

COVID-19 Update

Janel Heinrich, Director
Public Health Madison &
Dane County
November 4, 2020

STAFFING & KEY UPDATES

Staff in Response – Over 300 Roles

Operations (~200)

~130 contact tracing, 70
support staff

Planning & Liaisons (~77)

Logistics (12)

Safety, Finance, Other (~15)

Public Information (8)

Current Order

Public Health Madison & Dane County continues to enforce Dane County Emergency Order #9.

There is also a statewide mask order in effect until November 21.



Compliance

Teams have been out for compliance on weekends

Seeing great compliance from businesses and restaurants. Some issues with parties around campus on Halloween.

Citations Issued as of 10/23

Dane County: 10

City of Madison: 19



Flu Clinic at Alliant Energy Center



As of 11/4, have given 801 vax

Expanded eligibility: Dane County adults and kids 6m-18 years who do not have health insurance, or who have BadgerCare, Medicaid, or Medicare

Runs through November 21
(while supplies last)

Testing Update

Continuing to see large surge on Tuesdays

Doing the same amount of testing we did in Sept but in 40 hours/wk instead of 56

November 4:

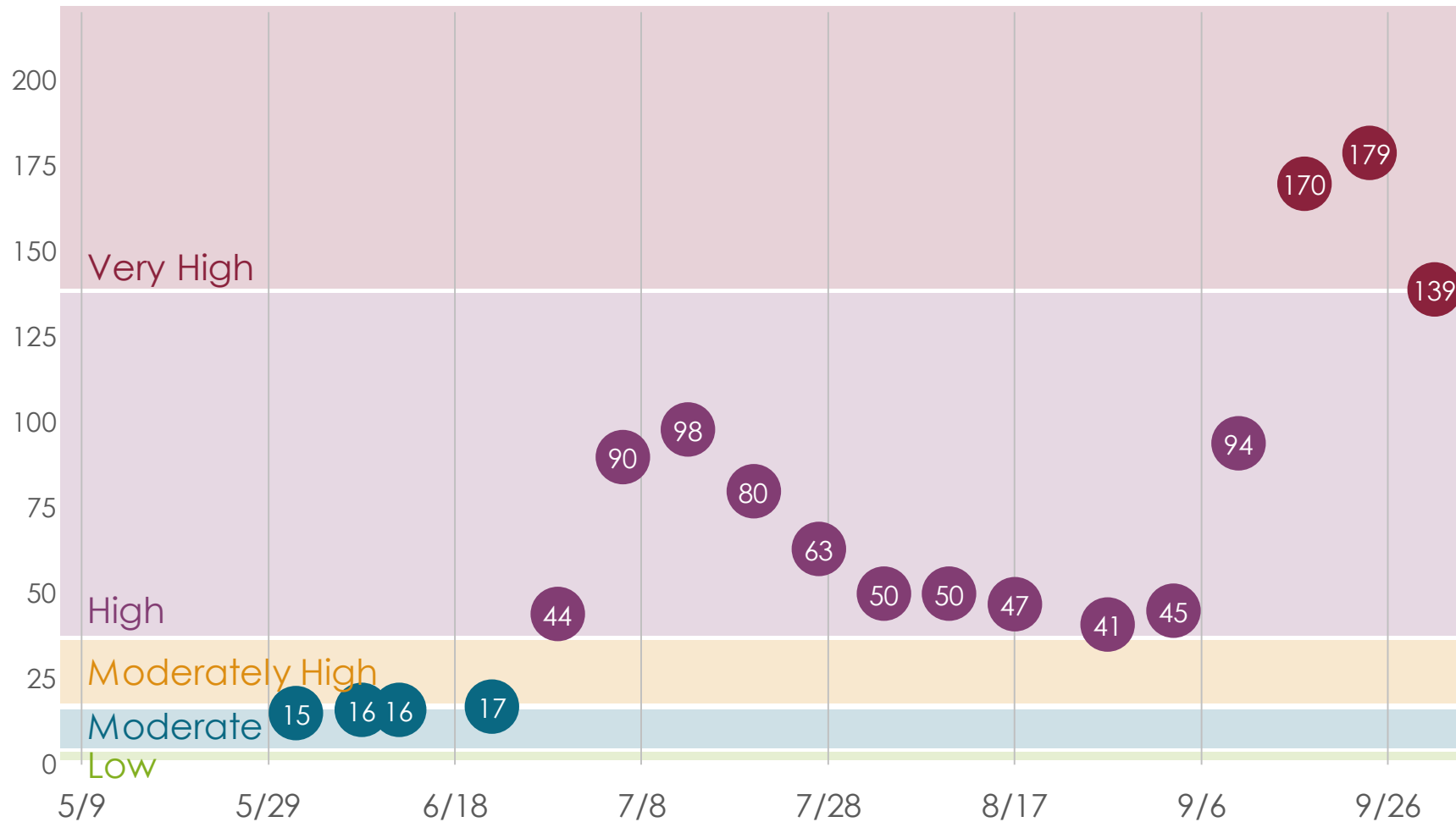
South Madison test site: 2,631 tested

Alliant test site: 260,764 tested

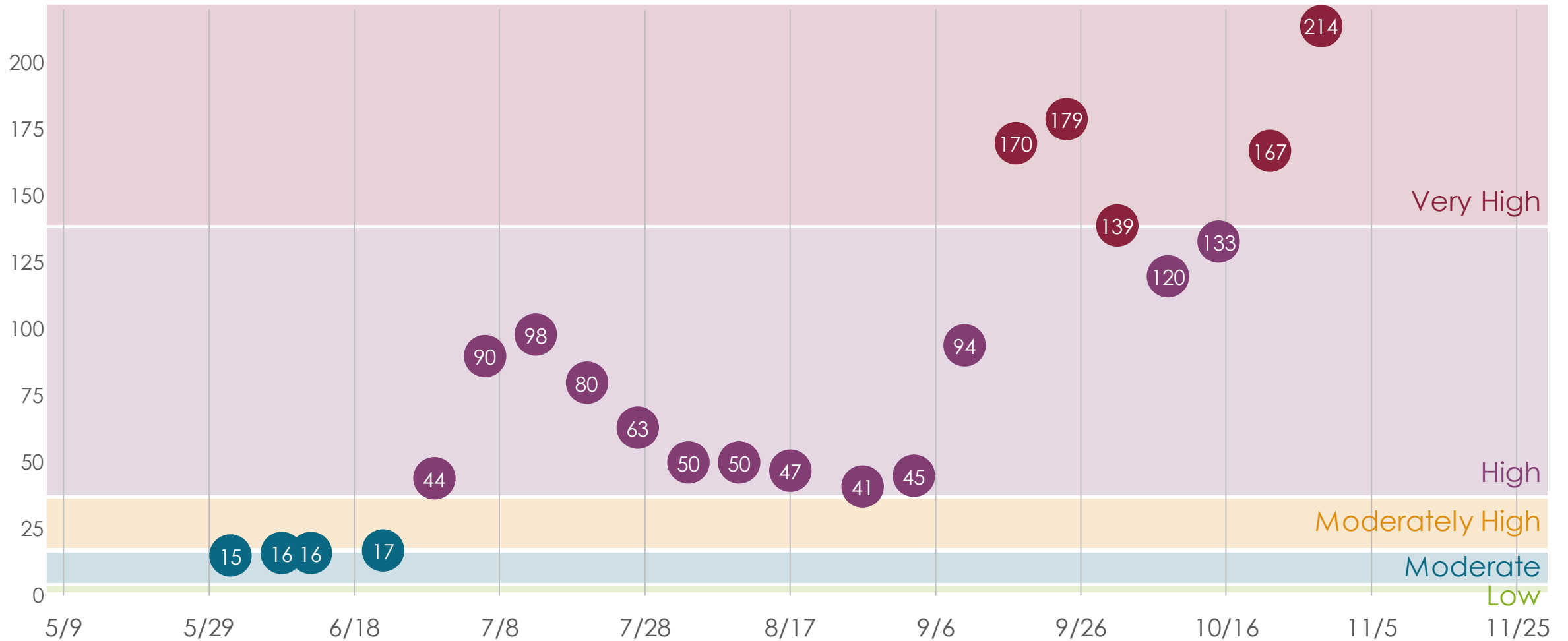


DATA

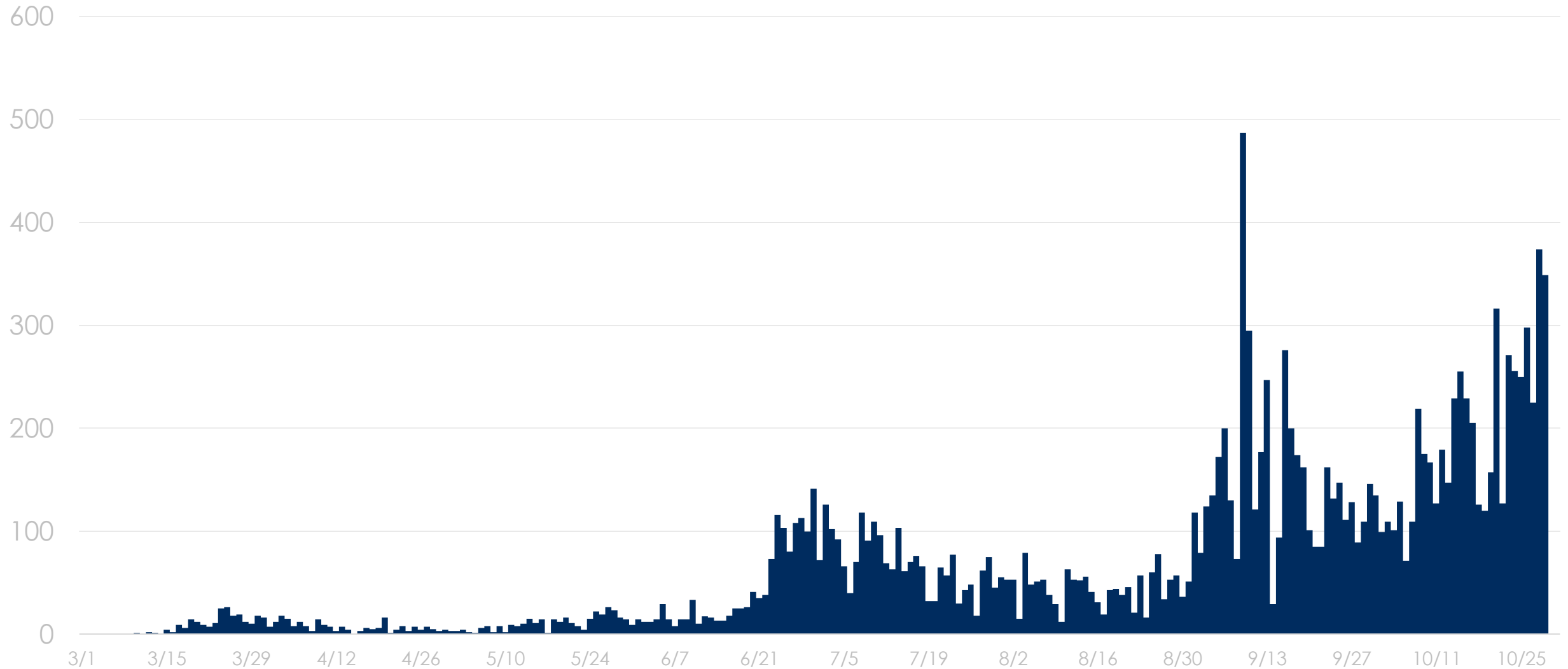
The last time we met, our 14-day averages looked like this:



Now our 14-day averages look like this:

