

Cook County Department of Public Health Quarterly Report

*to the Cook County Board of Commissioners in their capacity as
the Cook County Board of Health*

Q1 -Immunization Awareness Campaign: Boost Up Cook County

LaMar Hasbrouck, MD, MPH, MBA, Chief Operating Officer

Quarter 1 2024



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The Problem

In Fall 2023 ...

- Three seasonal respiratory illnesses: COVID, flu, RSV = *Triple Threat*.
- New CDC guidance for RSV vaccine for older adults and pregnant women.
- Kindergartener vaccination coverage steadily declined over the past two school years—as much as 10% in some jurisdictions.
- Lowest childhood vaccination coverage in a decade.



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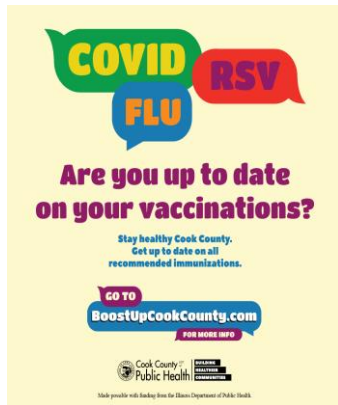
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The Solution

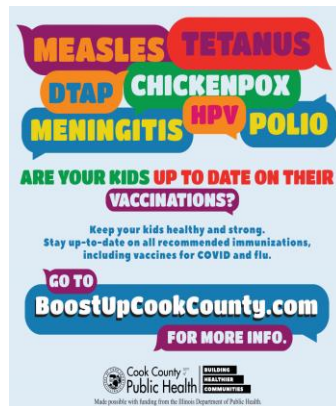
Expanded messaging for Fall/Winter

With new funding from IDPH, we were able to expand messaging to include:

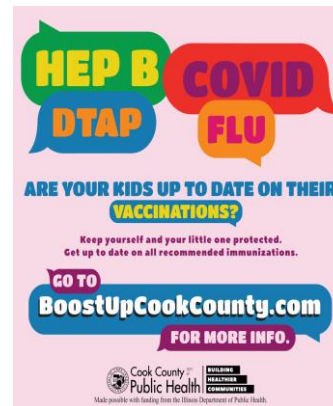
- ALL CDC-recommended immunizations (rather than focusing on just COVID and flu)
- Immunizations needed at every stage of life
- Tailored messaging about specific immunizations for specific audiences



