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

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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

Chicago Health Care Coalition

PREPARE CHICAGO
AN INITIATIVE OF HEALTHY CHICAGO

CCMEO
COOK COUNTY MEDICAL EXAMINER'S OFFICE

IDPH
ILLINOIS DEPARTMENT OF PUBLIC HEALTH

OEMC
EMERGENCY MANAGEMENT & COMMUNICATIONS

CITY OF CHICAGO

CHICAGO POLICE

LIFESOURCE
Chicagoland's Blood Center

FIRE DEPT.
CHICAGO

The Renal Network, Inc.
ESRD Networks 9 & 10

American Red Cross

IPHCA
ILLINOIS PRIMARY HEALTH CARE ASSOCIATION

Advocate Illinois Masonic Medical Center

OFFICE OF THE MEDICAL EXAMINER

CDC Chicago Quarantine Station
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

**HOME**  **ADMINISTRATION**  **INVENTORY**  **SHIPMENTS**  **SEARCH**  **REPORTS**

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**Due In Inventory**

<table>
<thead>
<tr>
<th>Order #</th>
<th>Created Date</th>
<th>PO#</th>
<th>Product Name</th>
<th>Manufacturer</th>
<th>Units</th>
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<tbody>
<tr>
<td>7566</td>
<td>9/15/2019</td>
<td>SNS Ventilator Assets 08152019</td>
<td>ventilator, pulmonetic, CareFusion (LTV1200 Series)</td>
<td>Carefusion Solutions</td>
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</tr>
</tbody>
</table>

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**Battle Rhythm**

**Incident: 2019 Crimson Contagion (H7N9)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>1 minutes passed</td>
<td>Command Briefing</td>
</tr>
<tr>
<td>11:30</td>
<td>Update SitRep by 1145</td>
<td>WebEOC</td>
</tr>
<tr>
<td>12:00</td>
<td>Command Briefing</td>
<td>UPDATED: PHEOC: (712) 451-1059 / 517319</td>
</tr>
<tr>
<td>12:15</td>
<td>Hospitals Situational Awareness Briefing</td>
<td>Room A: 712-770-5505/ 627-070</td>
</tr>
<tr>
<td>13:00</td>
<td>State health public information officers call</td>
<td>Room B: Dial by your location: +1 646 876 9923 US (New York) / +1 669 900 6833 US (San Jose)</td>
</tr>
</tbody>
</table>
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

- 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