



# Cook County Department of Public Health

Report to the Cook County Board in their capacity as the Cook County Board of Health  
Second Quarter 2022

Contact Tracing Initiative (CTI) Evaluation

Item # 22-3154

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Presenters:

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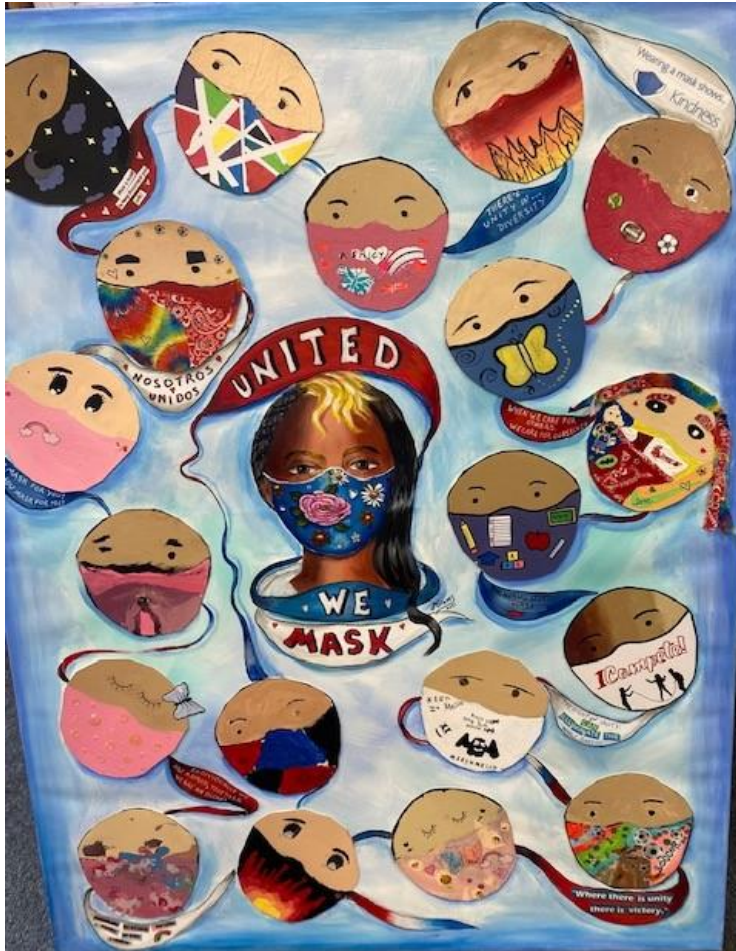
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# Acknowledge and honor CCDPH staff and partners





**اتعهد بأن:**  
التزم بتباعدي

**'I' PLEDGE TO**  
Wear A Mask

**اتعهد بأن:**  
ارتدي كمامتي



**'I' PLEDGE TO**



**COVID-19 'I' PLEDGE CAMPAIGN**  
AAFS IS NOW OFFERING FREE COVID-19 TESTING FOR ALL INDIVIDUALS REGARDLESS OF INCOME, IMMIGRATION STATUS, RACE, OR GENDER. THIS PROGRAM IS GUIDED BY PRINCIPLES OF HEALTH EQUITY IN AIM OF IMPROVING OUR COMMUNITY'S COMPLETE WELLBEING





**WHERE TO FIND COVID-19 INFO**

*3 Great Websites*





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# Overview: CCDPH Contact Tracing Initiative (CTI)

## Vision

...continue to prevent and control the spread of COVID-19, while also maximizing resources for racial and economic justice that are sustainable beyond grant award

## If CCDPH is successful, outcomes will include systems and structures, including:

- Increased information and resource provision for communities and individuals most affected
- Increased partnerships
- Increased opportunities for growth and learning within and across suburban Cook County partners and communities



