

CORONAVIRUS (COVID-19)

CITY OF MILWAUKEE HEALTH DEPARTMENT UPDATE

PUBLIC SAFETY AND HEALTH | JUNE 25, 2020



COVID-19 STRATEGY UPDATES

- Emergency Operations
- Community Testing
- Laboratory Testing
- Outreach
- Communication



KEY INDICATORS

WHERE TO LOCATE- PROGRESS UPDATED ON FRIDAYS

- **County**

- <https://mcoem.maps.arcgis.com/apps/opsdashboard/index.html#/018eedbe075046779b8062b5fe1055bf>

- **City**

- www.Milwaukee.gov/coronavirus
- www.Milwaukee.gov/MMFS



GATING METRIC REVIEW

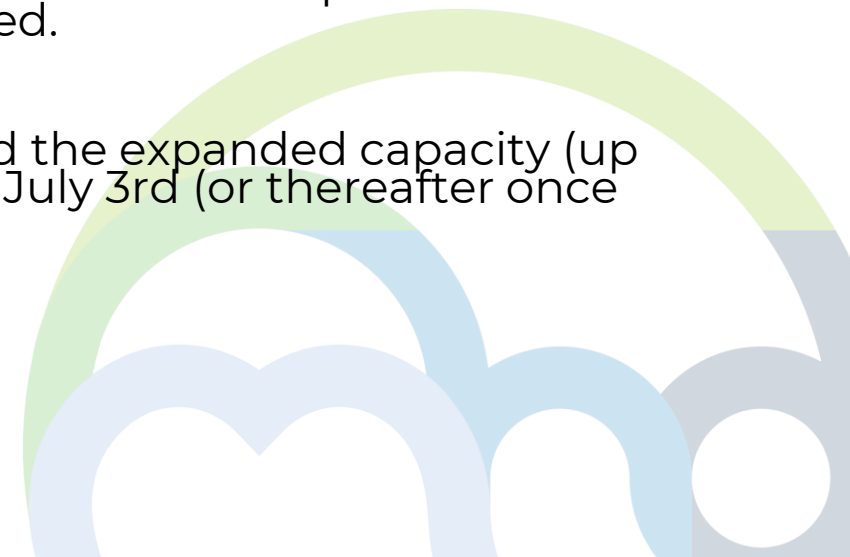
MAY 28TH – JUNE 18TH

Metric	Status – May 28 th *	Status – June 4 th **	Status – June 11 th	Status – June 18 th
Cases	Red Slope was 4.63, significantly positive based on P-Value	Yellow Slope was 0.764, <u>not</u> significantly positive based on P-Value	Yellow Slope was -0.15, <u>not</u> significantly negative based on P-Value	Green Slope was -0.23, significantly negative based on P-Value
Testing	Red Data during this assessment period showed there were between 230 and 470 tests performed per day	Yellow Average of 1,120 tests per day	Yellow Average of 10% Positive	Yellow Average of 7.08% positive
Care***	Yellow Hospitalization was at approximately 11%	Yellow Hospitalization was at approximately 10%	Green Hospitalization was at approximately 9%	Green Hospitalization was at approximately 7%
Safety (PPE)***	Yellow	Yellow	Yellow	Green
Tracing	Red 16.05% of COVID+ cases received a contact attempt by MHD staff within 24 hours of the case being reported	Yellow 77.8% of COVID+ residents assigned to MHD for follow up were successfully reached within 3 contact attempts	Yellow 91.29% of COVID+ residents assigned to MHD for follow up were successfully reached within 3 contact attempts	Yellow 78.8% of COVID+ residents assigned to MHD for follow up were successfully reached within 3 contact attempts

COVID-19 SAFETY PLAN PILOT

MILWAUKEE MOVING FORWARD SAFELY...

- This plan will provide restaurant operators guidance and a template to develop individual COVID-19 Safety Plans for their establishments.
- Once COVID-19 Safety Plans are submitted for approval, and if all required elements to ensure transmission reduction and safe operations are in place, the restaurant will be allowed to open up without capacity limits.
- Depending on demand, plan reviews will take several business days for Health Department staff to complete and will be handled in the order they have been received.
- The details of this program will be available on Friday, June 26th and the expanded capacity (up to 100% depending on distancing capabilities) will be effective as of July 3rd (or thereafter once the restaurant's plan is approved).



EMERGENCY OPERATIONS

FINANCE

PART 1

The Milwaukee Health Department has been allotted nearly \$72 million dollars for the COVID-19 response.

The Federal CARES Act allocation can be broken down into the following categories

- Personnel \$41,274,201
- Equipment \$4,508,081
- Supplies and Materials \$1,364,626
- Services/Contractual \$8,380,980
- Rental & Other \$701,568
- Capital \$290,169



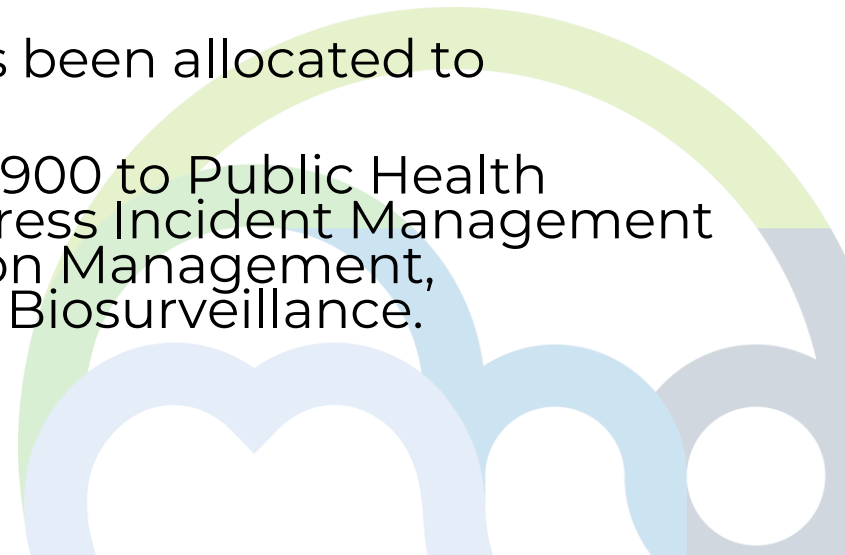
FINANCE

PART 2

- The State of Wisconsin's Routes to Recovery grant of \$9.6 million for emergency operations, PPE, Sanitation Supplies and Services, Isolation Hosing, Testing, Contact Tracing, and Sick leave.
- The COVID State Grant of over \$6 million has been into the following categories:
 - Lab Equipment \$115,500
 - Testing Coordination \$756,100
 - Planning \$30,000
 - Contact Tracing \$5,115,246

The Advancing a Healthier Wisconsin grant of \$500,000 has been allocated to Personnel of \$14,000 and Operating of 485,900.