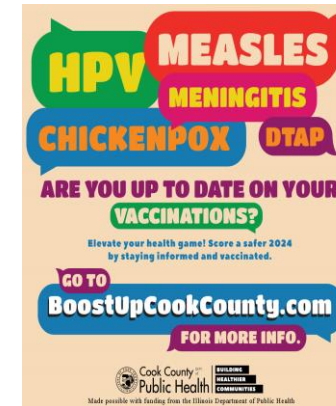
General audience



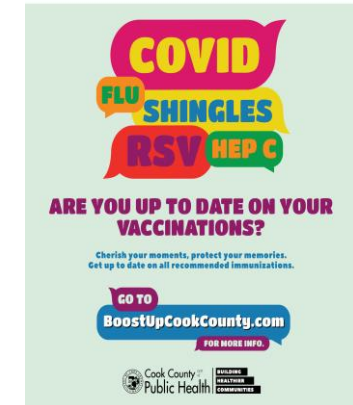
Parents of K-12



Pregnant moms



Young adults



Seniors

The Approach

Back-to-School Events and Paid Immunization Awareness Campaign

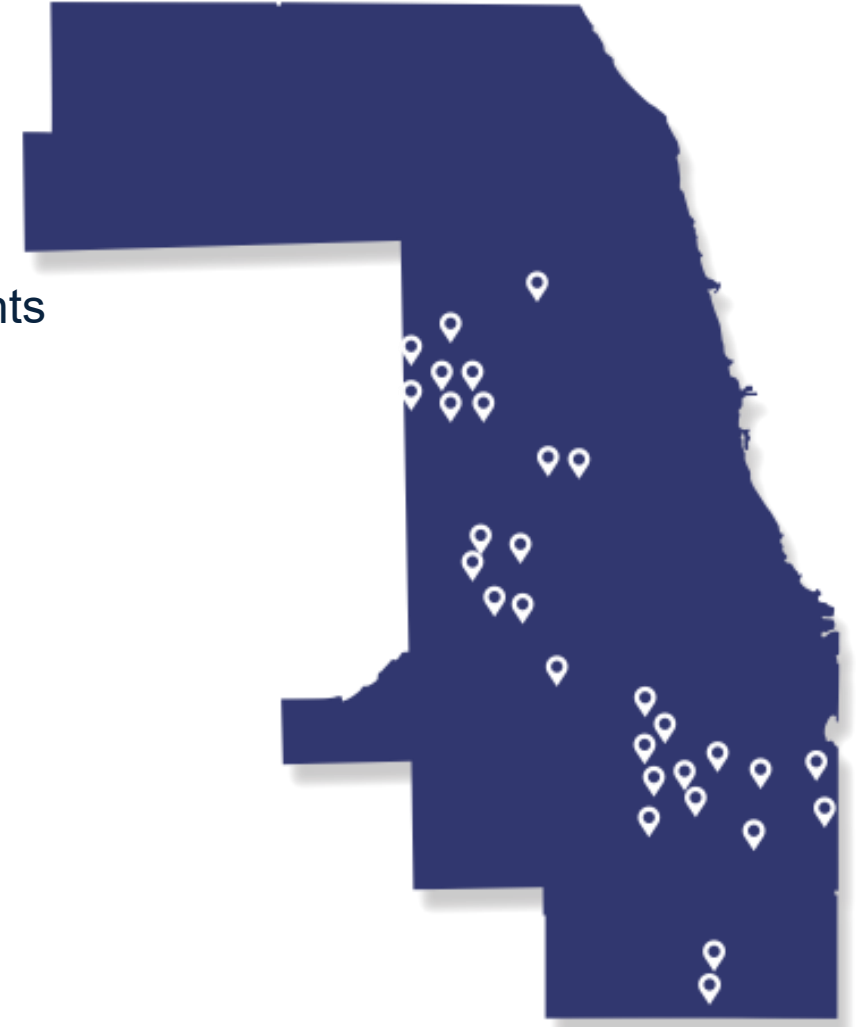
Target Audience	Geography	Campaign Dates
<p>PRIMARY AUDIENCES:</p> <ul style="list-style-type: none">• Pregnant Women/Moms with Children 0-5• Parents of School-Aged children K-12• Young Adults• Adults/Seniors• Men Sleeping with Men (26-40) <p>SECONDARY AUDIENCES:</p> <ul style="list-style-type: none">• Advocacy groups / Internal and External Stakeholders	<ul style="list-style-type: none">• Suburban Cook County Zip Codes• Emphasis on 30 priority Zip codes	<p>Back-to-School Community Events</p> <ul style="list-style-type: none">• 9/4-10/1 <p>Winter Paid/Earned Media</p> <ul style="list-style-type: none">• 10/30/23 – 1/29/24
	Channel Selection	Working Media Budget
	<ul style="list-style-type: none">• Social Media• Digital Display/Native• Radio/Streaming Audio• PACE Transit Outdoor• Community Newspapers	<ul style="list-style-type: none">• \$320,000



Target Audiences

All suburban Cook County, 30 priority zip codes

Bellwood	Franklin Park	Riverdale
Berkeley	Harvey	Robbins
Berwyn	Harwood Heights	South Chicago Heights
Blue Island	Hodgkins	South Holland
Bridgeview	Justice	Stone Park
Burnham	McCook	Summit
Calumet City	Markham	
Chicago Heights	Maywood	
Chicago Ridge	Melrose Park	
Cicero	Merrionette Park	
Dixmoor	Northlake	
Dolton	Posen	



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Community Events

Back-to-School Immunization



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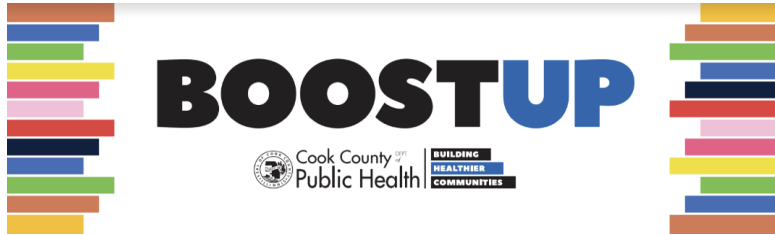
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Back-to-School Immunization Awareness