# Major grant outcomes

- Completed thousands of contact tracing calls and improved contact tracing effectiveness and efficiency
- Distributed millions of communications and tangible resources
- Adapted or created culturally and linguistically relevant materials
- Expanded the public health COVID-19 response through new or strengthened partnerships
- Increased COVID-19 prevention and mitigation through a combination of contact tracing efforts and community engagement
- Built a community engagement network that may live beyond COVID-19



# What happened?

## Significant outputs

| Activity  | Recipient  |  |
|---|--|--|
|   | Community Members  | Workers and Worksites  |
| Communications distributed                                  | <ul style="list-style-type: none"> <li>1,371,868 units</li> </ul>  | <ul style="list-style-type: none"> <li>1,186,308 units</li> </ul>  |
| Trainings provided  | <ul style="list-style-type: none"> <li>68,783 attendees across 2,956 trainings</li> </ul>  | <ul style="list-style-type: none"> <li>8,109 attendees across 110 trainings and town halls</li> </ul>                                      |
| Tangible resources distributed                              | <ul style="list-style-type: none"> <li>534,381 units</li> </ul>  | <ul style="list-style-type: none"> <li>Resources to 2,562 worksites</li> </ul>   |
| Referrals provided and case management activities conducted | <ul style="list-style-type: none"> <li>Each month, avg. of 26 CBOs reported case management activities</li> </ul>  | <ul style="list-style-type: none"> <li>Total of 725 referrals</li> <li>Each month, avg of 4/6 worker centers reported referrals</li> </ul> |
| Contact Tracing   | Contact Tracing Metric   |  |
| Completed Case and Contact Investigations                   | <ul style="list-style-type: none"> <li>The monthly average for Q3/4 2020 for case investigations was 2174.7 and contacts was 1475.7</li> <li>The monthly average for Q1/Q2 in 2021 for case investigations was 6500.5 and contacts was 3889.3</li> </ul> |  |

