

# CORONAVIRUS (COVID-19)

## MHD RESPONSE

PUBLIC SAFETY AND HEALTH | MAY 14, 2020



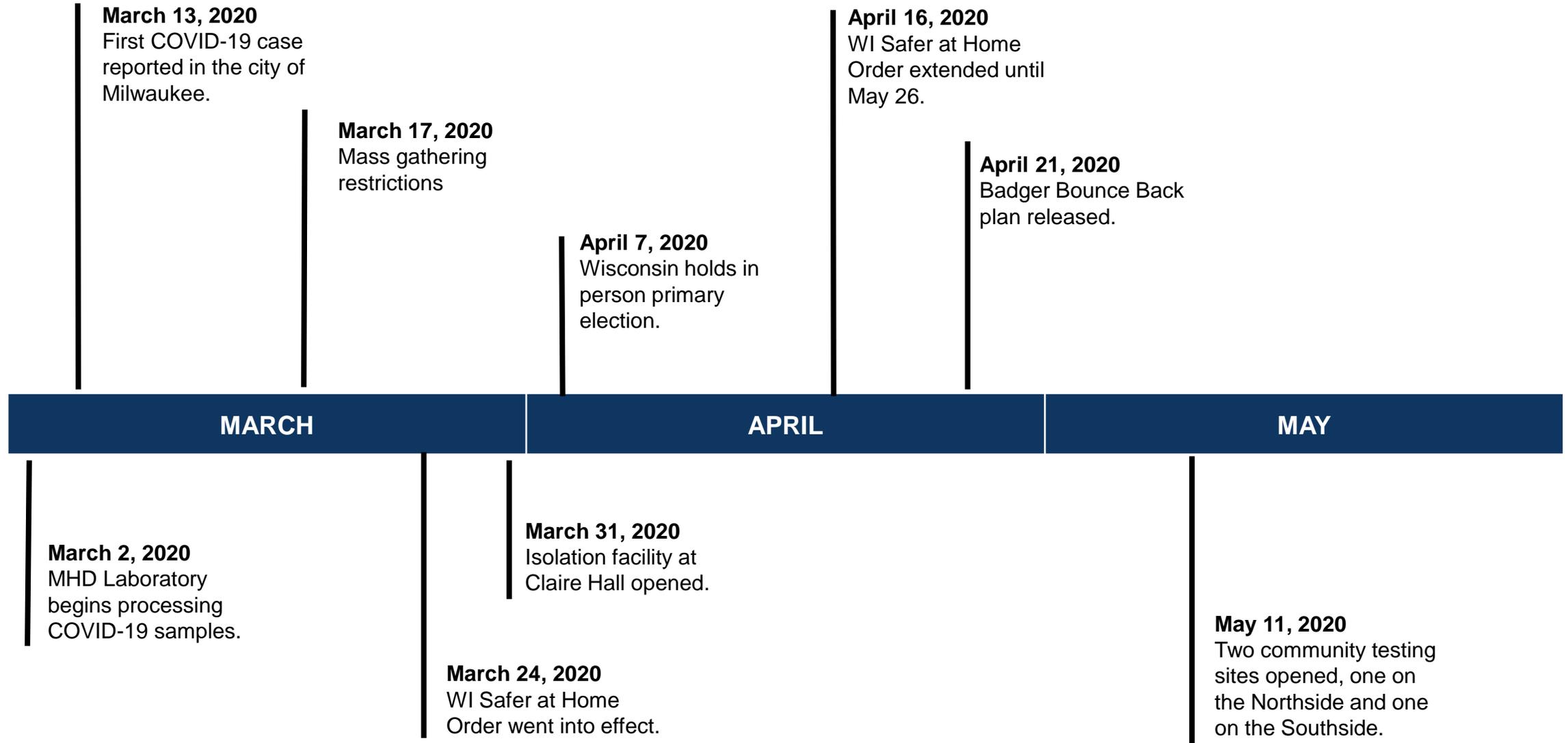
# OUTLINE

- 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

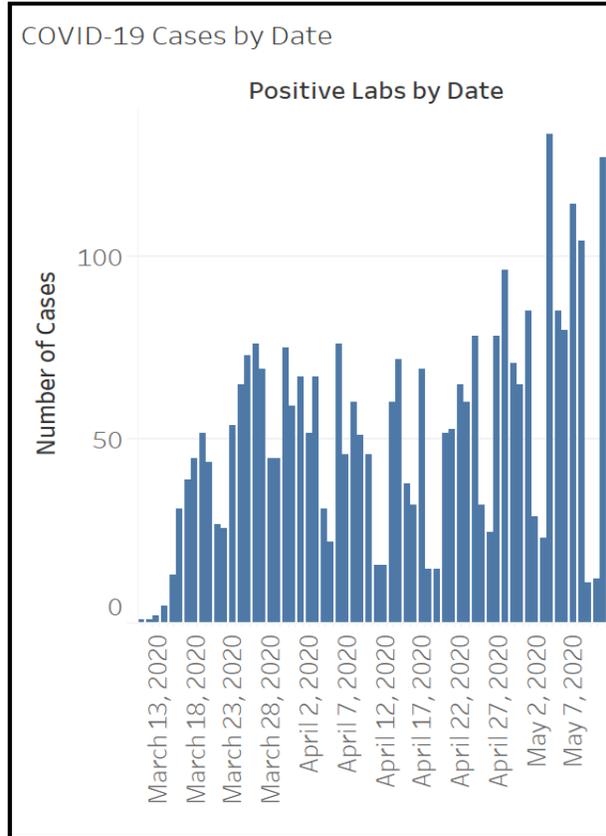
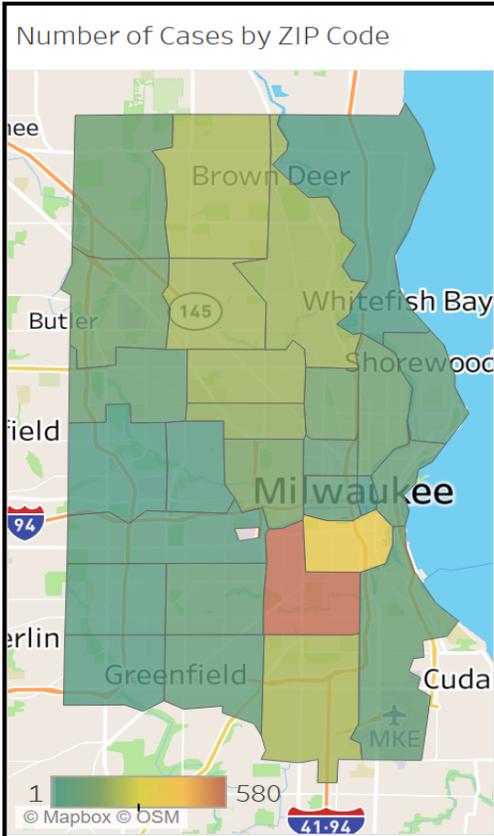
March 13-May 13 as of 1:45PM