AKA Homecoming Event



DATE: 8/27/2023

TIME: 1-5PM

LOCATION: Country Club Hills Amphitheater:
4150 183rd St., Country Club Hills, IL

- Engaged with the African American audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



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AKA HOMECOMING COUNTRYCLUB HILLS METRICS

ATTENDEES: 700+
IMPRESSIONS: 800+
ENGAGEMENTS: 582
BOOST BAGS DISTRIBUTED: 350 of 350
VACCINATION SCHEDULES DISTRIBUTED: 600+
PARTICIPANTS WHO EXERCISED: 87
PARTICIPANTS WHO MADE NOTEBOOKS: 158
CONSUMER COMMENTS:

"We would love for this to be at every community event!"

"I don't have any small children, but I have grandkids, and this is great information to have!"

"I love this idea! The bags are really helpful for our kids."



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Back-to-school Immunization Awareness

Robbins Parade Event



DATE: 09/02/2023

TIME: 1-5PM

LOCATION: 13800 S. Trumbull Ave, Robbins, IL 60472

- Engaged with the African American audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



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ROBBINS PARADE METRICS

ATTENDEES: 400+
IMPRESSIONS: 500+
ENGAGEMENTS: 389
BOOST BAGS DISTRIBUTED: 350 of 350
CDC VACCINATION SCHEDULES DISTRIBUTED: 290+
PARTICIPANTS WHO DANCED: 60
CONSUMER COMMENTS:

"This was so fun. I love that he's teaching mew new moves."

"These bags are so great; our kids will love these school supplies."

"This schedule is so helpfu!!"



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Back-to-school Immunization Awareness

Wolff's Flea Market Event



DATE: 09/24/2023

TIME: 7-11AM

LOCATION: 6920 N Manheim Rd, Rosemont, IL, 60018

- Engaged with Latinx audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



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WOLFF'S FLEA MARKET METRICS

ATTENDEES: 2,000+

IMPRESSIONS: 820+

ENGAGEMENTS: 621

BOOST BAGS DISTRIBUTED: 350 of 350

VACCINATION SCHEDULES DISTRIBUTED: 350

PARTICIPANTS WHO EXERCISED: 57

PARTICIPANTS WHO MADE NOTEBOOKS: 180

CONSUMER COMMENTS:

"Where are the Cook County Clinics that offer free shots?"

"If I don't have medical coverage, where can I go to get vaccinated?"

"Does CCDPH have the new vaccine?"

"When will they have it available?"



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Back-to-school Immunization Awareness

Blue Cap Farmer's Market Event



DATE: 09/30/2023

TIME: 9AM-1PM

LOCATION: 2155 Broadway Street, Blue Island

- Engaged with Latinx audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



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BLUE CAP FARMERS' MARKET METRICS

- ATTENDEES:** 300+
- IMPRESSIONS:** 300+
- ENGAGEMENTS:** 200
- BOOST BAGS DISTRIBUTED:** 200 (lower guest count)
- VACCINATION SCHEDULES DISTRIBUTED:** 200
- CONSUMER COMMENTS:**

"This is great- I love these bags"

"My kids will appreciate these school supplies"

"I have three kids, can I get three bags?"

"THANK YOU for the tests, we needed these."



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Back-to-School Immunization Events

Summary

DATE	EVENT	IMPRESSIONS	ENGAGEMENTS	BOOST BAGS DISTRIBUTED	VACCINATION SCHEDULES DISTRIBUTED
08/27/24	AKA COUNTRY CLUB HILLS	800	582	350	600
09/02/24	ROBBINS PARADE	500	389	350	290
09/24/24	WOLFF'S FLEA MARKET	820	621	350	350
09/30/24	BLUE CAP FARMERS' MARKET	300	200	200	200
Totals	4	2,420	1,792	1,250	1,440



Paid Media Campaign

Immunization Awareness



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How this campaign performed

Boost Up Cook County Campaign 2023

Total spend: \$310K

Total paid impressions: 36.6 million (Nov. 2023 – Jan. 2024)

