



# **Public Health Preparedness Successes: Operation Crimson Contagion Closed POD Exercise Media Campaign**

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September 18, 2019

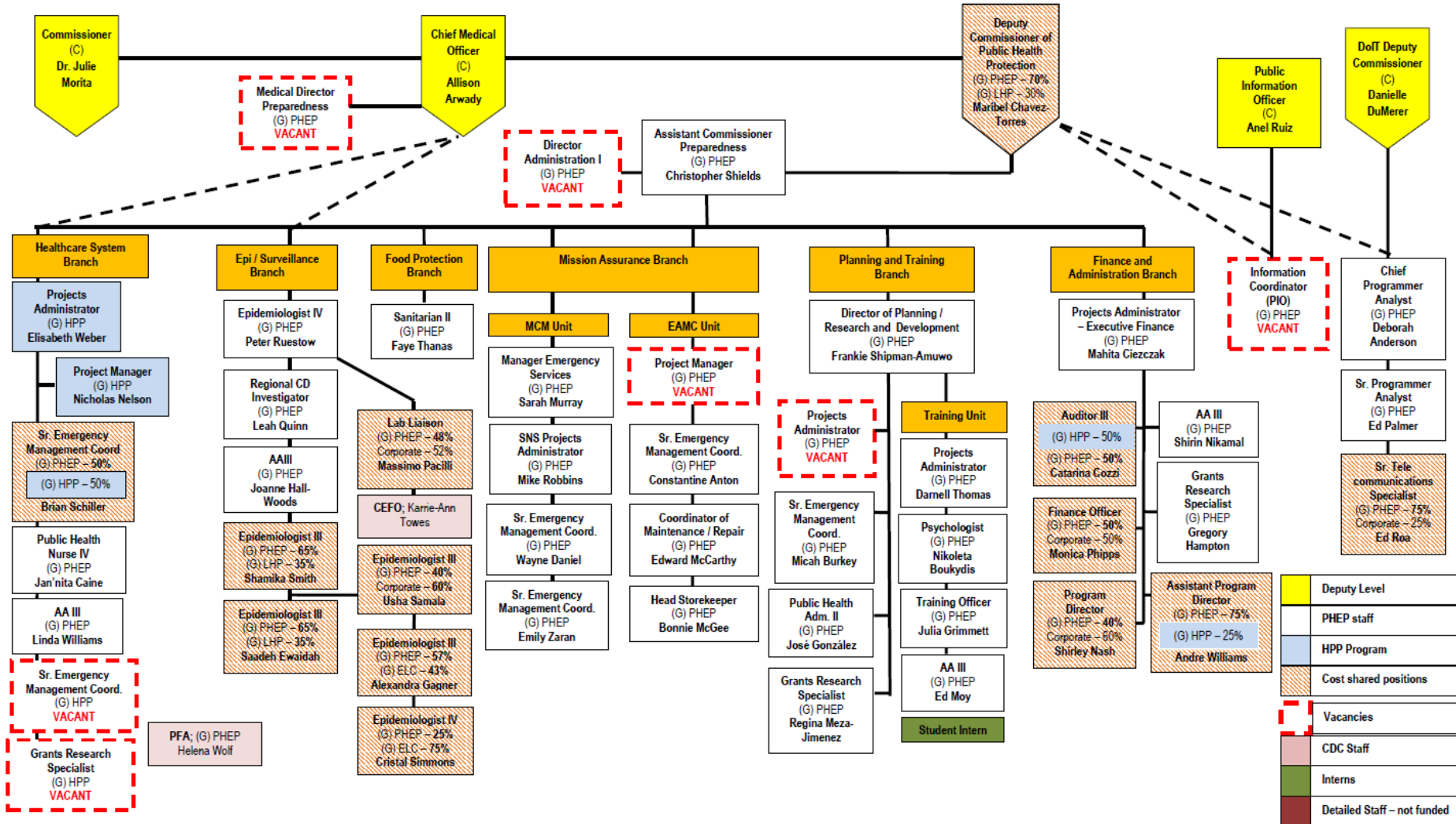
# Agenda

1. Public Health Emergency Preparedness and Response Overview
2. CDPH's Role in Operation Crimson Contagion
3. Media Campaign (Public Awareness)

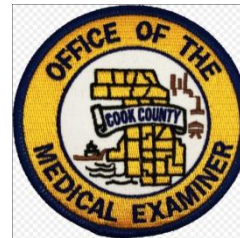
# **Public Health Emergency Preparedness and Response Overview**