The State of Wisconsin has also awarded an additional \$319,900 to Public Health Emergency Preparedness grant for COVID response to address Incident Management for Early Crisis Response, Jurisdictional Recovery, Information Management, Countermeasures and Mitigation, Surge Management, and Biosurveillance.

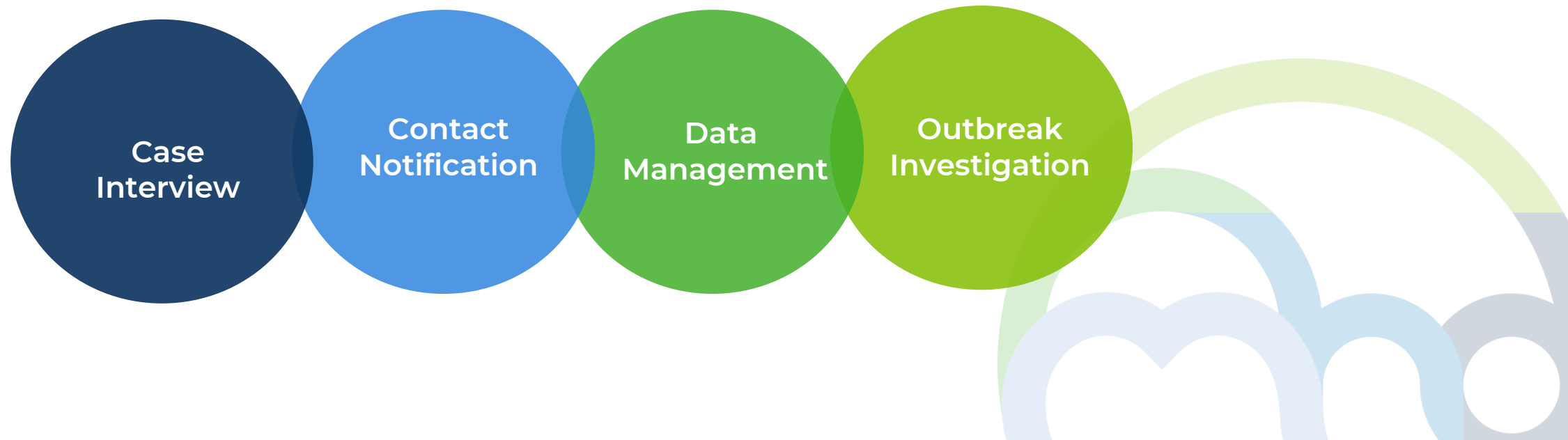


CARES STATE GRANT

FOCUSED ON 4 KEY AREAS

1. Laboratory Capacity
2. Emergency Planning

3. Testing Strategy
4. Contact Tracing



PRIORITY STAFFING AREAS

COVID OPERATIONS

- Contact Tracing
- Hotline
- Isolation Facility
- Testing Teams
- Data Capabilities
- Lab



COMMUNITY TESTING STRATEGY

The background features a solid green color with a series of overlapping, semi-transparent arches and circles in a lighter shade of green, creating a layered, wave-like pattern that suggests a community or network.

TESTING GROUP STRATEGIES

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

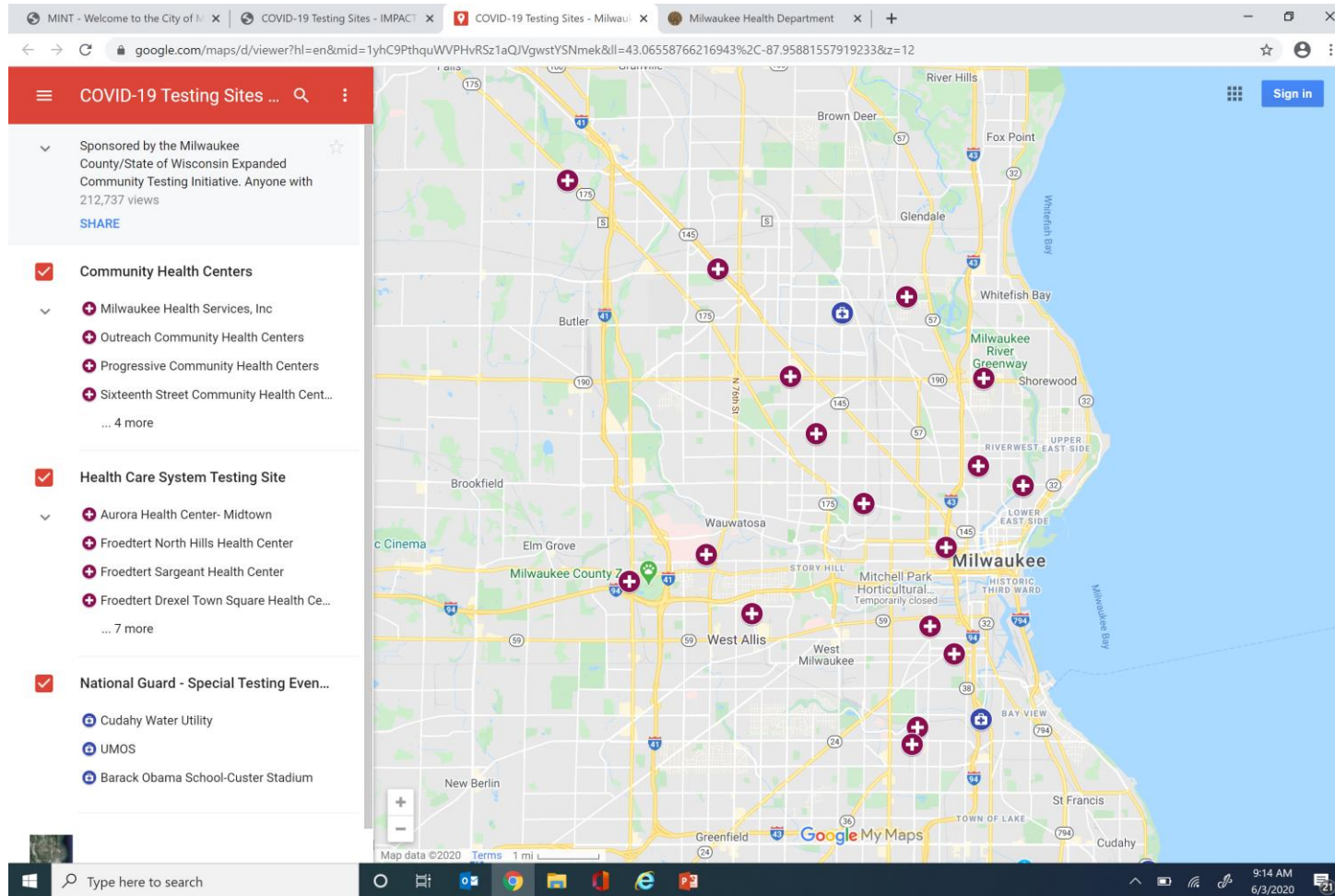


Looking for information about COVID-19?