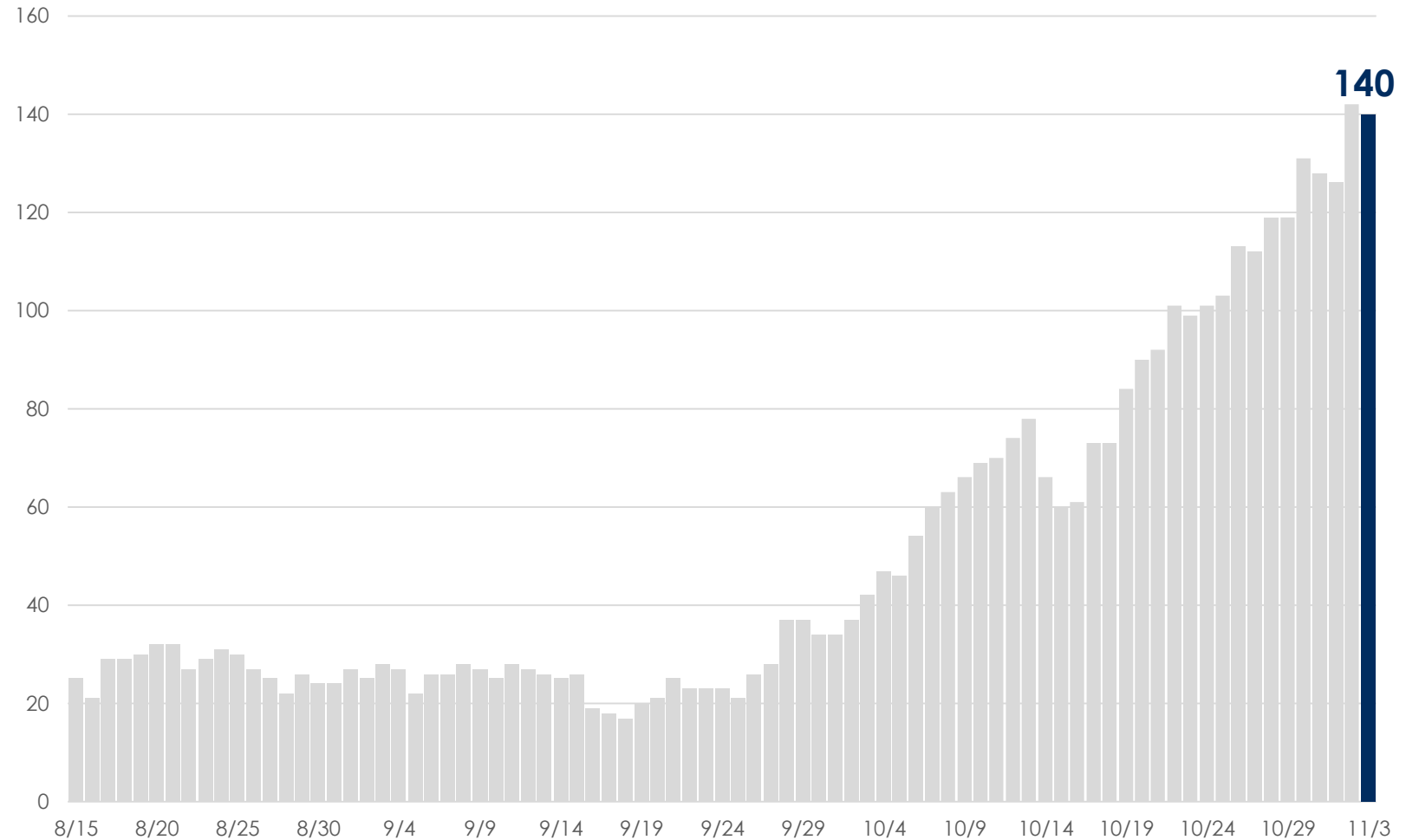


Case Counts Over Time



Hospitalizations

**Hospitalizations
continue to rise