**3,300**  
Positive Cases

**153**  
Deaths

### Hospitalized

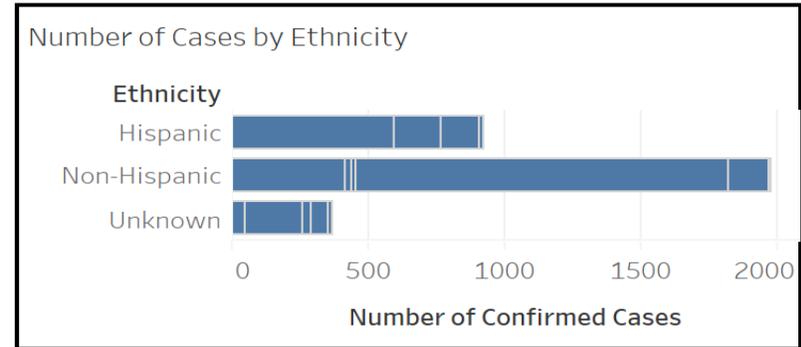
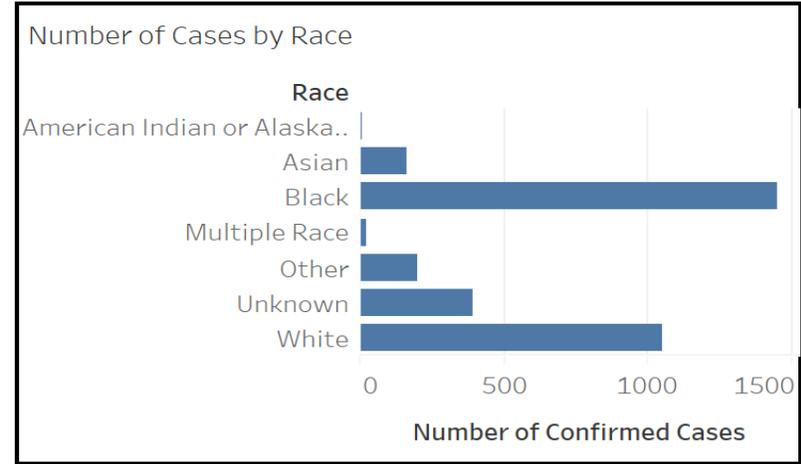
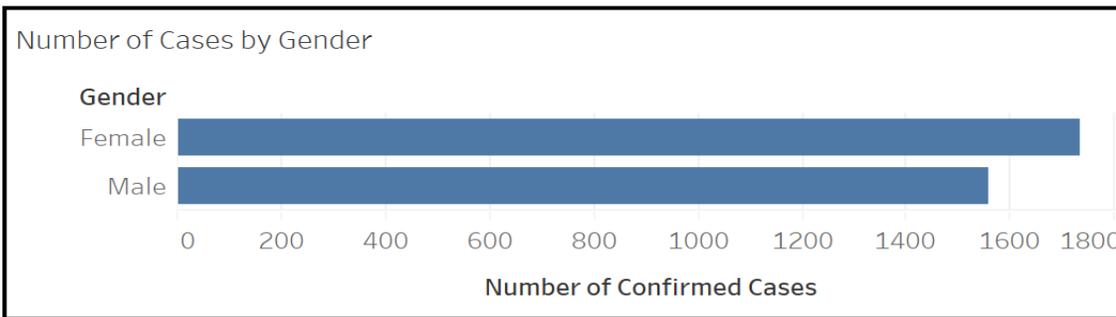
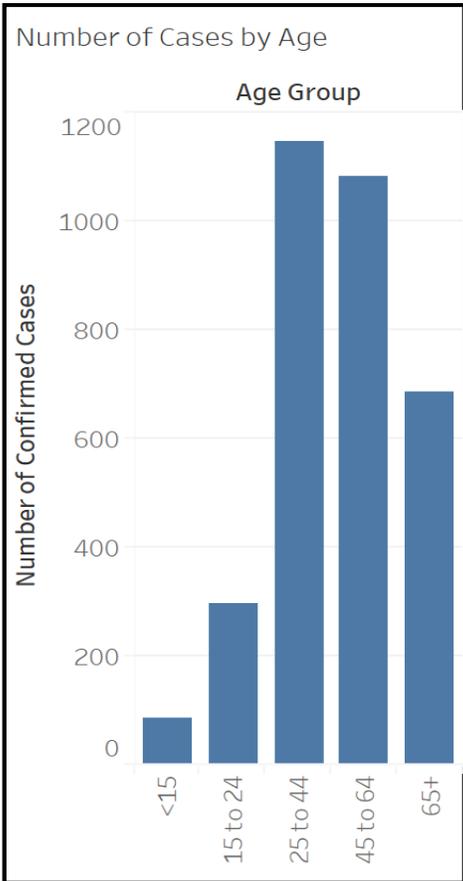
Status	Percentage
Hospitalized	19.73%
Not Hospitalized	33.79%
Unknown	46.48%



### Source of Lab Testing

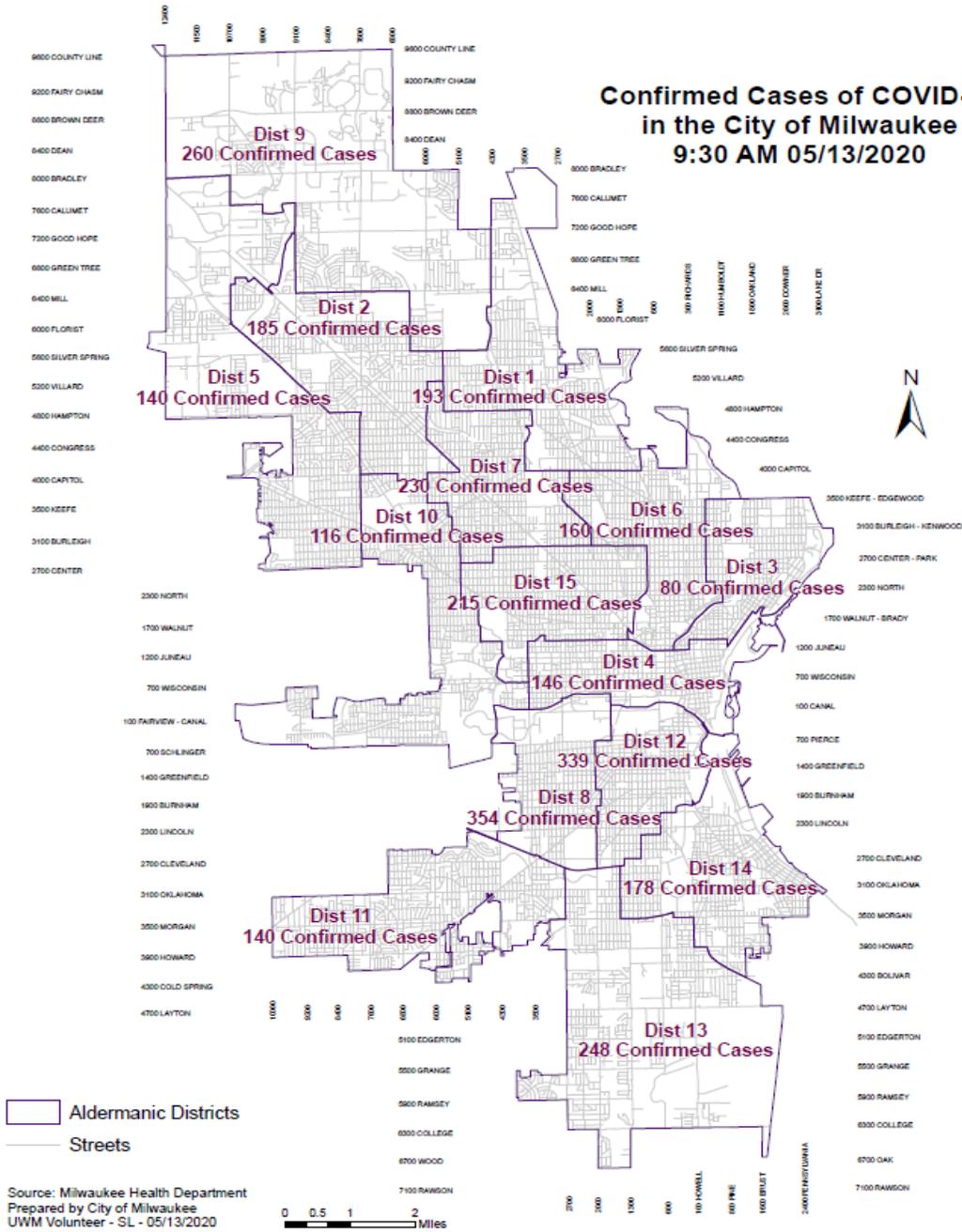
Test Source	Number of Labs	% of Total Tests
Commerical Lab	16,037	89.48%
Milwaukee Health Depart..	1,268	7.07%
Wisconsin State Lab of Hy..	618	3.45%

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



Data Source: Wisconsin Disease Surveillance System  
\*Values between 1-5 records have been suppressed to protect individual confidentiality