ASKMHDCOVID19@milwaukee.gov

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.mhsi.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> |
|---|--|



ADDITIONAL TESTING OPTIONS

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 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.



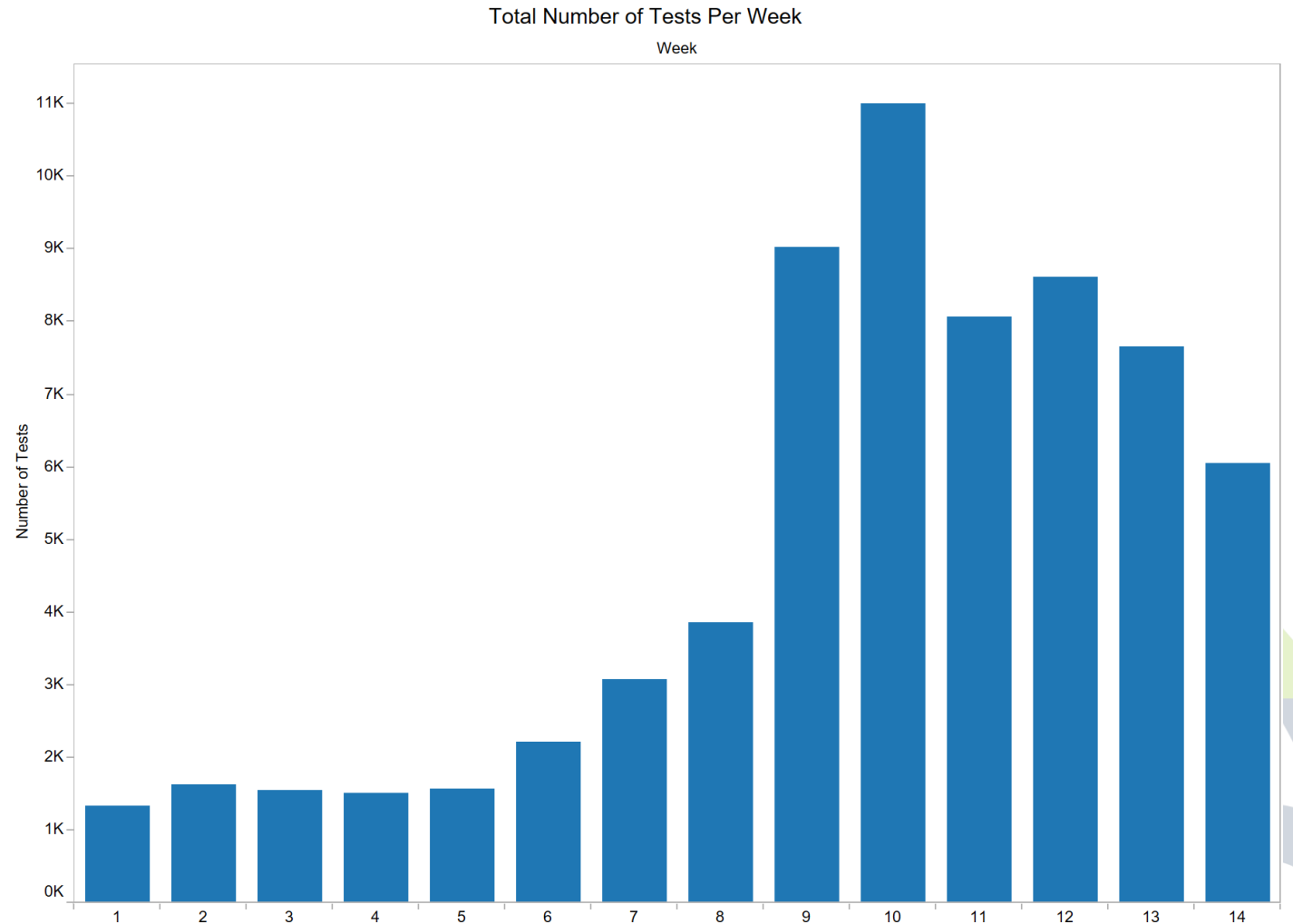
CITY OF MILWAUKEE
HEALTH DEPARTMENT



TESTING

NATIONAL GUARD TEST SITE FINDINGS

- 67,501 tests have been performed between March 13th and June 23rd
- National Guard Test Sites opened on May 11th
 - 35,741 test have been performed at these sites as of June 23rd

