Information

milwaukee.gov/MMFS

SOCIAL MEDIA - THE LAST 28 DAYS

Facebook –

- 59 Actions on the page (up 157%)
- 3,300 Page Views (up 65%)
- 279 Page Likes (up 39%)
- Post Reach 59,990 (up 476%) All Organic
- Post Engagement 7,113 (up 153%)

facebook.com/MKEHealth

Twitter –

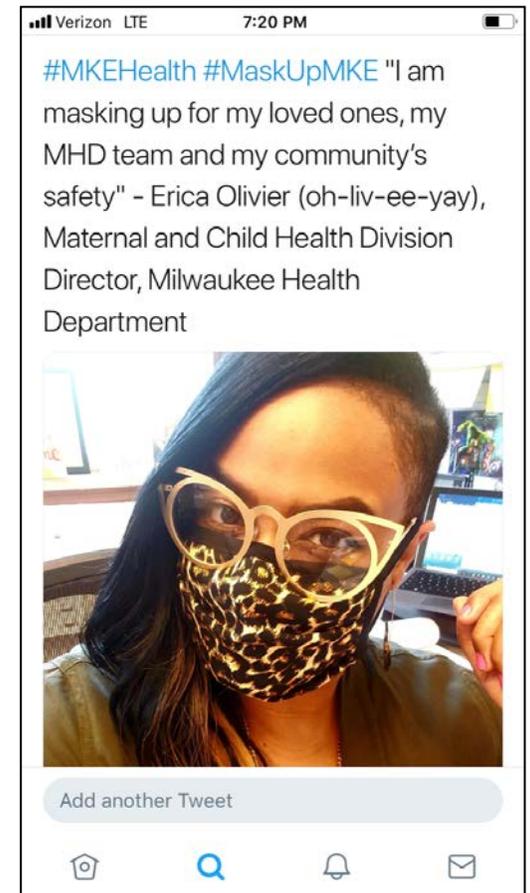
- 69 Tweets (up 64.3%)
- 150,000 Tweet Impressions (up 84.9%)
- 1,320 Profile visits (up 74.1%)
- 248 Mentions (up 110.2%)

twitter.com/MKEhealth

Instagram –

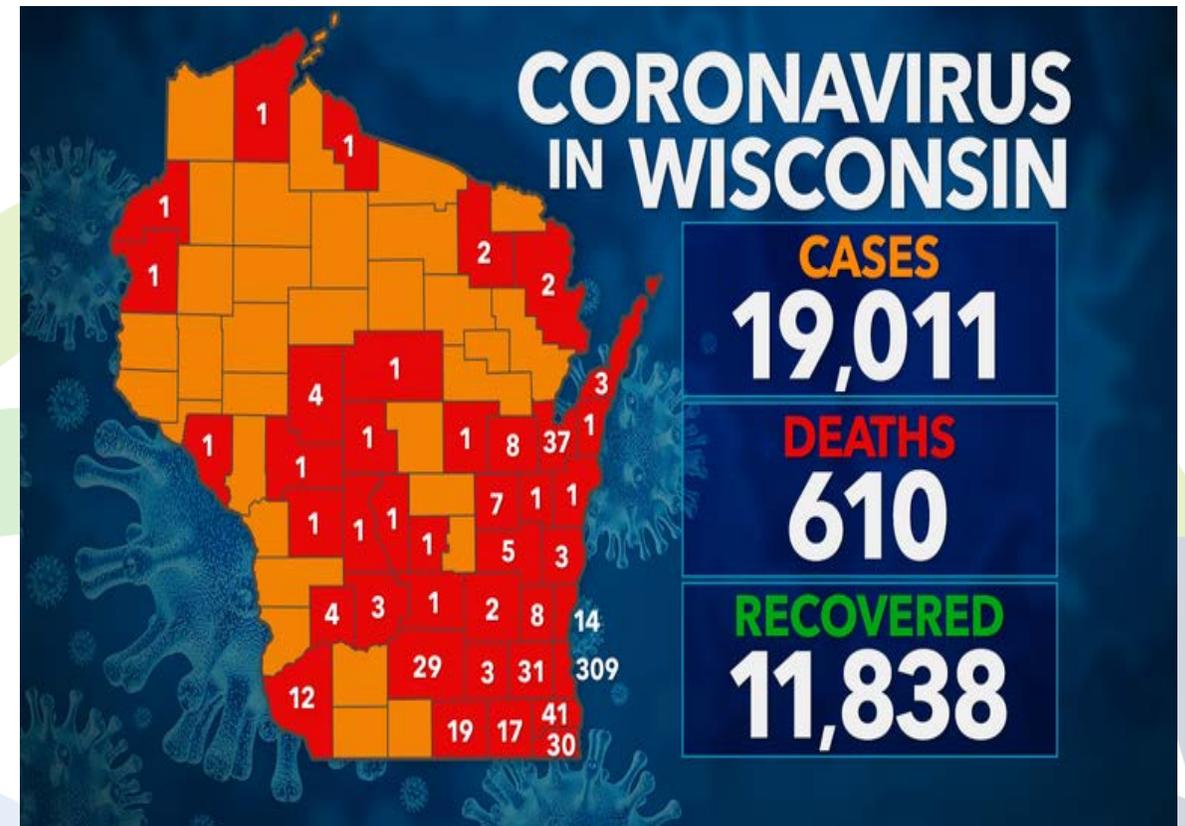
- Inaugural post April 29
- 68 followers, 18 posts
- Creating “Stories” on Insta and Facebook