**Confirmed Cases of COVID-19  
in the City of Milwaukee  
9:30 AM 05/13/2020**

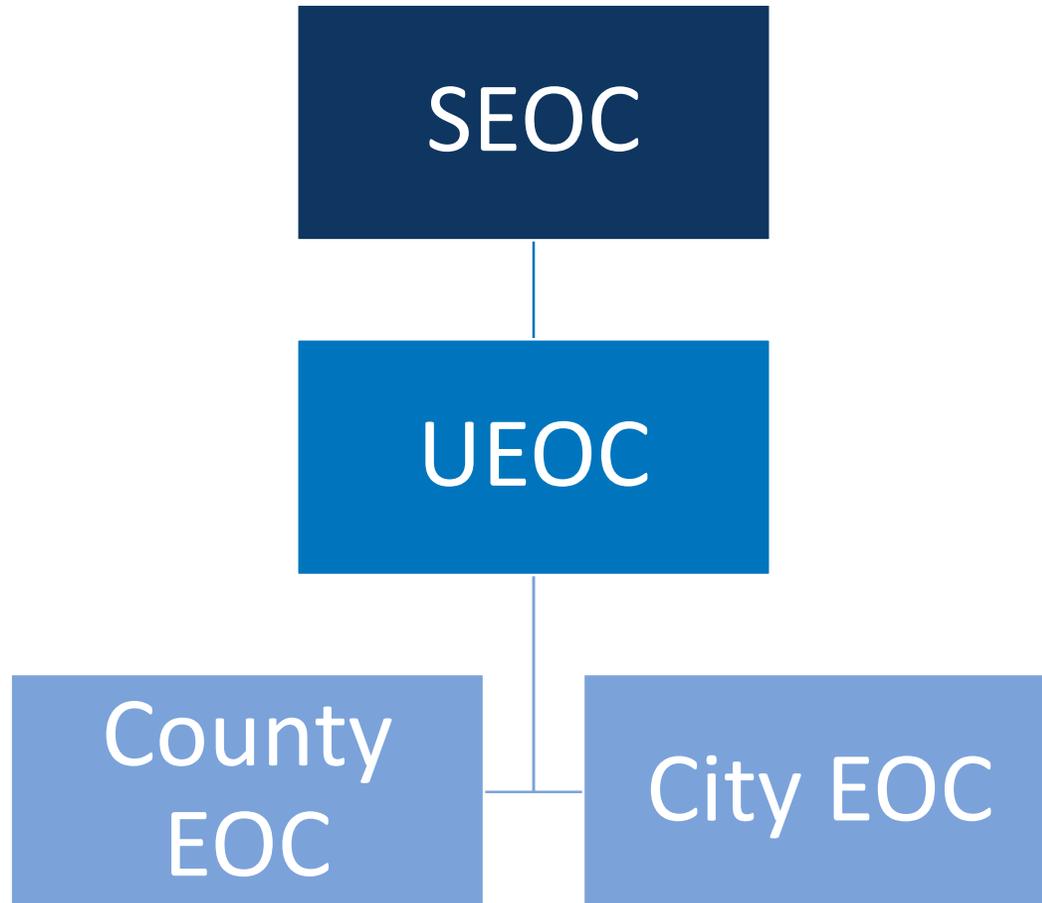


# BY ALDERMANIC DISTRICT



# OVERVIEW OF RESPONSE STRUCTURE

# RESPONSE STRUCTURE



- Cross-jurisdictional (All represented)