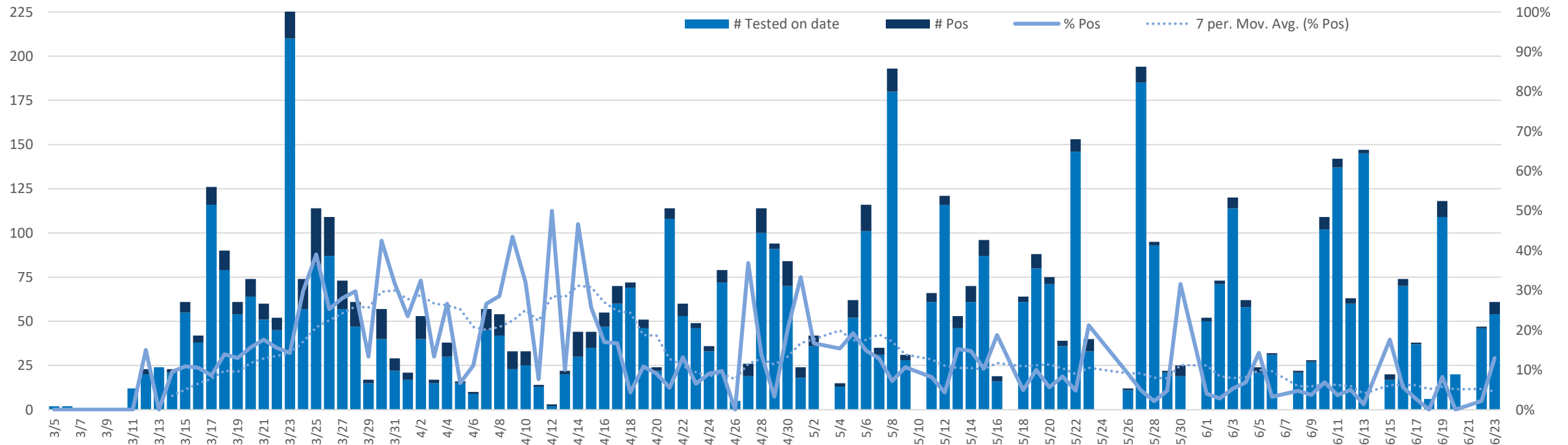


LABORATORY TESTING

LABORATORY- CURRENT SITUATION

- MHDL received >5,200 specimens, an average result report < 24 hrs.
 - 3 different platforms- all under FDA's Emergency Use Authorization (EUA) allowing both quick TAT as well as high throughput batch testing
 - Observing ~8% positivity for 7 day moving average
 - Highest # cases 25-44 yrs., followed by 45-65+

Specimens tested for COVID-19 at MHD Lab by date tested



OPERATIONAL UPDATES

• Personnel Updates

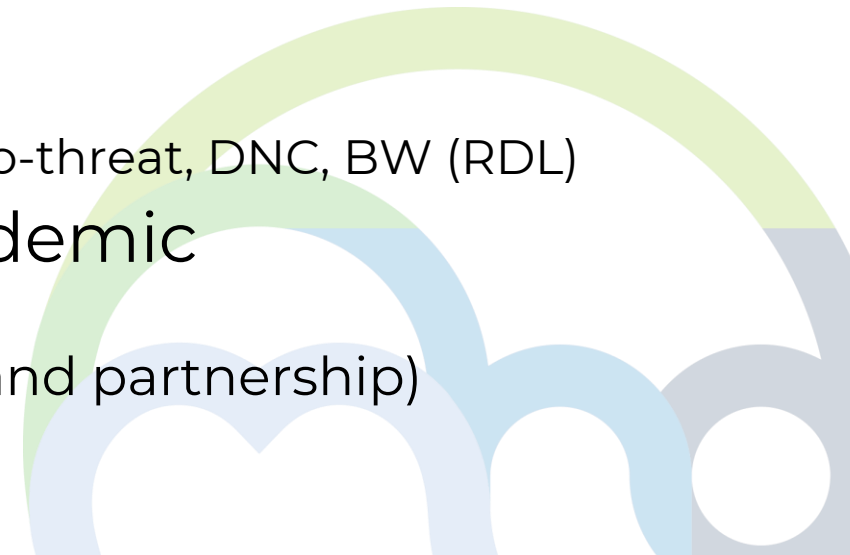
- Extending 2 temp Microbiologists appointments
- One MPL staff for COVID-19 supports
- HR/DER coordination to setting up interviews for 2 Microbiologists
- Microbiologist Senior to focus on Preparedness & Safety starting 6/29
- Medical Lab Technician- candidate to offer- difficult to recruit for competing salary
- Several positions requested in ELC COVID-19 grant proposal (DHS/CDC)

• Audits

- Successful AIHA (ISO) for Lead Testing- audit response complete
- In windows for:
 - Biannual CLIA/CMS inspection- reviews all clinical testing
 - CDC's Federal Select Agent Program (BSL-3 operation)- Bio-threat, DNC, BW (RDL)

• MHDL has maintained all services during pandemic

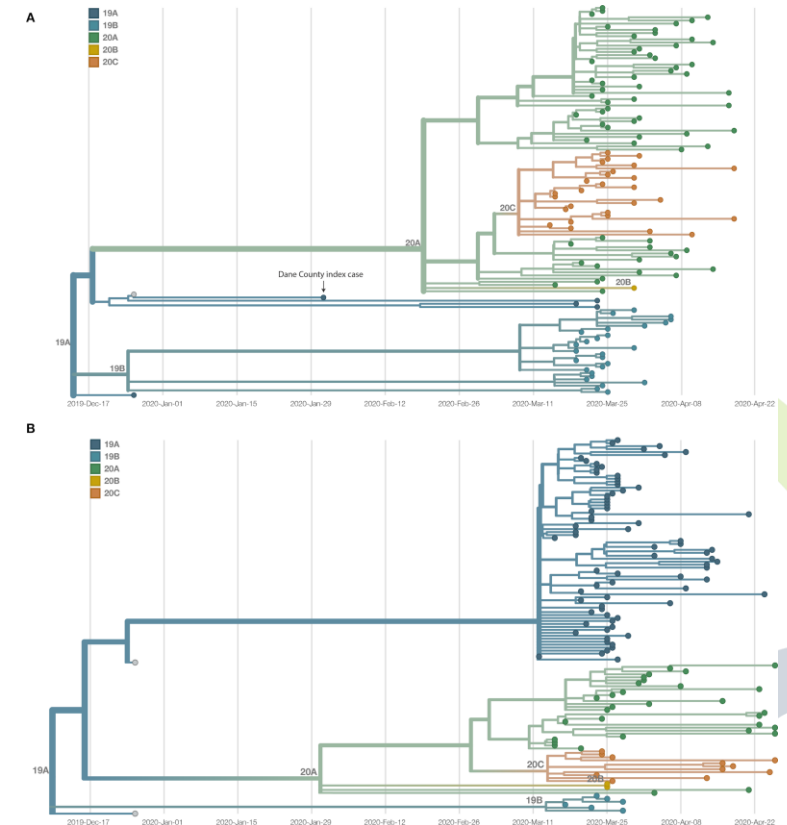
- STI surveillance and CDC SURRG grant obligations
- Beach monitoring- *E. coli* and algal toxins (ZSPH intern and partnership)
- Observing an increase in routine non-COVID-19 work