- All digital, social, streaming audio and radio delivered in full against projected outcomes
- **TikTok** performed best among the social media platforms
- Display ad click thru rates were above industry benchmarks
- Game & music apps performed best
- News and health-related websites received the most traffic and clicks



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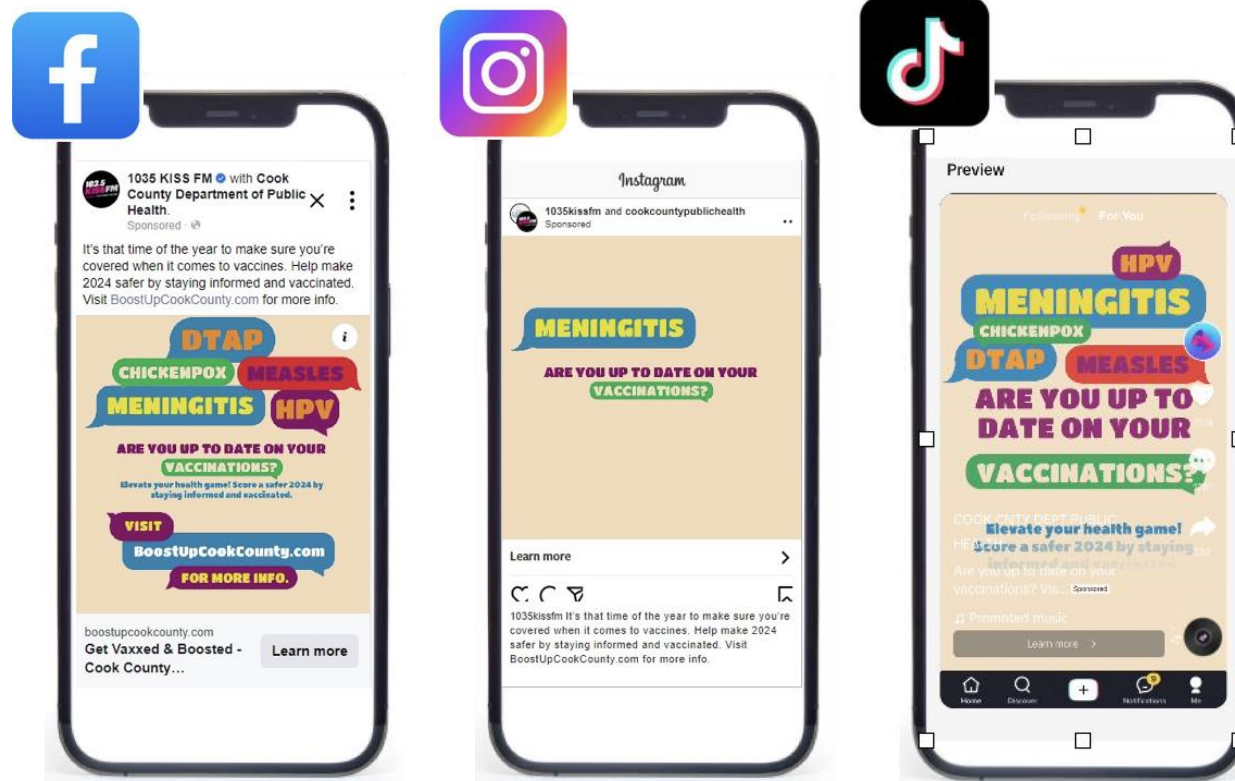
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Social Media

Facebook, Instagram, TikTok, Snapchat

We advertised on the **Facebook**, **Instagram**, **TikTok** and **Snapchat** channels of iHeart media's radio stations with the largest social followings: WCKS/KISS FM and WGCI.