- MHD → Countywide
  - Multiple EOC roles

Municipal EOC

Healthcare Sector

Medical Direction

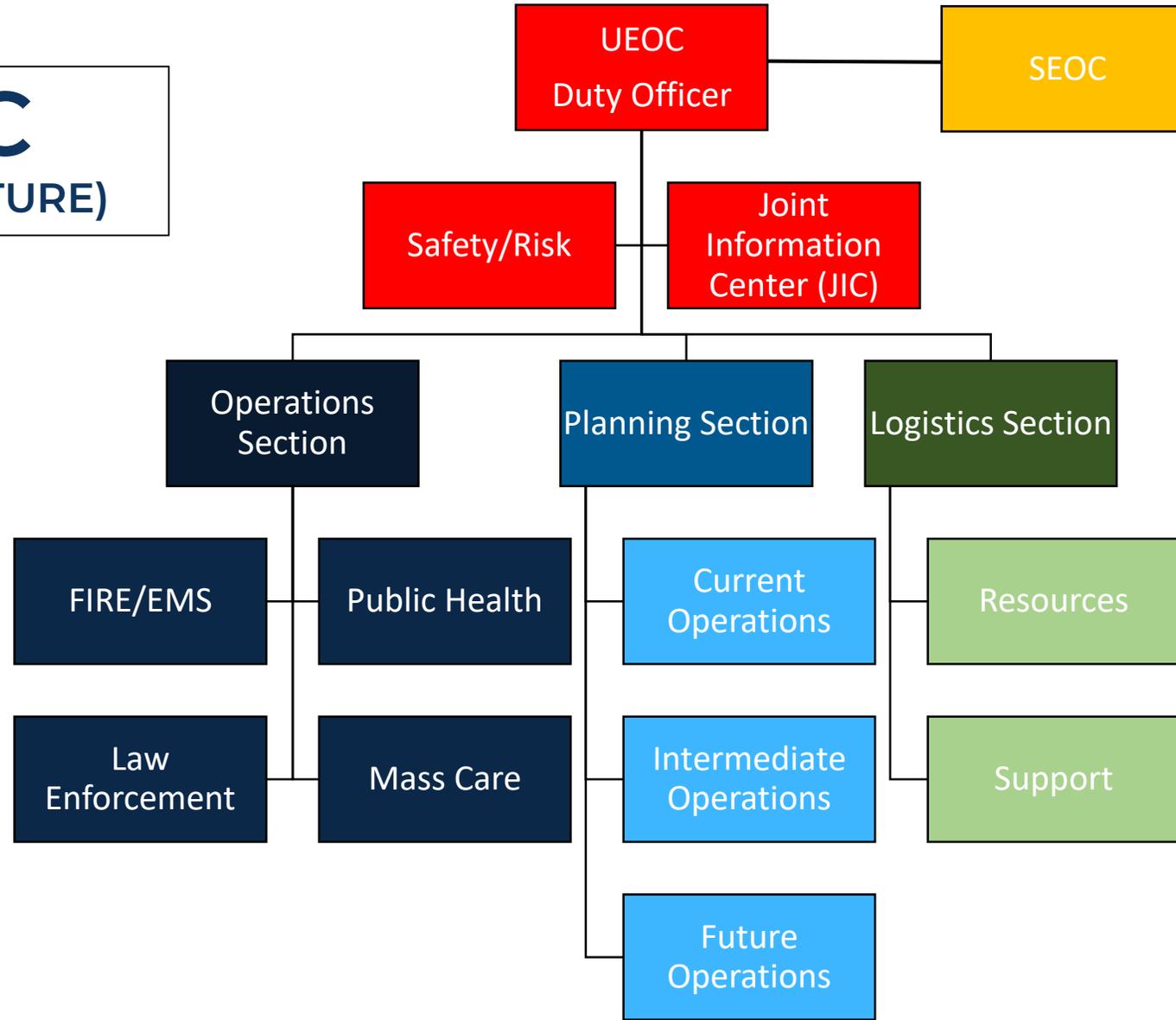
Suburban Health  
Officers

MHD Commissioner

Mayor Barrett / ICC /  
CEX

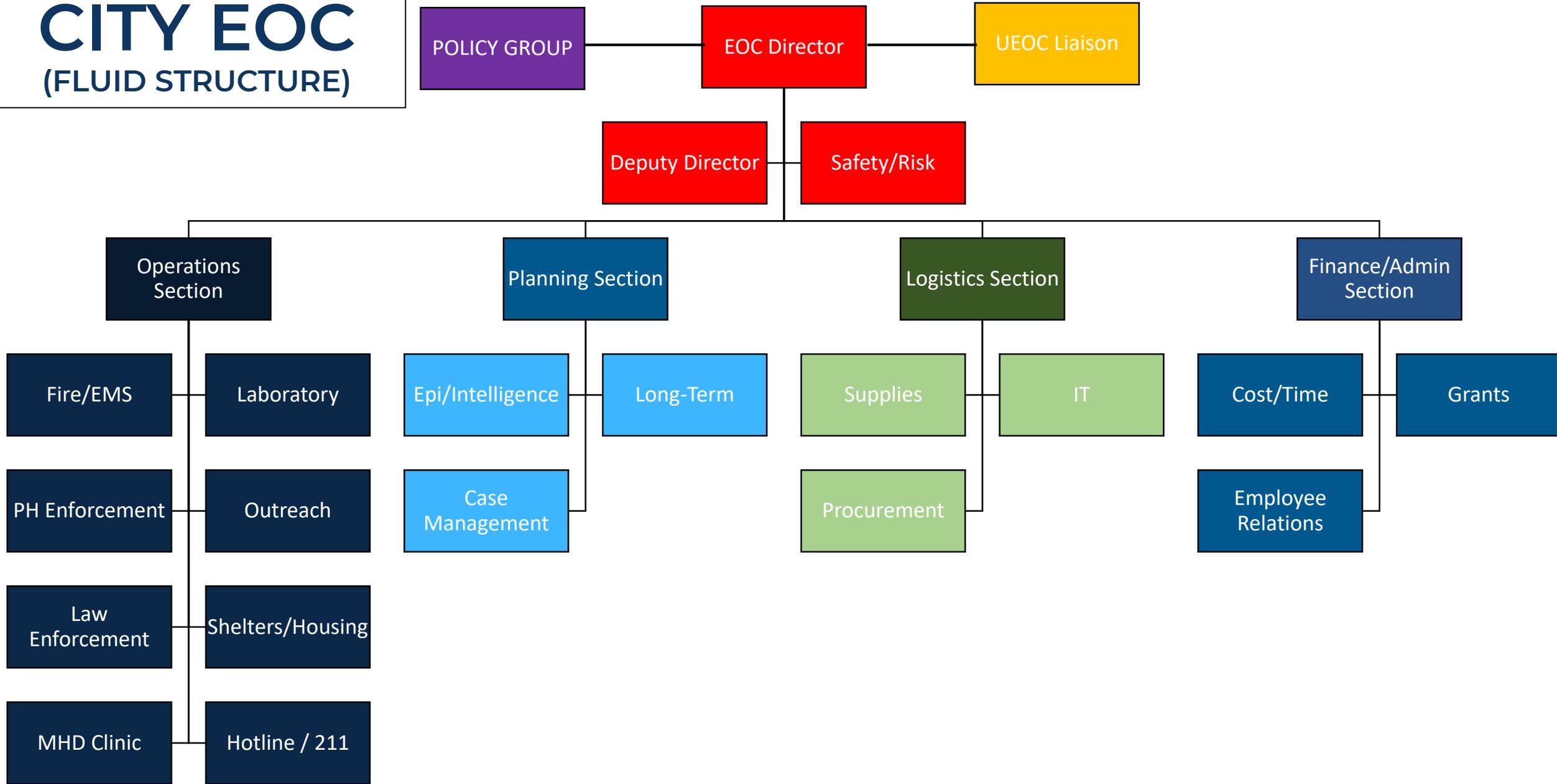
District Attorney

# UEOC (FLUID STRUCTURE)



# CITY EOC

(FLUID STRUCTURE)



POLICY GROUP

EOC Director

UEOC Liaison

Deputy Director

Safety/Risk

Operations Section

Planning Section

Logistics Section

Finance/Admin Section

Fire/EMS

Laboratory

Epi/Intelligence

Long-Term

Supplies

IT

Cost/Time

Grants

PH Enforcement

Outreach

Case Management

Procurement

Employee Relations

Law Enforcement

Shelters/Housing

MHD Clinic

Hotline / 211

# MHD RESPONSE

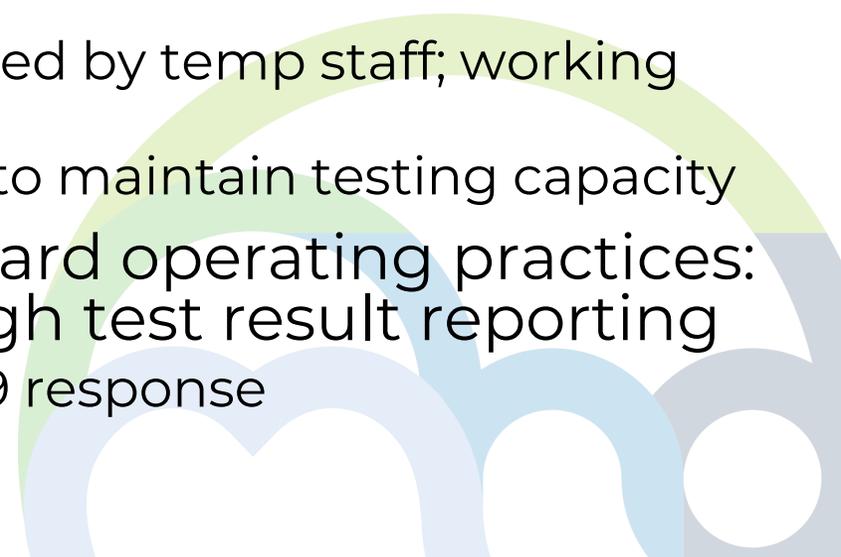
The background features a solid blue color with a series of overlapping, semi-transparent blue arches or wave-like patterns that create a sense of depth and movement. The arches are arranged in a way that they appear to recede into the distance, with the largest and most prominent one in the foreground and smaller ones behind it.

# LABORATORY TESTING

# OVERARCHING OBJECTIVES

## LABORATORY OPERATIONS PLAN-1

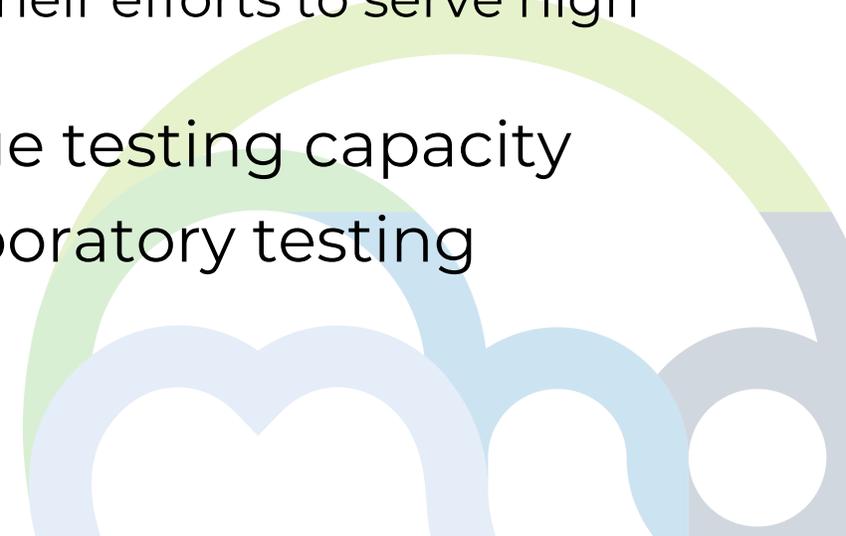
Provide Timely, Quality COVID-19 Testing Services in Support of Community and MHD Efforts While Sustaining Routine (non-COVID) Services

1. Increase and sustain Laboratory testing capacity (personnel and instrumentation)
    - On boarding a Microbiologist- Senior for immediate COVID-19 response supports and future Emergency Preparedness (bio-threat response, unknown powder, Bio-Watch & Biosafety in the lab)
    - Two vacant Microbiologist positions currently covered by temp staff; working with DER to fill asap (posted 5/12)
    - Continuously working with testing supply vendors to maintain testing capacity
  2. Optimize workflows by implementing standard operating practices: LEAN practice for sample acceptance through test result reporting
    - Cross training non-COVID staff to support COVID-19 response
- 

# OVERARCHING OBJECTIVES

## LABORATORY OPERATIONS PLAN- 2

3. Use data to drive strategic decisions related to planning & operations, and to communicate with laboratory system partners
  - Staffing through weekends
  - Adjusting work flows to ensure timely test results- on varying sample deliveries
4. Provide technical and logistical support to sites identified as qualified Point of Care test locations
  - Working with local universities to be able support their efforts to serve high risk congregate populations
5. Leverage external partnerships to build surge testing capacity
6. Provide community education related to laboratory testing



# LABORATORY WORKFLOW

## Sample Receiving and LIS Entry

- Sample Received
- Check specimen quality
- Check paperwork
- Enter patient and sample information into LIS

## Sample Preparation

- PPE Requirements
- Handle sample in BSC
- Extract viral genetic material from patient sample