PARTNERSHIPS UPDATES



- Deployed 10 POC units to serve high risk & underserved populations
 - Including MFD, MCJ & Clare Hall
 - Negatives are presumptive and confirmatory PCR swabs testing at MHDL
- Epidemiology & Lab Capacity (ELC) grant (COVID-19 suppl.) with DHS
- SARS-CoV-2 whole genome sequencing
 - Understanding transmission dynamics
 - CDC grant submitted to sequence viruses from Madison/Ann Arbor and Milwaukee/Detroit
 - How reopening viral transmission and evolution?
 - UW-Madison, UWM and U-Michigan
- Genomic and Serology Study (MCW)
 - Understanding spread of SARS-CoV-2 in communities of color & community immunity
- CDC Household- transmission Study
 - Multiple publications in progress



OUTREACH STRATEGY

COMMUNITY OUTREACH

ALL ACROSS TOWN

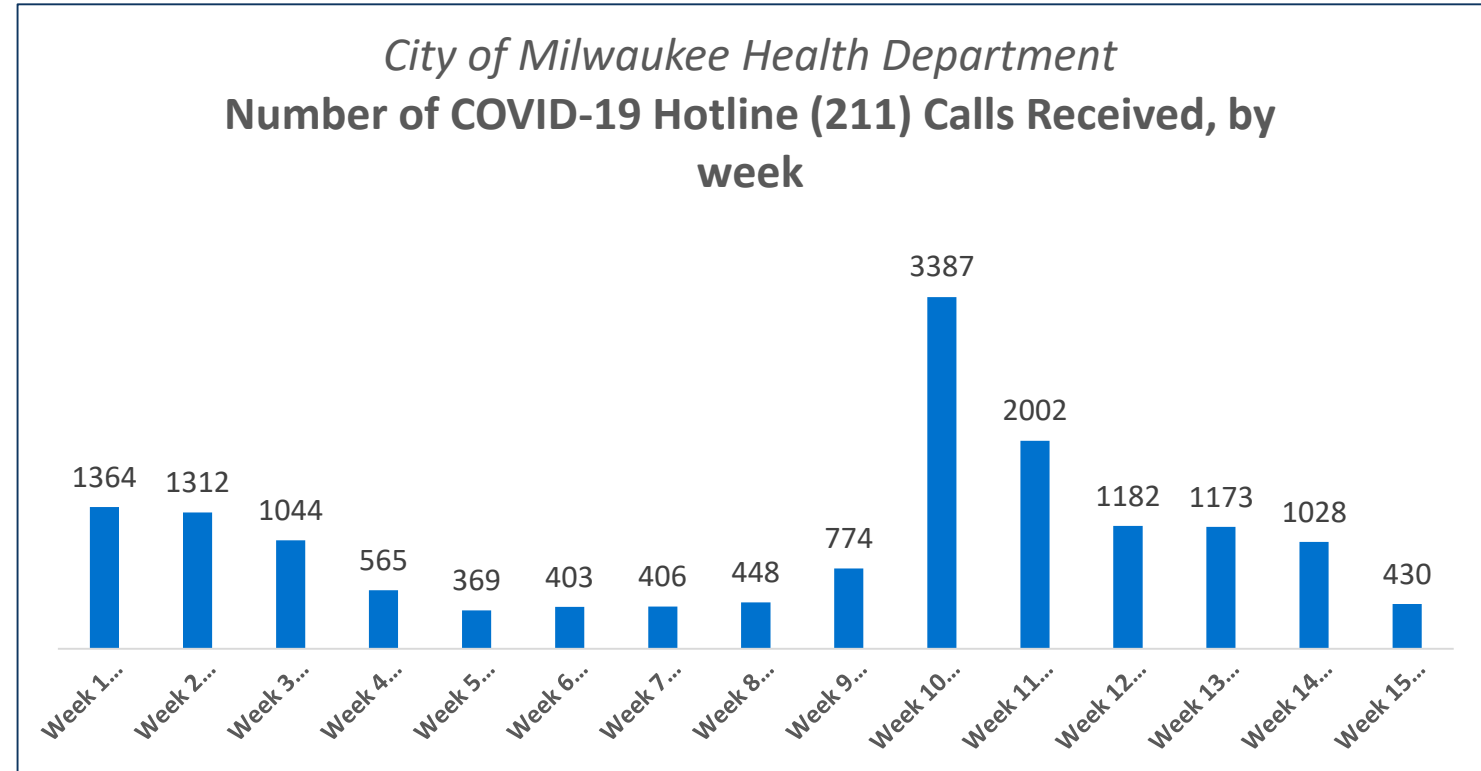
- Stronger Together Collaborative- You Matter
- STOP COVID-19- outreach workers
- MHD-OVP- 414 Life team
- Federally Qualified Health Centers: Sixteenth Street Community Health Center & Milwaukee Health Services
- Southside Organizing Center
- Isolation Centers and Hotels
- United Way of Greater Milwaukee & Waukesha County
- Sector Specific Webinars



COMMUNICATIONS

HOTLINE

- At peak use, staff processed over 300 calls per day
- Majority of calls have been from individuals in the Milwaukee metro area
 - However calls have been recorded from across the state and nation



COVID-19 ISSUE BRIEFS

COVID-19 ISSUE BRIEF

Increasing number of COVID-19 cases among Hispanic/Latinx individuals under the age of 15 in the city of Milwaukee

BACKGROUND

The State of Wisconsin and city of Milwaukee have seen an increased number of individuals who identify as Hispanic/Latinx that are positive for COVID-19. This shows an unjust and unequal difference in disease burden. Out of all COVID-19 cases in the city of Milwaukee, Hispanic/Latinx positive cases account for 40.2% of cases, while positive cases for Black individuals is 31.4% and 11.3% for White individuals.¹ In fact, in the city of Milwaukee, individuals who are Hispanic/Latinx make up only 20.2% of the population, but 40.2% of positive COVID-19 cases.² This inequity is also reflected in State COVID-19 data where individuals who are Hispanic/Latinx make up 7% of the population in Wisconsin, but account for 38% of COVID-19 cases.³ Furthermore, Hispanics/Latinx test positive for COVID-19 at disproportionate rates in 42 states.⁴

In the City of Milwaukee, individuals who are Hispanic/Latinx make up only 20.2% of the population, but 40.2% of positive COVID-19 cases.⁵

There are a few potential reasons for this inequity. The Hispanic/Latinx population are overrepresented in essential jobs that increase exposure to COVID-19 and are less likely to have paid sick leave. These essential jobs often have low wages and individuals may feel that they are required to leave their home for work, possibly even while sick.⁶ Milwaukee's older housing stock includes many multi-family properties such as duplexes and Polish flats. Multi-generational housing and living in densely populated areas may be more common for Hispanic/Latinx households and neighborhoods that can increase exposure to COVID-19.^{7,8} These risk factors are not only increasing positive COVID-19 cases among the working Hispanic/Latinx population, but the virus continues to spread among households and increasing cases among families and children. In the United States, the Hispanic/Latinx population is overall younger – over 65% are millennials or younger in Milwaukee⁹ – and this, along with risk factors of their families and housing, may be contributing to more positive COVID-19 cases among individuals under the age of 15 in Milwaukee who are Hispanic/Latinx.