instagram.com/mkehealth



MEDIA

- Last 30 days May 5 – Jun 3
 - 539 Media Stories
 - 462 Publications
 - "US News & World Report" led the highest potential reach of 109M on May 18th
 - "Urban Milwaukee" accounted for 64% of volume, followed by "Fox6now.com" with 13%



GOALS

- Continue to provide culturally related communications
- Work with our partners in the community to network and define needs
- Cultivate and maintain a positive relationship with the media



MILWAUKEE **FREE!**
COVID-19 ON-THE-SPOT TESTING

NO APPOINTMENT NECESSARY
 Walk up or drive up
Monday thru Thursday: 11 a.m. to 7 p.m.
Friday & Saturday: 11 a.m. to 5 p.m.
 (Closed Sunday)

NORTH SIDE | **SOUTH SIDE**
Custer Stadium | **UMOS**
4300 W. Fairmount Ave. | **2701 S. Chase Ave.**

© 2020

Has COVID-19, but doesn't know it yet
 Has an undiagnosed heart condition
 Is having dinner with Nana later

Social distancing saves lives.
 Stop COVID-19 spread by:

- Staying home with your family
- Washing hands & surfaces often
- Keeping 6 feet or more away from others in public spaces
- Do not meet in groups of any size
- Covering your nose/mouth with mask/cloth

Wear a **MASK!**

Questions? Call 2-1-1 • milwaukee.gov/coronavirus

#MovingMKEForward

CITY OF MILWAUKEE HEALTH DEPARTMENT

Pruebas de COVID-19 en Milwaukee
 Lugares de Pruebas del Lado Norte

Si no se siente bien — llame para una prueba!
 Llame a su medico, uno de los lugares abajo, o al 211
 Solamente se le hace la prueba con cita previa

LEAD WITH LOVE
JUNE IS PRIDE MONTH

No Vaya a la Clínica | Llame a un Lugar de Pruebas | Haga una Cita para la Prueba

ctor, un lugar debajo de pruebas o al 211 para hacer una cita para una prueba antes de ir a la clinica.

ones de seguro, ingreso ni estado de inmigración. Todos son bienvenidos. médico pero no le hacen pruebas, aún puede hacerse una prueba en la s "lugares de prueba". Asegúrese de proporcionar al sitio de prueba la ción de su médico para que su médico habitual pueda ayudarlo después de la prueba.

Lugares de Pruebas" del Lado Norte

Aurora Health Center Midtown 5818 W. Capitol Drive Llame al: 877-819-5034	Outreach Community Health Centers 210 W. Capitol Drive Llame al: 414-727-6320
Froedtert North Hills Health Center W129N7055 Northfield Drive, Menomonee Falls Llame al: 414-805-2000	Progressive Community Health Centers 3522 W. Lisbon Ave Llame al: 414-882-2040
Ascension All Saints Family Health Center 2400 W. Villard Avenue Llame al: 833-981-0711	Milwaukee Health Services, Inc. 2555 N. Dr. Martin L. King Drive OR 8200 W. Silver Spring Drive Llame al: 414-372-8080

Community Testing Initiative; Outreach and Communication | 5.23.2020



PRIORITIES FOR NEXT 4-6 WEEKS



PRIORITIES FOR NEXT 4-6 WEEKS

- Provide accurate and timely public health information
- Amplify leaders and solutions from our communities most impacted
- Continue to apply racial justice lens underlying inequities and structural solutions: economic security, housing security, healthcare access, consumer confidence, and marginalized populations
- Build out internal performance management systems
- Increase testing and ramp up contact tracing
- Incorporate using NeighborExpress



NEIGHBOR EXPRESS

- “Hub and Spoke” model
- Online platform
- Connects local organizations in coordinating deliveries: food; supplies; other services to community members
- Each organization maintains its own customer/client data within a secured database while having access to a parent database of resources
- Two examples of efforts using NeighborExpress-MKE:
 - MaskUpMKE
 - Milwaukee’s City Covid-19 Response Team



CHALLENGES

- Coordination between federal, state, regional, and local governments
- Underfunded public health system
- Lack of public health values
- Maintaining both essential and emergency operations
- Antiquated systems for modern crises





THANK YOU!
MILWAUKEE.GOV/CORONAVIRUS