## Sample Analysis

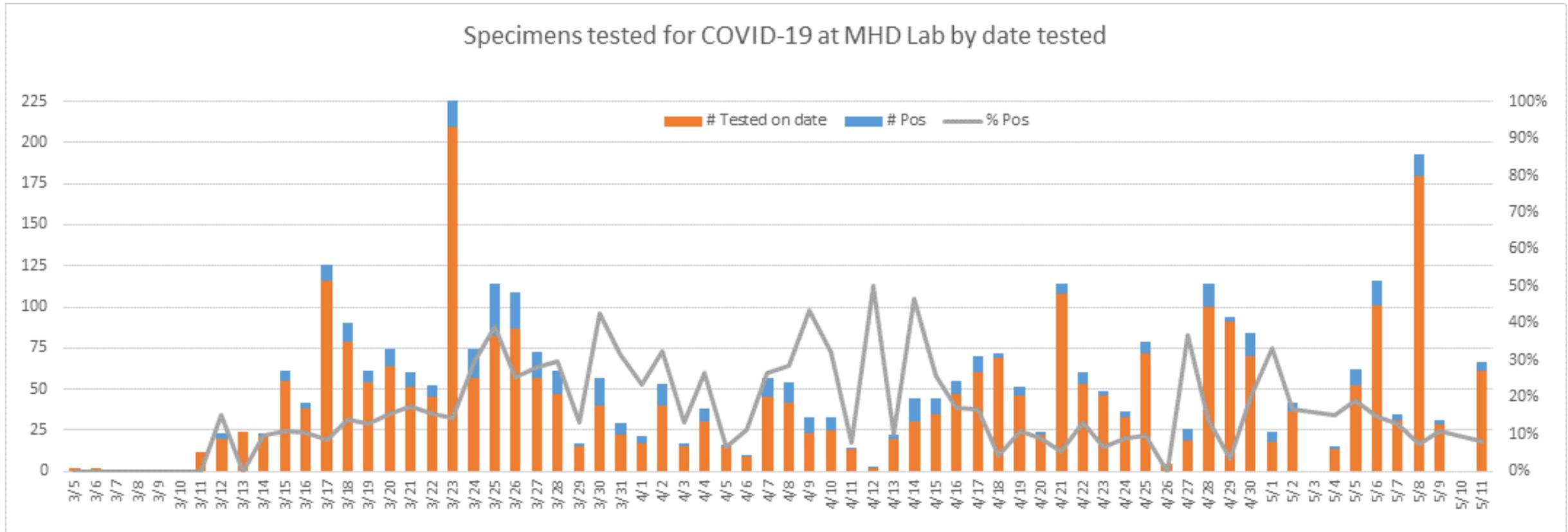
- Copy target region of virus genetic code
- Real time monitoring
- Analyze results
- Review results (verify) before LIS entry

## Result Reporting

- Enter results into LIS
- Reports sent automatically to clinical provider
- Results transmitted to state 2x/day
- 24 hrs. TAT

# CURRENT SITUATION

- MHDL currently has capacity to test approximately 200-250 samples per day
  - Testing patients with COVID-19 symptoms who meet priority criteria established by the WI DHS
  - Supporting outbreak investigations; e.g. Rescue Mission, LTCF, Correctional facilities, MPD/MFD, LHDs
- MHDL received >3,000 specimens with an average test result reported < 24 hrs.
  - Observing ~10% positivity for 7 day moving average



# COMMUNITY TESTING STRATEGY

The background features a series of overlapping, semi-transparent arches in shades of green and white, creating a layered, wave-like effect that resembles a stylized rainbow or a series of hills.

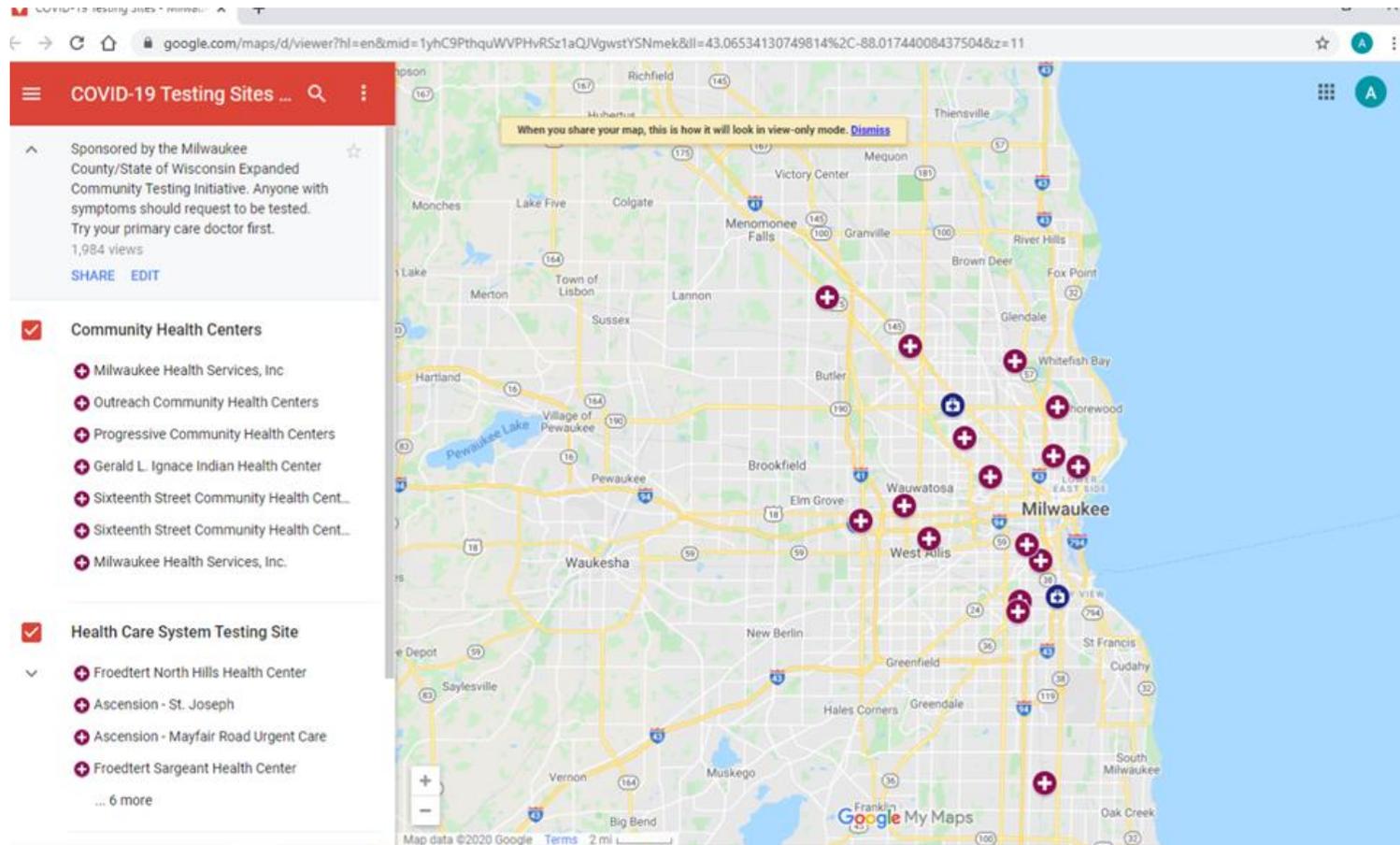
# TESTING GROUP STRATEGIES

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



# 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

#### North Side Health Centers

**Milwaukee Health Services, Inc.**  
Call: (414) 372-8080 | www.mhsi.org  
2555 N. Dr. Martin L. King Junior Drive, 53212 OR  
8200 W. Silver Spring Drive, 53218

**Outreach Community Health Centers**  
Call: (414) 414-727-6320 | www.ochc-milw.org  
210 W. Capitol Drive, 53212

**Progressive Community Health Centers**  
Call: (414) 882-2040 | www.progressivechc.org  
3522 W. Lisbon Avenue, 53208

#### South Side Health Centers

**Gerald I. Ignace Indian Health Center**  
Call: (414) 383-9526 | www.glihc.net  
930 W. Historic Mitchell Street, 53204

**Sixteenth Street Community Health Centers**  
Call: (414) 672-1353 | www.sshc.org  
2906 S. 20th Street, 53215 OR  
1032 S. Cesar E. Chavez Drive, 53204



# STOPGAP 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, 8am-8pm, 7 days/week
  - UMOS 27<sup>th</sup> and Chase
  - Midtown 57<sup>th</sup> and Capitol

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

**Beginning Monday, May 11**

**NO APPOINTMENT NECESSARY**  
Walk up or drive up  
Hours: 8 a.m. to 8 p.m., 7 days a week

<b>NORTH SIDE</b>	<b>SOUTH SIDE</b>
Midtown	UMOS
5700 West Capital Drive	2701 South Chase Avenue

Logos for Milwaukee Police Department, Wisconsin Department of Health Services, and National Guard are displayed at the bottom.