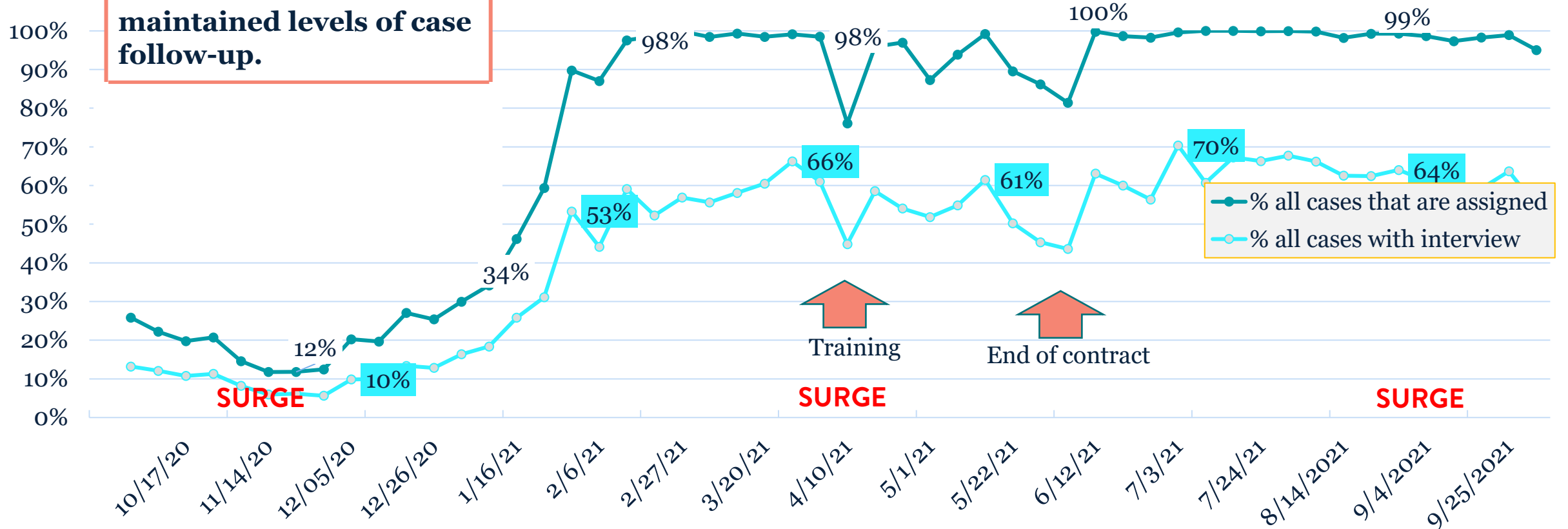


# What happened?

## Performance improvement

### CCDPH Contact Tracing Initiative Trend in Case Investigation Status by Type For Weeks 10/03/2020 - 10/02/2021

Once fully staffed, the initiative increased or maintained levels of case follow-up.



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# What happened?

Tailored messages for communities

*“...we personalized the My Shot campaign...because we realized that an African American community, when they see faces that they recognize, they're more inclined to say yes to the ask.”*

*~ CTI CBO ~*



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# What changed as a result of CTI?

## Increased Partnership and Networking

- **CBOs increased reach for COVID-19 prevention messages.**

*“...everybody [doesn’t] follow Cook County Public Health, but if I have a hundred people that I’m connected to and I’m able to really make an impact, they will trust [us] because I’m in the community and grassroots.” – CTI CBO*

- **CBOs’ trusted relationships with community members and ability to “really hear the heartbeat of what was going on” likely helped community members listen to important messages.**

*“People know us so they’re more comfortable to hear us out instead of what does the government have to say?”*

- **CBO relationship and engagement approaches may have increased adoption of COVID-19 prevention and mitigation.**

*“We use the “Answer the Call” [messages] and with that one too, we just added verbal messaging to it because most people express “What call? What are you talking about? What call am I answering?”*