TikTok performed best among the social media platforms



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Broadcast Radio

Performance Metrics

We advertised on iHeart and Univision radio stations to capture both English and Spanish speakers. Both broadcast radio partner schedules overdelivered.

iHeart Stations



Purchased 2,068,800 Impressions
Buy Delivered **2,331,800** Impressions

Univision Stations



Purchased 1,838,000 Impressions
Buy Delivered **2,329,400** Impressions



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Bus Ads

Performance Metrics

PACE Transit Outdoor

68 Bus Kings & Queens
Delivering 16.6 Million Impressions



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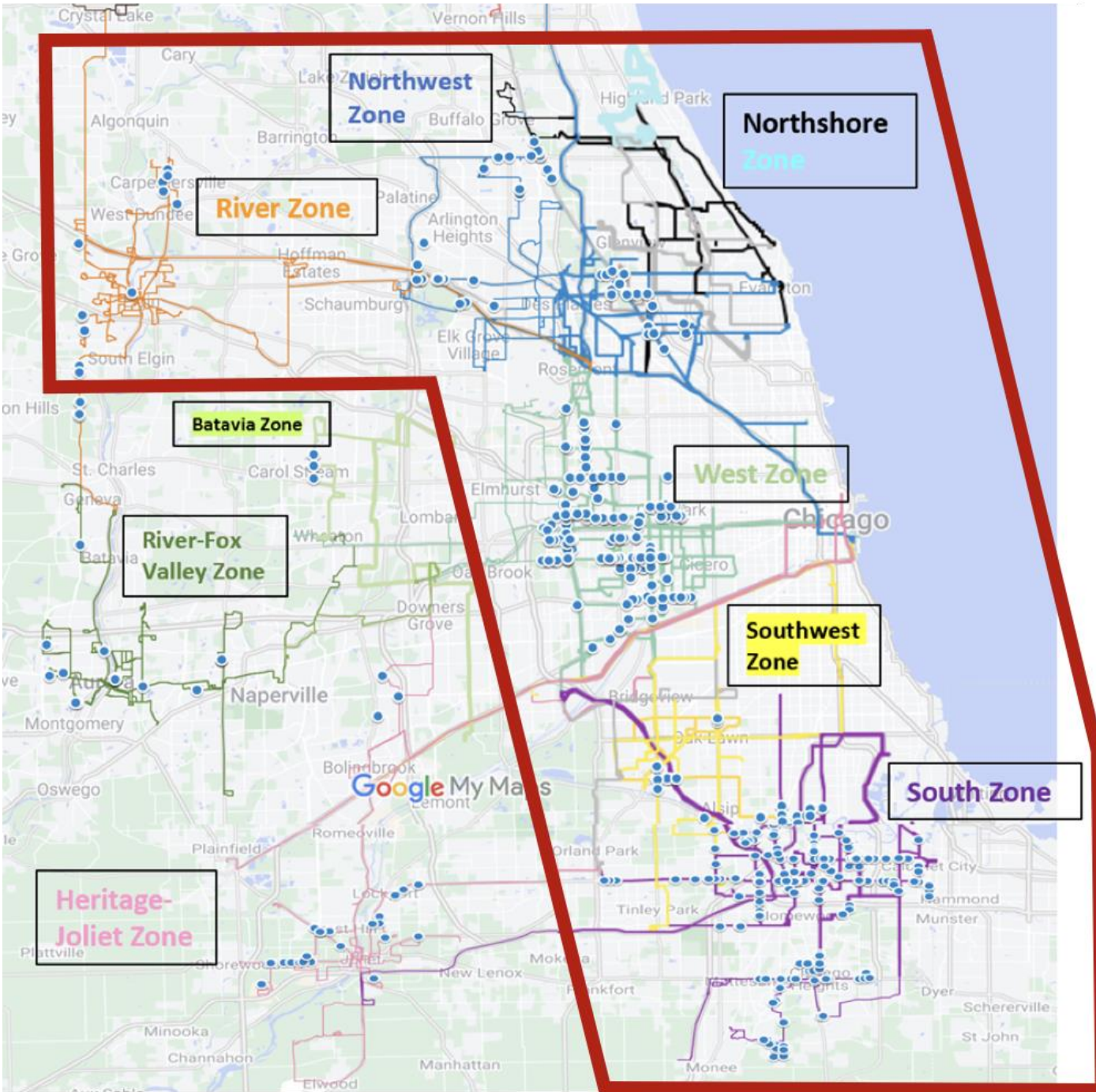


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Bus Ads

PACE Bus Routes



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Community Newspapers

The [Lawndale News](#) targets young Hispanics/Latinos (city and suburbs), who are bilingual, educated, computer savvy, middle to high-income individuals. The [Weekly Citizen](#) targets African American residents (city and suburbs), who are newspaper readers, upper income, higher education, professional/managerial occupations. Descriptions taken from publications' websites.