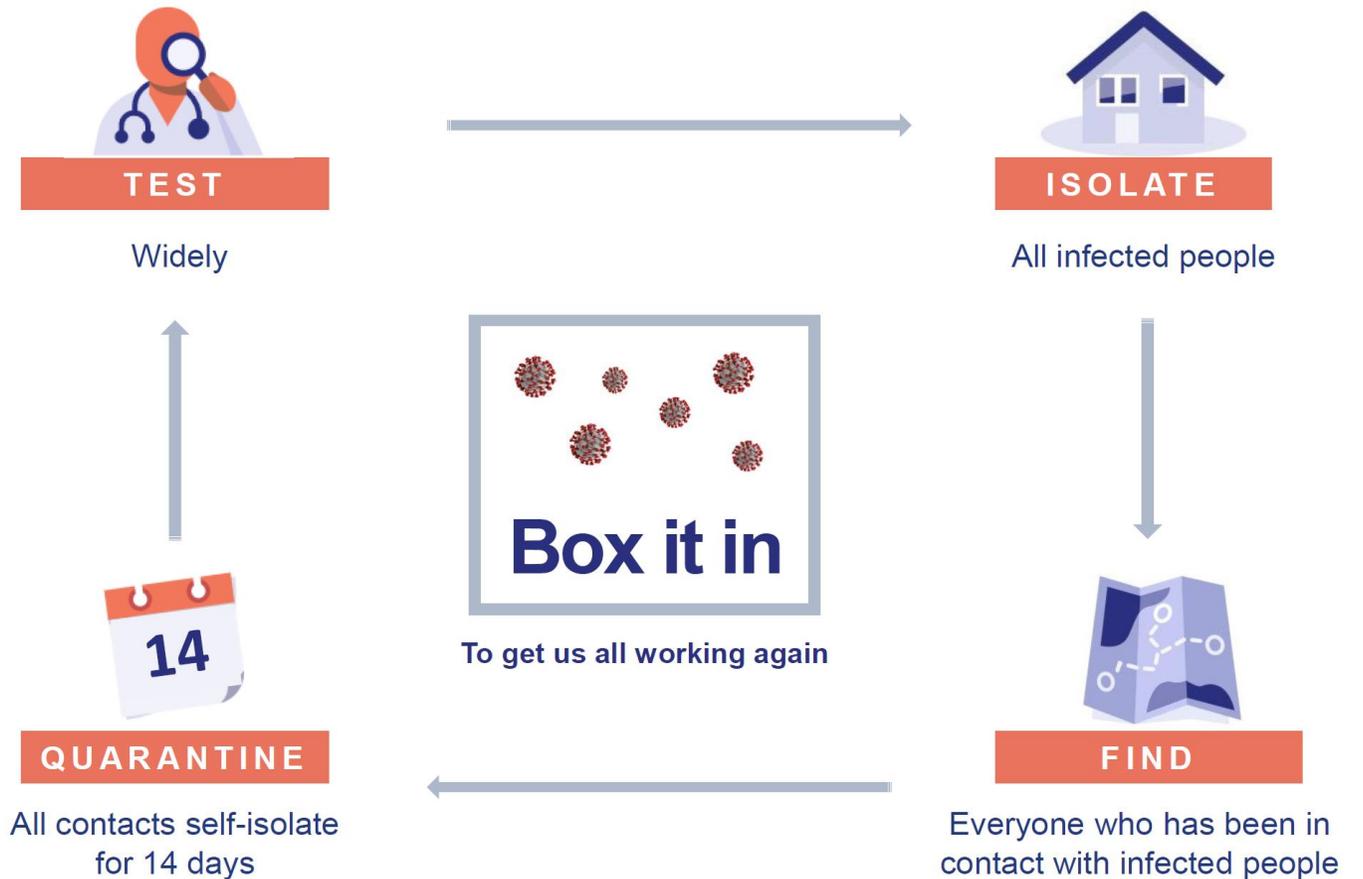
# CONTACT TRACING

The background features a series of overlapping, semi-transparent blue arches that create a sense of depth and movement. The arches are arranged in a way that they appear to recede into the distance, with the largest arch at the top and smaller ones below it. The overall color scheme is a monochromatic blue, with the text in white for high contrast.

# 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



# 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

The background is a solid green color. Overlaid on this are several overlapping, semi-circular shapes in a lighter shade of green, creating a layered, wave-like effect. The shapes are centered horizontally and extend across most of the width of the image.

**ENFORCEMENT**

# COMPLIANCE WITH SAFER @ HOME

- Complaints filed via:
  - 211
  - [CEHADMIN@milwaukee.gov](mailto:CEHADMIN@milwaukee.gov)
  - 268-3674
- Citations issued by MHD and MPD
- MPD arrest for continued not compliance



# BUSINESS OUTBREAKS

# CDC SUPPORT

- CDC Team #2
  - Site Assessment and Strategic Planning Team
    - Assist with current facility outbreaks and provide guidance on mitigation plan requirements and reopening criteria
  - Communication and Behavioral Science Team
    - Develop appropriate messaging to the communities affected by the business closures
  - Epidemiological Team
    - Support regarding identifying parameters around requiring closures
  - Lab Team
    - Genomic Testing



# "PLAN B" ORDERS

# The Local Public Health Plan includes four reinforcing elements

## DEVELOPMENT:

- Developed based on best practices, taking State's Badger Bounce Back as foundation
- Incorporating input from local and regional business, health care and other stakeholders
- Hope for an aligned plan across the communities of Milwaukee County, to reduce confusion and address COVID in unified way

## ELEMENTS:

### CONCEPTUAL PLAN

- Phases describe changes to public guidance over time
- Throughout, maintain 6 ft distance, Wash hands frequently, recommend use of cloth face coverings

### GATING CRITERIA

- Local criteria based on Badger Bounce Back, in collaboration with MCW and other experts
- Criteria will be used to inform movement from Phase to Phase

### LEGAL ORDER – PHASE A

- Public health developed draft of legal order for first phase of Plan
- Order under review, may change if there is Supreme Court changes

### COMMS, SUPPORT, ENFORCEMENT

- Communications about plan to community, business will be critical
- Enforcement focused on education
- Partnerships to guide safe reopening of businesses and workplaces

## Restrictions loosen as cautiously proceed across phases



<b>Gatherings in homes, public venues</b>	10 people maximum	25 people maximum	100 people maximum	Determined based on availability of vaccine and treatment
<b>Long-Term Care</b>	No outside visitors	No outside visitors	Visitors limited to adult family members	No limits
<b>Retail Establishments</b>	Open with limits on occupancy of 25% or 4 people per 1,000 sq. feet	Open with limits on occupancy of 50%	Open with limits on occupancy of 75%	Open
<b>Restaurants</b>	No, but allow for take out, curbside pickup and take out	Yes, but limits on capacity of 50%	Yes but with limits on capacity of 75%	Open
<b>Bars</b>	No, but allow take out and delivery	Yes, with limits on capacity of 25%	Yes, with limits on capacity of 50%	Yes
<b>Salon and spa services</b>	One client per service provider	Yes, with limits on capacity of 50%	Yes, with limits on capacity of 75%	Yes

Today, several already in “yellow” and “green” range; major local efforts under way to continue to make progress against these

INDICATOR	KEY METRIC	As of 5/10	5/10 Measure Notes	Efforts Under Way
<b>CASES</b>	Downward trajectory of positive cases of COVID-19 as a percentage of total tests*		% positive cases trending up in past week (target: negative trajectory)	Monitor while we increase testing (see next slide)
<b>TESTING</b>	Testing availability for all residents with COVID-like symptoms		Completing ~500 tests/day, ~15% of tests are COVID-positive (target: >2,000/day OR <10%)	Likely will have the capacity to do 2,000/day, will have to employ strategies to ensure residents able to be tested
<b>CARE</b>	Hospitals have ability to treat all patients requiring hospitalization without resorting to crisis standards^*		No crisis care, <10% COVID use of floor and ICU beds	Health Care partners stood up capacity in past month  Continue to monitor
<b>PPE</b>	Adequate PPE available to health care personnel*		Nearly all hospital systems have >7 days of key supplies, but not yet 28 days of supplies	Continue to monitor
<b>TRACING</b>	Every resident who tests positive for COVID-19 is interviewed within 24 hours of test results*, COVID positive contacts are interviewed within 48 hours of test results*		Majority of tracing completed in 24 hours	Public Health collaborating locally, with State, and CDC to increase capacity, prepare for increase in testing