# Overview

- **Public Health Emergency Preparedness (PHEP) and Hospital Preparedness Program (HPP)**
- **Preparedness Vision:** A well prepared and resilient Chicago
- **Preparedness Mission:** We help the City of Chicago prepare for, respond to, and recover from emergencies in order to protect the public's health and minimize adverse effects on residents, visitors, and the healthcare system.
- **Values:**
  - Accountability
  - Efficiency
  - Effectiveness
  - Collaboration
  - Credibility
  - Integrity



# Partnerships



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**rimson**  
**Contagion**

# Crimson Contagion 2019 Series

- **Disease:** H7N9 with sustained human-to-human transmission
- **Exercise series:**
  - **Internal HHS Pandemic Influenza Tabletop Exercise (TTX) – Completed**
    - January 23 – 24, 2019
    - Internal HHS staff
  - **Chicago and Illinois Pandemic Influenza TTX– Completed**
    - April 10, 2019
    - Chicago / Illinois / Region V focused
  - **Federal Interagency Seminar– Completed**
    - May 14 – 15, 2019
    - NSC, federal interagency partners, and participating states
  - **Crimson Contagion 2019 Functional Exercise (FE) – Completed**
    - August 13 – 16, 2019
    - Local, state, federal, private-sector, and non-governmental organization participation





# Inventory Management System

CURRENT PROGRAM

----RSS - Whiskey

Change Program

HOME ADMINISTRATION INVENTORY SHIPMENTS SEARCH REPORTS

## Due In Inventory

Order #	Created Date	PO#	Product Name	Manufacturer	Units	
7566						
	8/15/2019	SNS Ventilator Assets 08152019	ventilator, pulmonetic, CareFusion (LTV1200 Series )	Carefusion Solutions	1	<button>Receive</button>

CDPH Sign In/Out \* CDPH Activity Log (ICS-214) \* CDPH Significant Events \* Battle Rhythm \*

### Battle Rhythm

Incident: 2019\_Crimson Contagion (H7N9)

Friday, August 16th 2019  
**09:01:09**  
[Edit Battle Rhythm](#)

<b>09:00</b> <i>1 minutes passed</i>	<b>Command Briefing</b>	<b>PHEOC: 712.770.5505/ 957828</b>
<b>11:30</b> <i>in 2h 28m</i>	<b>Update SitRep by 1145</b>	<b>WebEOC</b>
<b>12:00</b> <i>in 2h 58m</i>	<b>Command Briefing</b>	<b>UPDATED: PHEOC: (712) 451-1059 / 517319</b>
<b>12:15</b> <i>in 3h 13m</i>	<b>Hospitals Situational Awareness Briefing</b>	<b>Room A: 712-770-5505/ 627-070</b>
<b>13:00</b> <i>in 3h 58m</i>	<b>State health public information officers call</b>	<b>Room B: Dial by your location: +1 646 876 9923 US (New York) / +1 669 900 6833 US (San Jose)</b>



# Top 10 Successes

1. Majority of outcomes were achieved
2. Full Public Health Emergency Operations center (PHEOC) set up
3. Utilization of WebEOC
4. MORT activation
5. PPE deployment
6. Joint CDPH/IDPH press release
7. Liaisons: OEMC Liaison and HHS Liaisons
8. Non-pharmaceutical interventions, social distancing and school closures discussion
9. SNS request
10. Effective collaboration across CDPH: PHEP, HPP, PIO, Immunizations and Communicable Disease

# Areas of Improvement

1. Will continue improving collaboration
2. Will continue improving PHEOC operations
3. Issues with communication
4. IT/technical issues
5. Continue improving situational awareness

# Closed POD Exercise: 9/11/2019

# Overview and Results

- No notice exercise
- Simulated medical countermeasures dispensing
- Clients: CDPH staff at DePaul arriving at the beginning of their work day
- Total operation: 0730h – 0945h
- Total clients: 140+
- Ribbons to commemorate 9/11



# Media Campaign



# Provider Messaging



- Goal: To increase front line health care workers' (Emergency Department, Primary Care and Urgent Care Physicians) awareness of reportable diseases, and increase enrollment in the Health Alert Network (HAN).



- Results:
  - 10,200 Print Impressions
  - 131,377 Digital Impressions
  - 158 Digital Clicks

# Public Messaging

ARE YOU PREPARED  
FOR A PUBLIC HEALTH  
EMERGENCY?

Prepare to do your part. Visit [cityofchicago.org/prepare](http://cityofchicago.org/prepare)

It's a matter of public health



¿ESTÁS LISTO PARA UNA  
EMERGENCIA  
DE SALUD PÚBLICA?

It's a matter of public health



Chicago Department of Public Health  
Sponsored -

Emergencies do happen so suddenly, you have to prepare in advance. The information here can help.