Diversión del Día de Acción de Gracias

Por: Ashmar Mandan

Busca algo que hacer este fin de semana del Día de Acción de Gracias? Hay gran variedad de eventos por todo Chicago. Este fin de semana del Día de Acción de Gracias disfruta unos cuantos espectáculos, especialidades de lujo y el famoso Desfile del Día de Acción de Gracias y mucho más. Ve cuál de estos eventos se garantiza disfrutarse este fin de semana. Feliz Día de Acción de Gracias.

Desfile del Día de Acción de Gracias

Es el Día del Pavo El Desfile del Día de Acción de Gracias de Chicago por casi 90 años, inicia la temporada navideña con una diversión masiva en el centro de Chicago. El Desfile del Día de Acción de Gracias es el jueves, 23 de noviembre, en la Calle State.

Christkindlmarkt

Regresa el tradicional Christkindlmarkt estilo alemán! El mercado navideño al aire libre ha sido uno de los favoritos de Chicago desde 1996. Disfruta la comida local e internacional, mercancía y visitas en vivo de Santa Claus mismo! El mercado está abierto hasta el 24 de diciembre en Daley Civic Center.

París de luces en el Jardín Botánico de Chicago

Abruce la belleza del invierno y descubre el mejor lugar para fotografiar las navidades en el Parque de Luces del Jardín Botánico de Chicago. El Parque de Luces sigue abierto hasta el 7 de enero en el Jardín Botánico de Chicago. Iluminación del Arbol Navideño en Cicero La economía de

Iluminación del árbol Navideño del Municipio de Cicero se llevará a cabo en el Parque Comunitario de Cicero, de 4 p.m. a 7 p.m. con las luces encendidas a las 5 p.m. de este domingo 26 de noviembre de 2023 junto con las celebraciones del invierno en el parque.

Beyond the Nutcracker en el Ateneo

Una clásica tradición navideña llega a Chicago esta temporada. Acompaña a Emma y el Tío Abraham a embarcarse en un milagroso viaje a través del tiempo y descubre de que se trata la Novela. Entra de lleno en la coreografía mágica de la directora artística de Ballet S.R. Julianna Rubio Slager, con las artistas profesionales de Ballet S.R. Beyond the Nutcracker que se presenta en el Alderson Center for Thought and Culture, 2916 N. Southport Ave, el sábado 25 de noviembre a las 2 p.m. y el domingo 26 de noviembre a las 3 p.m.

Elle en Concierto

Buddy fue transportado accidentalmente al Polo Norte cuando era un niño pequeño y fue criado hasta la edad adulta entre los elfos de Santa. Después de deshacerse de la sensación de que no era él, Buddy adulto visita a Nueva York, vestido con uniforme de elfo, en busca de su verdadero padre.

En estas fiestas, revive este comendador clásico navideño en una pantalla gigante mientras cada nota de la maravillosa partitura de John Debussy se reproduce en vivo para visualizarse en JFJ en Concert! El J y todos los personajes y elementos relacionados C & TMI New Line Productions, Inc. (23) El J in Concert se llevará a cabo el sábado 25 de noviembre en el Auditorium Theatre.

LAWNDALE Bilingual News - Thursday, November 23, 2023 Page 1



¿ESTÁ AL DÍA CON SUS VACUNAS?

Disfrute de sus momentos, proteja sus recuerdos. Asegúrese de estar al día con todas las vacunas recomendadas.

VISITE BoostUpCookCounty.com PARA MÁS INFORMACIÓN.



Two Insertions
Total Circulation
• 240,000



4 | (Duffin Southland) | Week of November 27, 2023

CHICAGO AWARDED AN ANTICIPATED \$17 MILLION CDC GRANT TO BOLSTER OVERDOSE PREVENTION

CHICAGO — The City of Chicago has been selected as a recipient of \$17 million grant over five years from the Centers for Disease Control and Prevention (CDC) to bolster the city's efforts through the overdose prevention program.

The CDC's OEP program provides grants to local health departments to support overdose prevention activities and to offer naloxone, comprehensive, and harm reduction services to people who use drugs. The grant will be used to support the city's efforts to reduce overdose deaths and to support the city's efforts to reduce overdose deaths and to support the city's efforts to reduce overdose deaths.