EXPLORING THE DATA

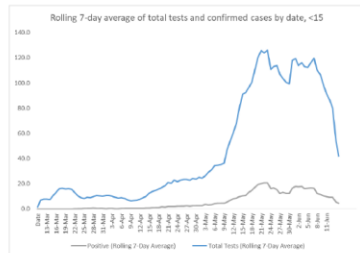


Figure 1: Seven Day Rolling Average of Tests Among Residents Under 15 Years of Age. As of June 7, 2020 approximately 7% of all confirmed cases of COVID-19 in the city have been among those under the age of 15. However, between June 7 - 24, 2020 youth under the age of 15 increased to make up 13% of all confirmed COVID-19 cases in the city.

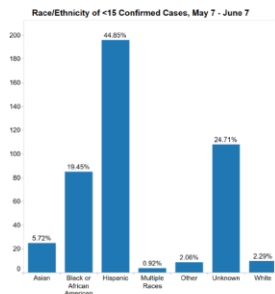


Figure 2: Race/Ethnicity of COVID-19 cases under the age of 15 Over the Past Month (May 7 - June 7, 2020). The increasing number of cases among the under 15 age group have followed similar trends to the overall COVID-19 trends observed in the city of Milwaukee, with a disproportionate number of cases identifying as Hispanic/Latinx.

- **Goal:**
 - Working to combine data and policy translation/dissemination efforts
 - Co-lead the discussion/data updates with community partners
 - Apply social determinants of health lens.
- **Frequency:** New brief monthly
- **Potential Topics:** COVID-19 & Domestic Violence, COVID-19 & Food Security, COVID-19 & Housing, COVID-19 & Overdose etc.

WEBSITE + RESOURCES

COVID-19 IN MILWAUKEE

milwaukee.gov/Coronavirus

milwaukee.gov/CoronavirusResources

- Symptoms & Testing Information
- Dashboard Statistics & FAQs
- Subscribe to Email & Text Updates
- Resource Material available for Download (ads, flyers, info sheets)

* **100+ graphics/flyers posted online/social** (since 3/16/20)

* **415+ design/dev hours spent on web/graphics**

* **Easy-to-share Comm. Toolkit created**

Sub-pages / sites:

Translated websites / resources:

milwaukee.gov/Coronavirus/Español

milwaukee.gov/CoronavirusResourcesEsp

milwaukee.gov/Coronavirus/Hmong

milwaukee.gov/CoronavirusResourcesHmong

Moving Milwaukee Forward Safely

- Orders & Media Releases
- Phased Reopening Plan
- Gating Criteria

milwaukee.gov/MMFS

SOCIAL MEDIA

FOLLOW US FOR UPDATES

Facebook – 2,336 Likes

Past 28 day activity:

- 13 Actions on the page
- 2,527 Page Views
- 150 New Page Likes
- Post Reach 44,060 (up 43%)
- Post Engagement 4,954

facebook.com/MKEHealth

Twitter – 2,815 Followers

Past 28 day activity:

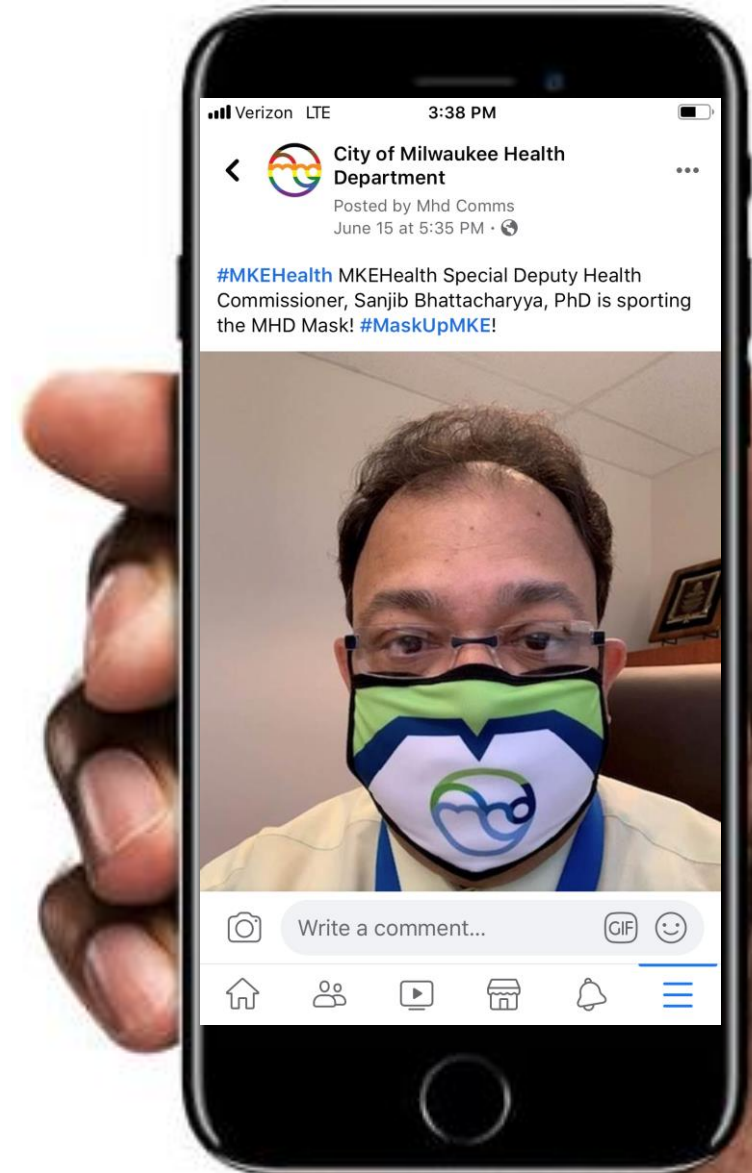
- 60 Tweets
- 110,000 Tweet Impressions
- 992 Profile visits
- 54 Mentions

twitter.com/MKEhealth

Instagram –

- Inaugural post April 29
- 80 followers, 32 posts
- Creating more engaging “Stories” on Instagram and Facebook
- *Past 7 day activity:*
- 19 profile visits
- 52 accounts reached
- 297 impressions