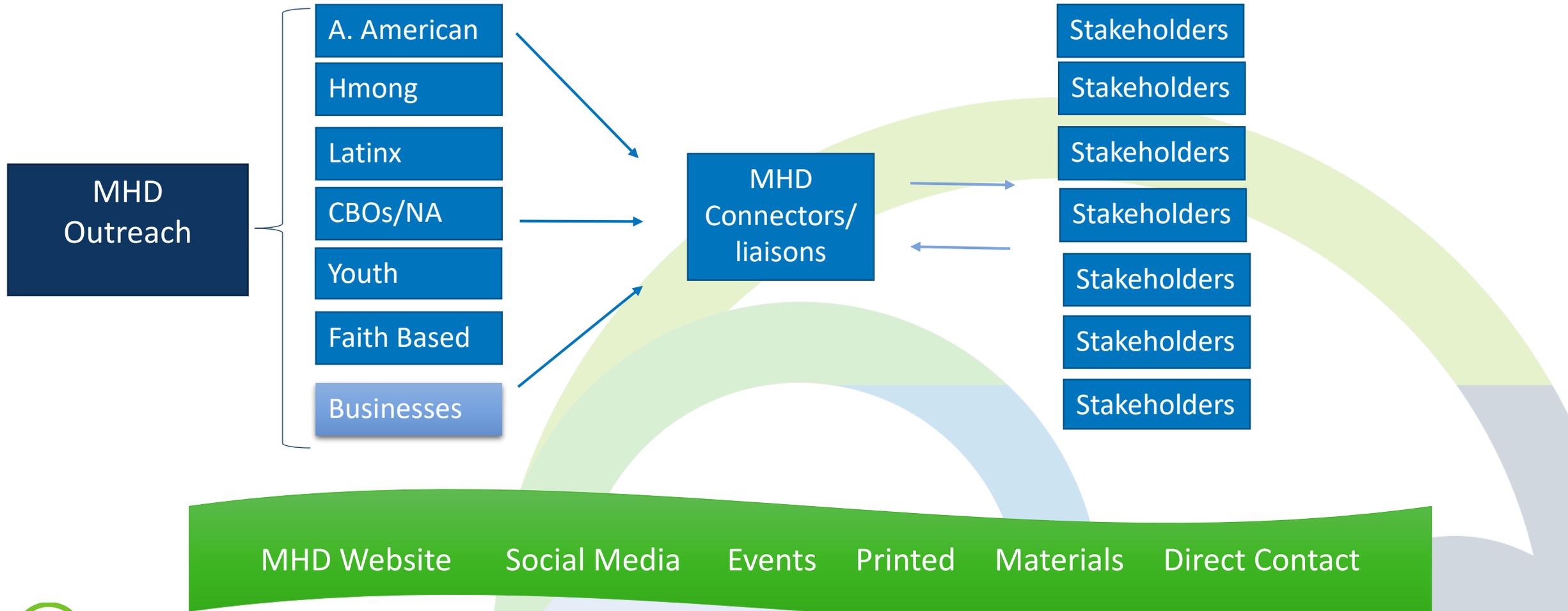
Key:  = Excellent  = Proceed with Caution  = Measure is a Concern

**OUTREACH**

# ADVANCING HEALTHIER WISCONSIN GRANT

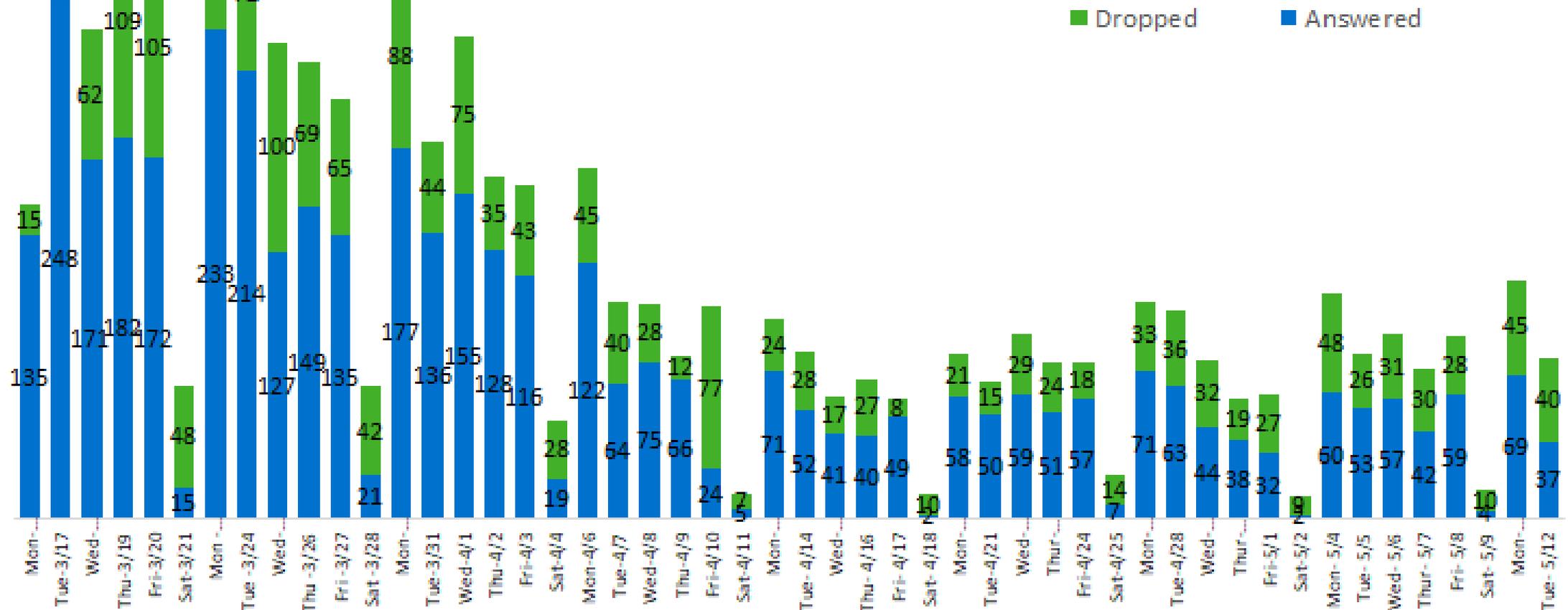
- Goal – Provide culturally related communications and outreach related to COVID 19
  - 4 target populations
    - SEA/First Nation/African American/Latinx
- Communications Firm Engaged
  - Ninjas for Public Health
- Project Director – Qu El Amin
  - Onboarding 5/4

# MHD COMMUNITY OUTREACH



# HOTLINE

City of Milwaukee Health Department  
 Number of COVID-19 Hotline (211) Calls, daily  
 Total Inbound Calls: 6,102



# COMMUNICATIONS

# COMMUNICATIONS

- **CORONAVIRUS WEBSITE**

- New website design launched night of 5/5/20
- Content is translated for webpages in Spanish and Hmong

- **MHD is also now on [Instagram](#), in addition to [Facebook](#) and [Twitter](#)**