ARE YOU PREPARED  
FOR A PUBLIC HEALTH  
EMERGENCY?



[WWW.CITYOFCHICAGO.ORG](http://WWW.CITYOFCHICAGO.ORG)

It's a matter of public health.

Learn More

An informational page on Prepare Chicago, an initiative o...

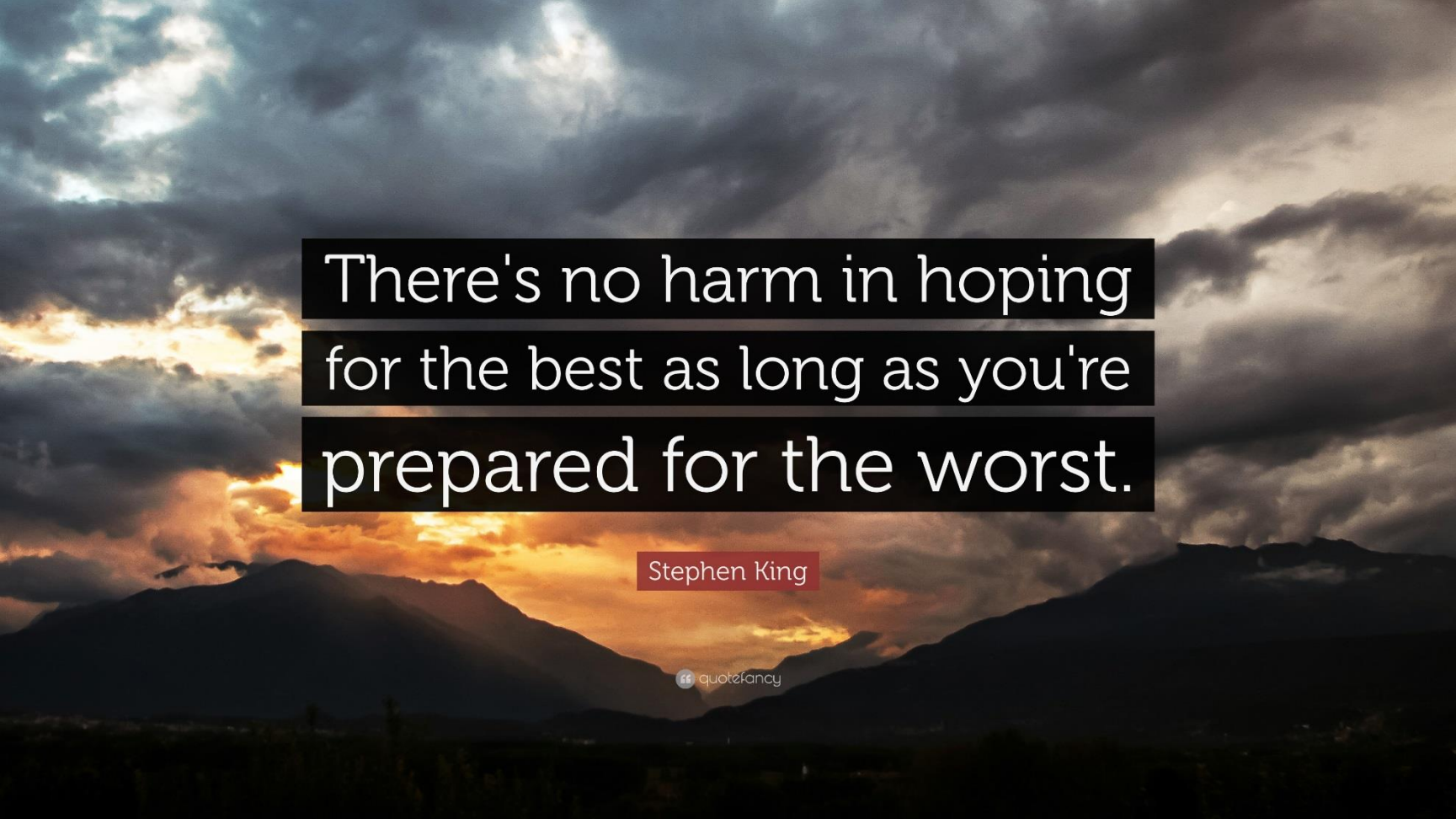
Garland House, Steve Mier and 17 others

1 Comment 5 Shares



- Goal: To educate and encourage Chicago residents to prepare, respond, and recover from public health emergencies.
- Results:
  - 47.8M Impressions on CTA Ads
  - 29,800 Clicks to Website Landing Pages
  - 3.9M Impressions on Facebook (6,800 clicks)

# Thank You! Questions?



There's no harm in hoping  
for the best as long as you're  
prepared for the worst.

Stephen King

quotefancy



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