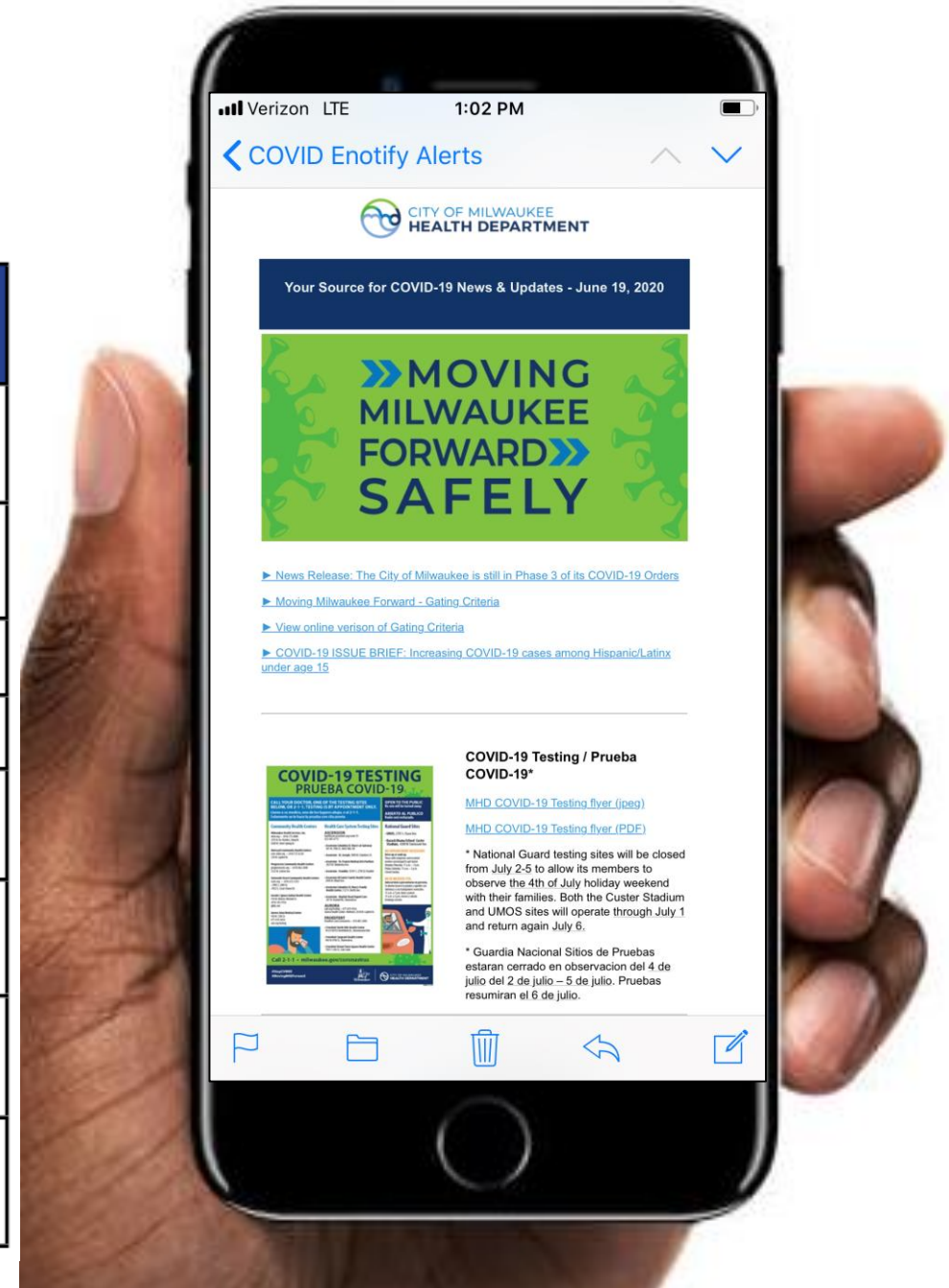
instagram.com/MKEhealth



ENOTIFY ALERTS

SUBSCRIBE AT milwaukee.gov/MKEHealthUpdates

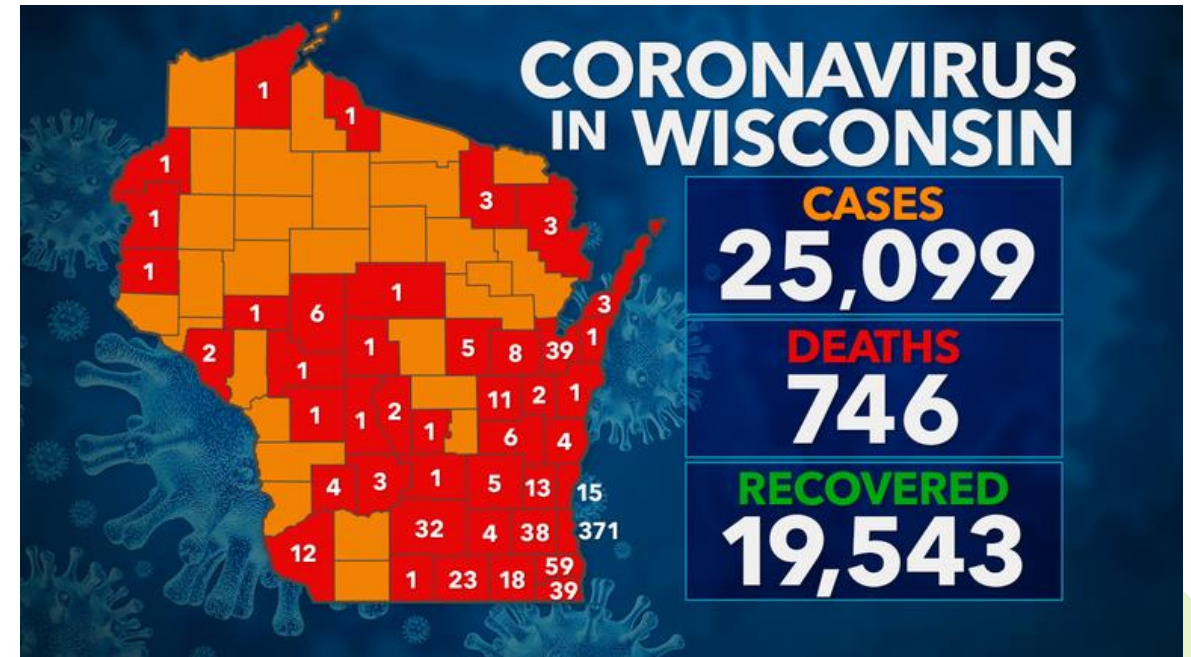
EMAIL Date sent	Message sent	Subscribers sent to
5/22/2020	Moving MKE Forward Safely News & Updates (new order)	2,546
5/26/2020	North Side Testing info and flyers in English and Spanish	4,482
5/29/2020	MMFS Media Release: Phases	4,487
6/4/2020	Media Release: ASKMHD Launch	4,520
6/5/2020	MMFS News & Updates (News Release, Ph 3, Gating Criteria)	4,526
6/8/2020	Webinar for Bar & Restaurant Owners tomorrow	2,609
6/12/2020	MMFS News & Updates (Still in Phase 3, Webinar video)	4,892
6/19/2020	MMFS News & Updates (Still in Ph 3, Testing flyer, July 4 closed)	4,902