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CITIZEN

COVID FLU RSV

ARE YOU UP TO DATE ON YOUR VACCINATIONS?

Stay healthy Cook County. Get up to date on all recommended immunizations.

GO TO BoostUpCookCounty.com FOR MORE INFO.

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Two Insertions
Total Circulation
• 160,000



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Earned Media

Immunization Awareness



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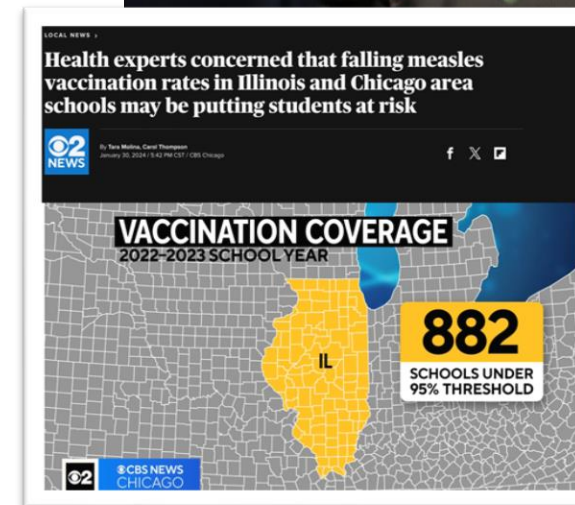
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Earned Media

- Focused on communicating the importance of holiday season vaccination amid growing COVID/flu/RSV rates.
- Resulted in 30 placements across print, digital and broadcast media generating **13M impressions**:
 - ✓ 2 radio interviews aired 10x providing a total listenership of 2.2M
 - ✓ 6 digital placements delivered a reach of 10M, with syndication in Springfield
 - ✓ 14 release pickups from Southwest Messenger Press print publications with a collective circulation of 70K+



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will npr PBS



CRAIN'S
CHICAGO BUSINESS.



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Earned Media (cont'd)

- Measles and low vaccination rates in media recently and Dr. Hasbrouck has been an ongoing media source.
- CCDPH had a measles outbreak in the fall.
- Demonstrates the importance of the Boost Up Immunization Awareness Campaign.
- We continue to refer people to www.boostupcookcounty.com to download CDC Immunization Schedules and to find vaccination sites and resources.



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Vaccination Clinics

CCDPH Nursing



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Vaccination Clinics

We provided free COVID and Flu vaccines at our Saturday walk-in clinics for ages 6 months and up.

Dates	Locations
12/2/23	North Riverside Health Center
12/9/23	Cottage Grove Health Center
12/16/23	Robbins Health Center
01/06/24	Blue Island Health Center
01/20/24	North Riverside Health Center
01/27/24	Cottage Grove Health Center
02/03/24	Arlington Heights Health Center
02/17/24	Robbins Health Center
02/24/24	Cottage Grove Health Center

Upcoming Community COVID-19 and Flu Vaccine Clinics

Clínicas Comunitarias de Vacunación Contra la Gripe y el COVID-19

Walk-ins welcome.

Vaccines available for ages 6 months and up.

SATURDAYS from 8AM-4PM

Se admiten visitas sin cita previa.

Vacunas disponibles para edades de 6 meses en adelante.

SÁBADOS de 8AM-4PM

January 6th | 6 de enero

Blue Island Health Center
12757 S. Western Ave., Blue Island

February 3rd | 3 de febrero

Arlington Heights Health Center
3250 N. Arlington Heights Rd., St. 300, Arlington Heights

January 20th | 20 de enero

North Riverside Health Center
1800 S. Harlem Ave., North Riverside

February 17th | 17 de febrero

Robbins Health Center
13450 S. Kedzie Ave., Robbins

January 27th | 27 de enero

Cottage Grove Health Center
1645 S. Cottage Grove Ave., Ford Heights

February 24th | 24 de febrero

Cottage Grove Health Center
1645 S. Cottage Grove Ave., Ford Heights

**Vaccines are free of charge.
Las vacunas son gratuitas.**

**Insurance accepted but not required.
Se acepta seguro médico en pero no es obligatorio.**

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CountyCare
A MEDICAID HEALTH PLAN



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Thank you



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