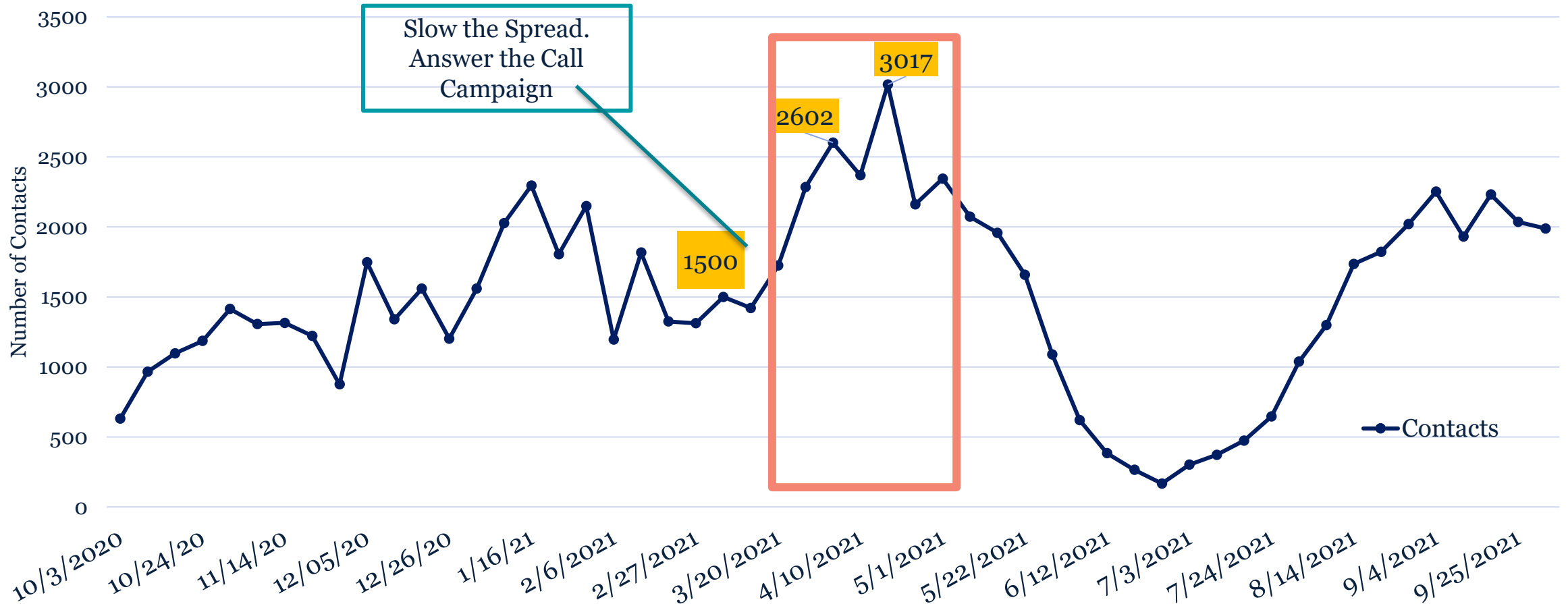


# What changed as a result of CTI?

Increased responsiveness

CCDPH Contact Tracing Initiative  
Trend in Contacts Identified  
10/2020 to 10/2021

Several weeks of increases seen in contact identification following campaign



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# What can be sustained and expanded?

## Learning and Connection

**The CTI Regional Learning and Action Network helped CBOs share experiences and learn from one another.**

*“...hearing each other's stories . . . made you realize you're not in silo. Your challenges are not your own, and your successes are not your own, either. And sharing ideas with other people, learning from other people, hearing the same struggles and challenges, yeah, I think that is a very intentional thoughtful on their part, because it allowed us to learn from each other.”*

*– CBO who participated in the CTI Community Supports Program (CSI)*



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# What can be sustained and expanded?

## Learning and Connection Cont

*“If we decide to just do away it with this network that's been created by the Cook County Department of Public Health. And everybody go back into their own silos, go back into their own corners, then it's a failure...”*

*... because there's always going to be battles of fight, whether it's dealing with viruses, whether it's dealing with hunger, whether it's dealing with anti-violence, whether it's dealing with mental health, there's always going to be battles.*

*So hopefully Cook County Department of Public Health [will] keep this network together, and let's continue the work of providing and helping the community.”*

*– CSI CBO*



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# What were challenges?

- Lack of infrastructure to support the work within CCDPH delayed activities

*“We were going into a really pressurized situation where the expectations were high. The resources were low. **We were very hamstrung as far as being able to hire the contact tracers in a timely fashion and to meet the health equity intent.**”*

*– CCDPH staff*

- Reimbursement nature of the grant was a barrier for some community agencies

*“**Some CBOs needed money up front** because they are small organizations and it's their first grant. So they needed the cash upfront to do something.”*

*– CSI CBO*



# What worked?

- Training for contact tracers and adding supports (e.g. mental health) increased productivity

*“[in the CTI there are] incredibly skilled, dedicated folks...**I think that we have really provided skills** for a lot of these folks and that leads into the other aspect that I think that has been successful or is on the way to being successful.”*

*– Staff/Partner*

- Having staff and partner technical assistance facilitated effective and efficient community engagement

*“**She [CCDPH coordinator] was incredibly supportive.** . . We would send her each [image for poster] and send her the text and she would help guide us to make sure that it was appropriate, and it was going to be impactful. . . we would see what they were doing through Cook County and see, how can we tailor, how can we tweak it?”*

*– CSI CBO*



# Key Take-Aways

- CTI appeared to meet large aspects of its intended impact and more
- CTI program design, including contact tracing, community engagement and CCDPH/partner staffing, together likely led to COVID-19 prevention and mitigation
- CBOs and worker centers were essential for bridging gaps in CCDPH service delivery and expanding reach in effective ways
- Programmatic infrastructure like technical assistance providers and staff were pivotal
- Evidence suggests that the partnerships and networks built through the CTI laid the groundwork for other public health initiatives
- Future initiatives should focus on building and strengthening partnerships and community engagement





# Thank You