MEDIA

LAST 30 DAYS MAY 25-JUNE 23

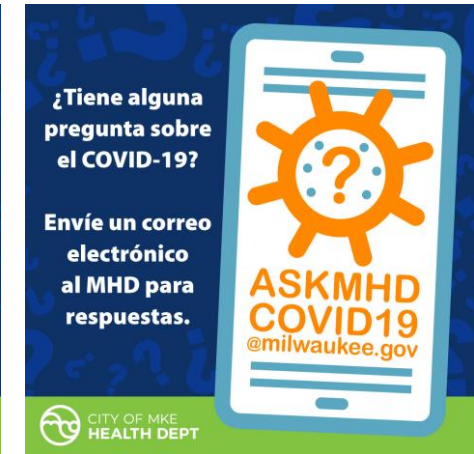
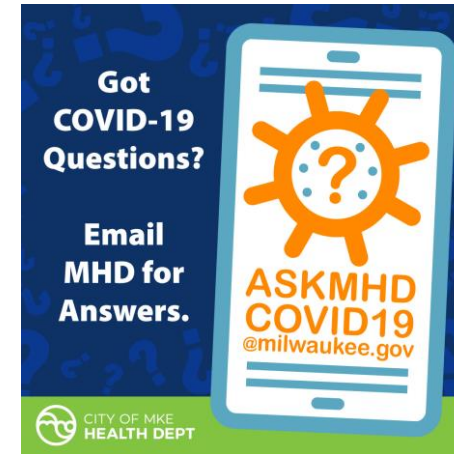
- 320 Media Stories
- 232 Editorial Mentions
- Potential Reach 658 Million
- "USA Today" led the highest potential reach of 150M on June 15
- "Urban Milwaukee" accounted for 41% of volume, followed by "Fox6now.com" with 13%



GOALS

EFFECTIVE COMMUNICATIONS

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



COVID-19 TESTING PRUEBA COVID-19

CALL YOUR DOCTOR, ONE OF THE TESTING SITES BELOW, OR 2-1-1. TESTING IS BY APPOINTMENT ONLY.
Llame a su medico, uno de los lugares abajo, o al 2-1-1. Solamente se le hace la prueba con cita previa.

OPEN TO THE PUBLIC
No one will be turned away.
ABIERTO AL PUBLICO
Nadie será rechazado.

Community Health Centers	Health Care System Testing Sites	National Guard Sites
Milwaukee Health Services, Inc. mhsi.org • (414) 372-8000 2555 N. Dr. Martin L. King Dr. 8200 W. Silver Spring Dr.	ASCENSION healthcare.ascension.org/covid-19 833-981-0711 • Ascension Columbia St. Mary's at Gateway 801 W. 70th St., West Allis, WI • Ascension - St. Joseph, 5000 W. Chambers St. • Ascension - St. Francis Medical Arts Pavilion 2025 W. Oklahoma Ave. • Ascension - Franklin, 10101 S. 27th St, Franklin	• UMOS, 2701 S. Chase Ave. • Barack Obama School- Custer Stadium, 4300 W. Fairmount Ave. NO APPOINTMENT NECESSARY. Drive up or walk up. Those with symptoms and essential workers encouraged to get tested. Monday-Thursday, 11 a.m. – 7 p.m. Friday-Saturday, 11 a.m. – 5 p.m. Closed Sunday.
Outreach Community Health Centers odhc-milw.org • (414) 727-6320 210 W. Capitol Dr. Progressive Community Health Centers progressvechc.org • (414) 882-2040 3522 W. Lisbon Ave.	• Ascension All Saints Family Health Center 2400 W. Vilard Ave. • Ascension Columbia St. Mary's Family Health Center, 1121 E. North Ave. • Ascension - Mayfair Road Urgent Care 201 N. Mayfair Rd., Wauwatosa	NO SE NECESITA CITA. Autoservicio o presentarse en persona. Se alienta hacerse la prueba a aquellos con síntomas y a los trabajadores esenciales. 11 a.m. a 7 p.m. lunes a jueves 11 a.m. a 5 p.m. viernes y sábado Domingo cerrado.
Sixteenth Street Community Health Centers sschc.org • (414) 672-1353 • 2906 S. 20th St. • 1032 S. Cesar Chavez Dr. Gerald L. Ignace Indian Health Center 930 W. Historic Mitchell St. (414) 383-9526 gihhc.net	AURORA aah.org/testing • 877-819-5034 Aurora Health Center- Midtown, 5818 W. Capitol Dr. FROEDTERT froedtert.com/coronavirus • 414-805-2000 • Froedtert North Hills Health Center W129 N7055 Northfield Dr., Menomonee Falls • Froedtert Sargeant Health Center 846 N. 87th St., Wauwatosa • Froedtert Drexel Town Square Health Center 7901 S. 60th St., Oak Creek	
Aurora Sinai Medical Center 950 N. 12th St. 877-819-5034 aah.org/testing		

Call 2-1-1 • milwaukee.gov/coronavirus
#StopCVMKE #MovingMKEForward
CITY OF MILWAUKEE HEALTH DEPARTMENT

THANK YOU!
MILWAUKEE.GOV/CORONAVIRUS