each week with
high proportions
in the ICU.**

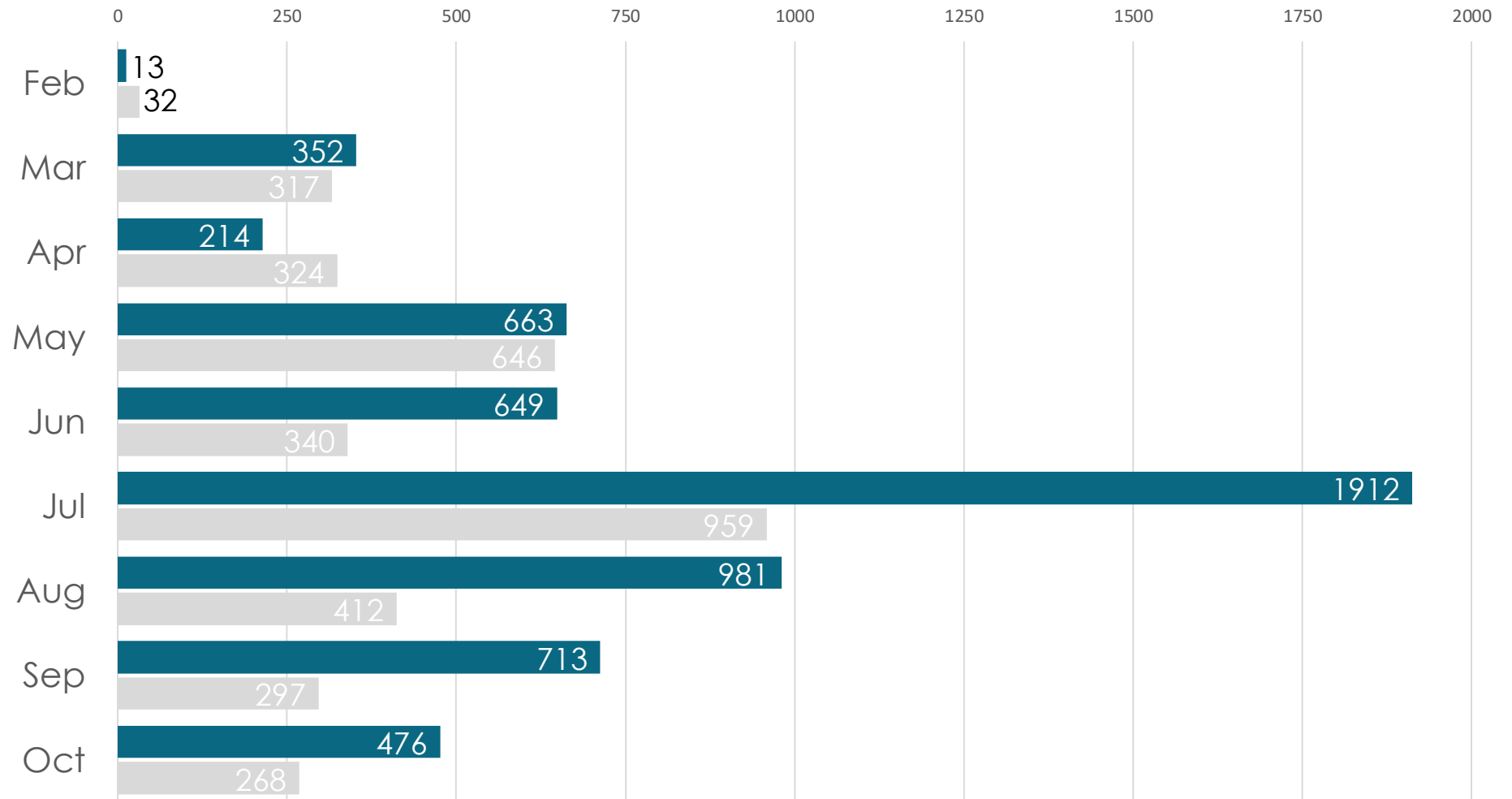


ANALYTICS

Outreach

Calls and Emails from the Public