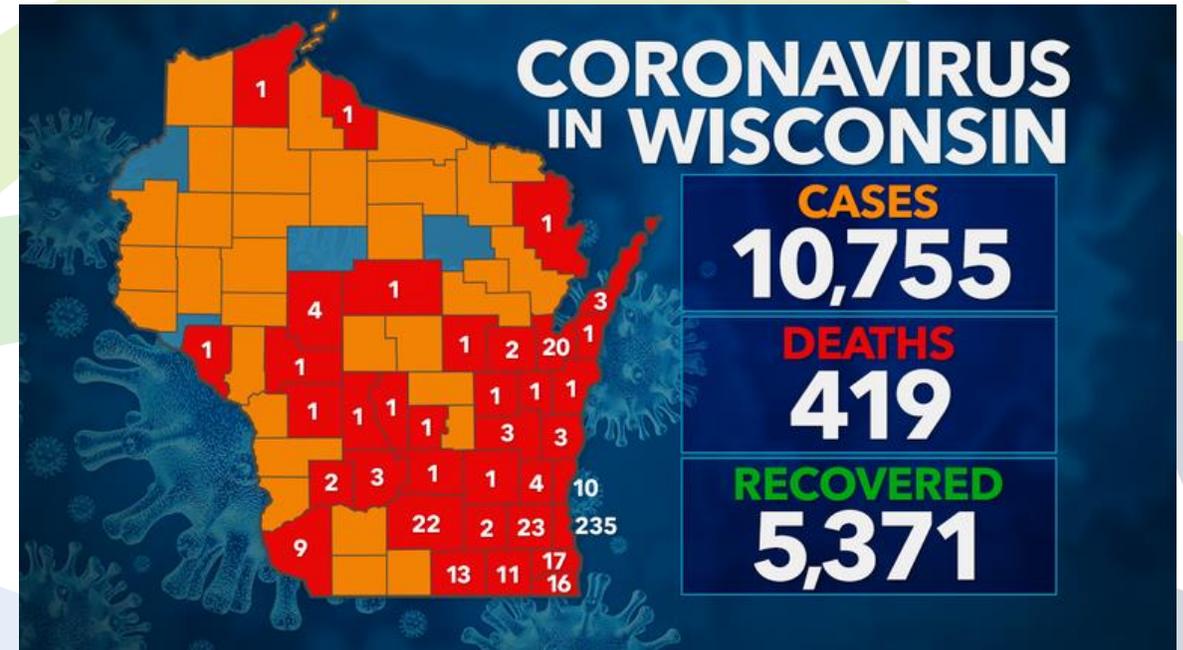
# WEBSITE

## WHAT YOU NEED TO KNOW NOW ABOUT COVID-19 IN MILWAUKEE

- SYMPTOMS
  - TESTING INFORMATION
  - RESOURCE MATERIAL
  - FREQUENTLY ASKED QUESTIONS
  - STATISTICS
- 
- <https://city.milwaukee.gov/coronavirus#.XpXG7UBFw2>

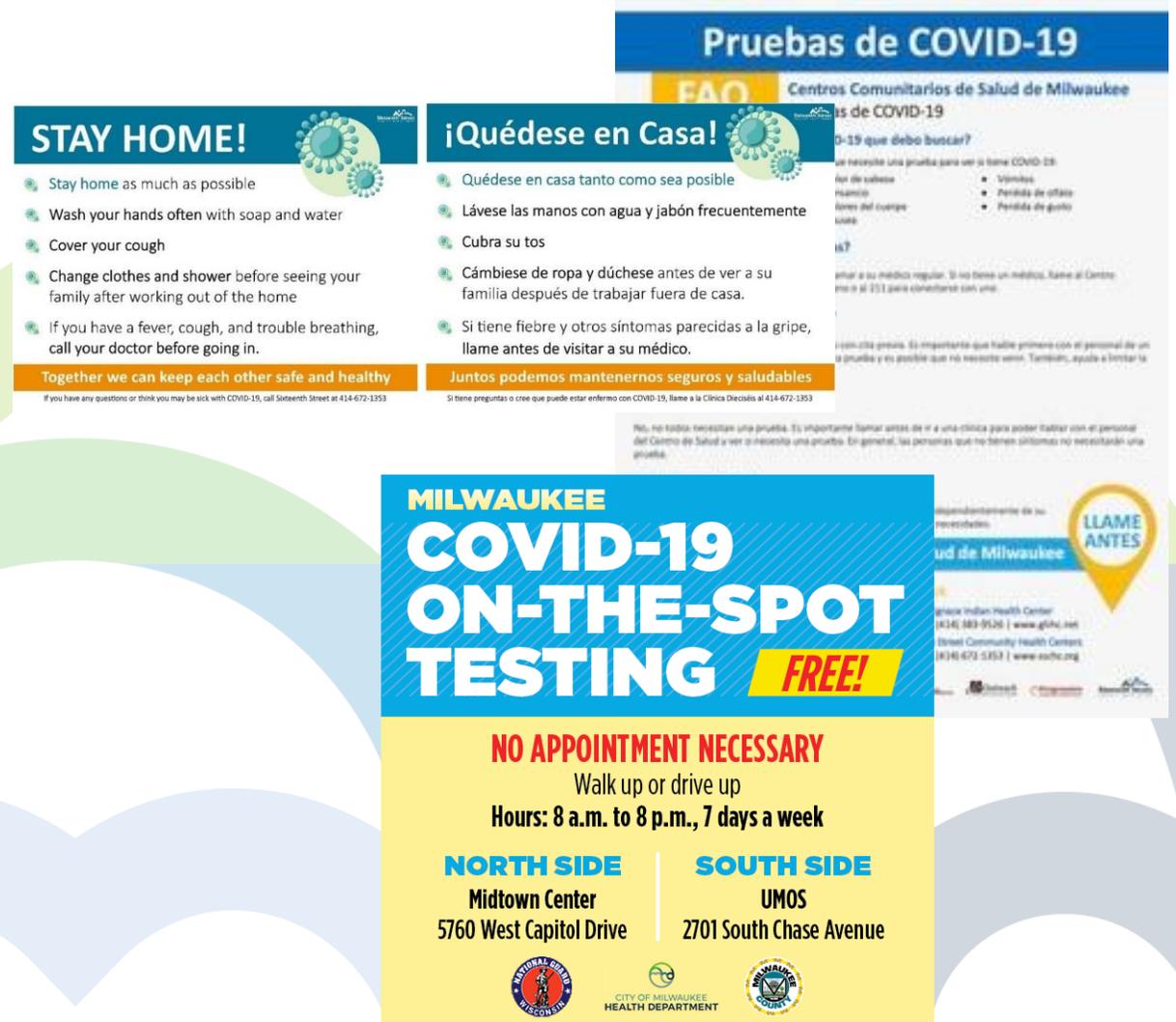
# MEDIA

- Last 30 days April 12 – May 12
  - 673 Media Stories
  - 430 Publications
  - "CNN.com" led the highest potential reach of 213M on Apr 22nd, increasing 86%
  - "Urban Milwaukee" accounted for 73% of volume, followed by "Fox6now.com" with 13% share



# 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



**STAY HOME!**

- Stay home as much as possible
- Wash your hands often with soap and water
- Cover your cough
- Change clothes and shower before seeing your family after working out of the home
- If you have a fever, cough, and trouble breathing, call your doctor before going in.

Together we can keep each other safe and healthy

**¡Quédese en Casa!**

- Quédese en casa tanto como sea posible
- Lávese las manos con agua y jabón frecuentemente
- Cubra su tos
- Cámbiese de ropa y dúchese antes de ver a su familia después de trabajar fuera de casa.
- Si tiene fiebre y otros síntomas parecidos a la gripe, llame antes de visitar a su médico.

Juntos podemos mantenernos seguros y saludables

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

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Walk up or drive up  
Hours: 8 a.m. to 8 p.m., 7 days a week

**NORTH SIDE**  
Midtown Center  
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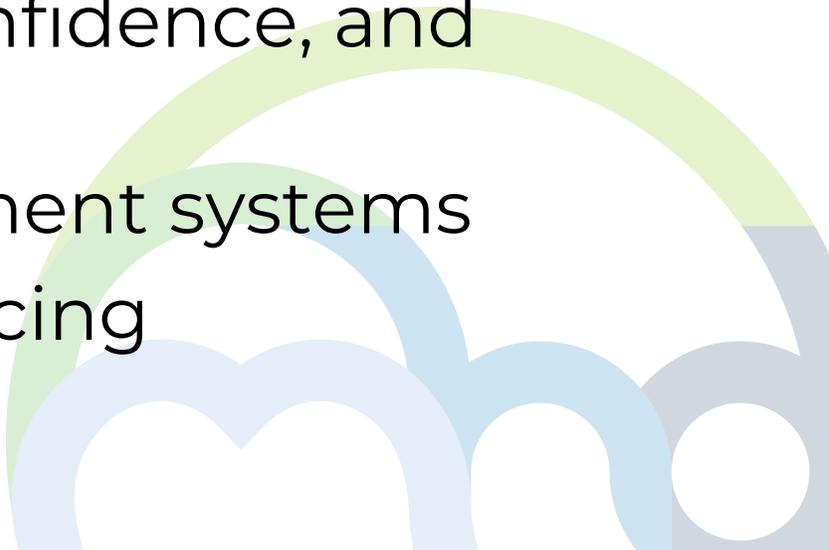
**SOUTH SIDE**  
UMOS  
2701 South Chase Avenue

**Pruebas de COVID-19**  
Centros Comunitarios de Salud de Milwaukee

**LLAME ANTES**

# 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
- 

# 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](https://MILWAUKEE.GOV/CORONAVIRUS)