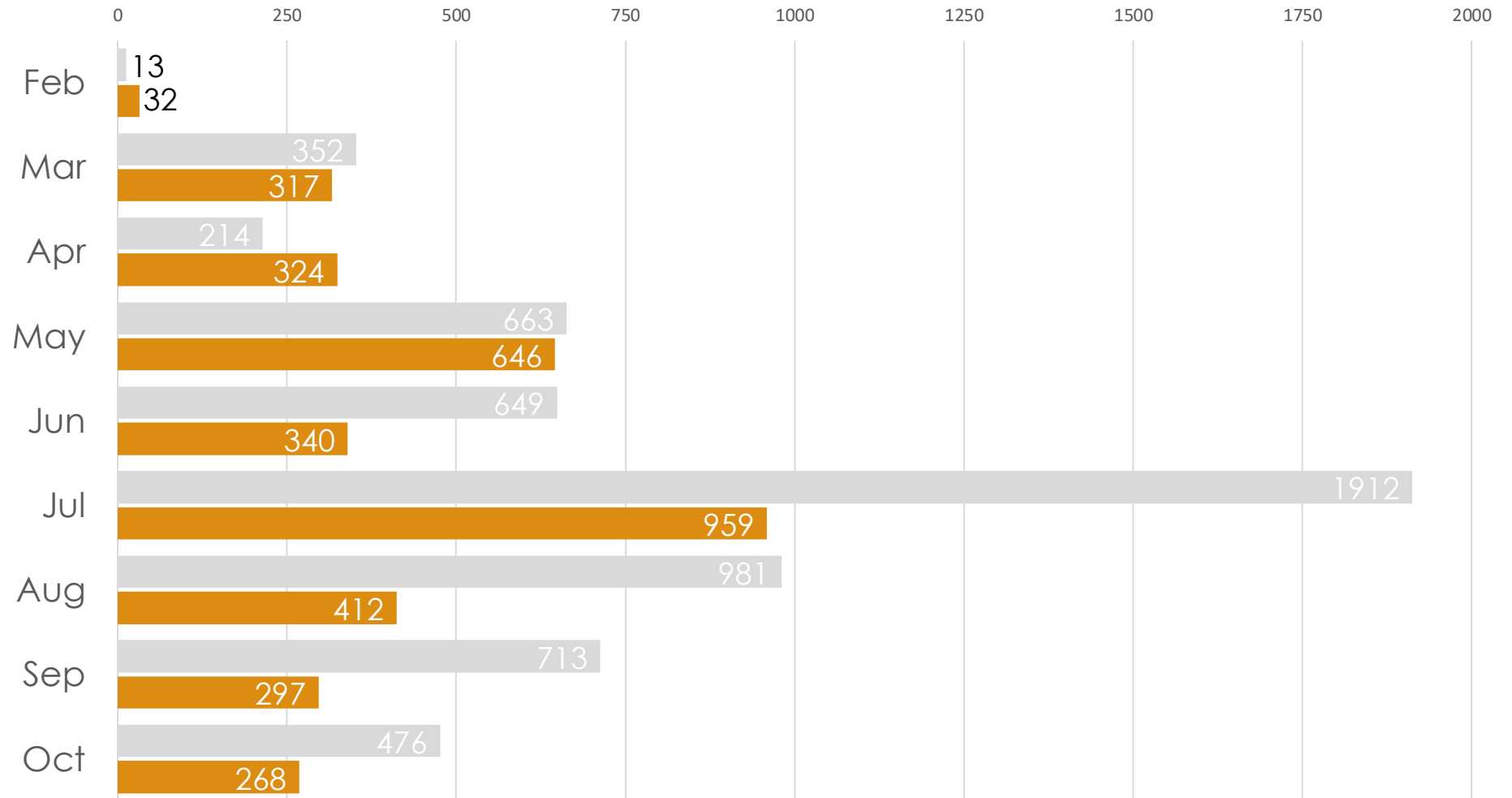
Our number of emails per month peaked in July, with 1912.



Outreach

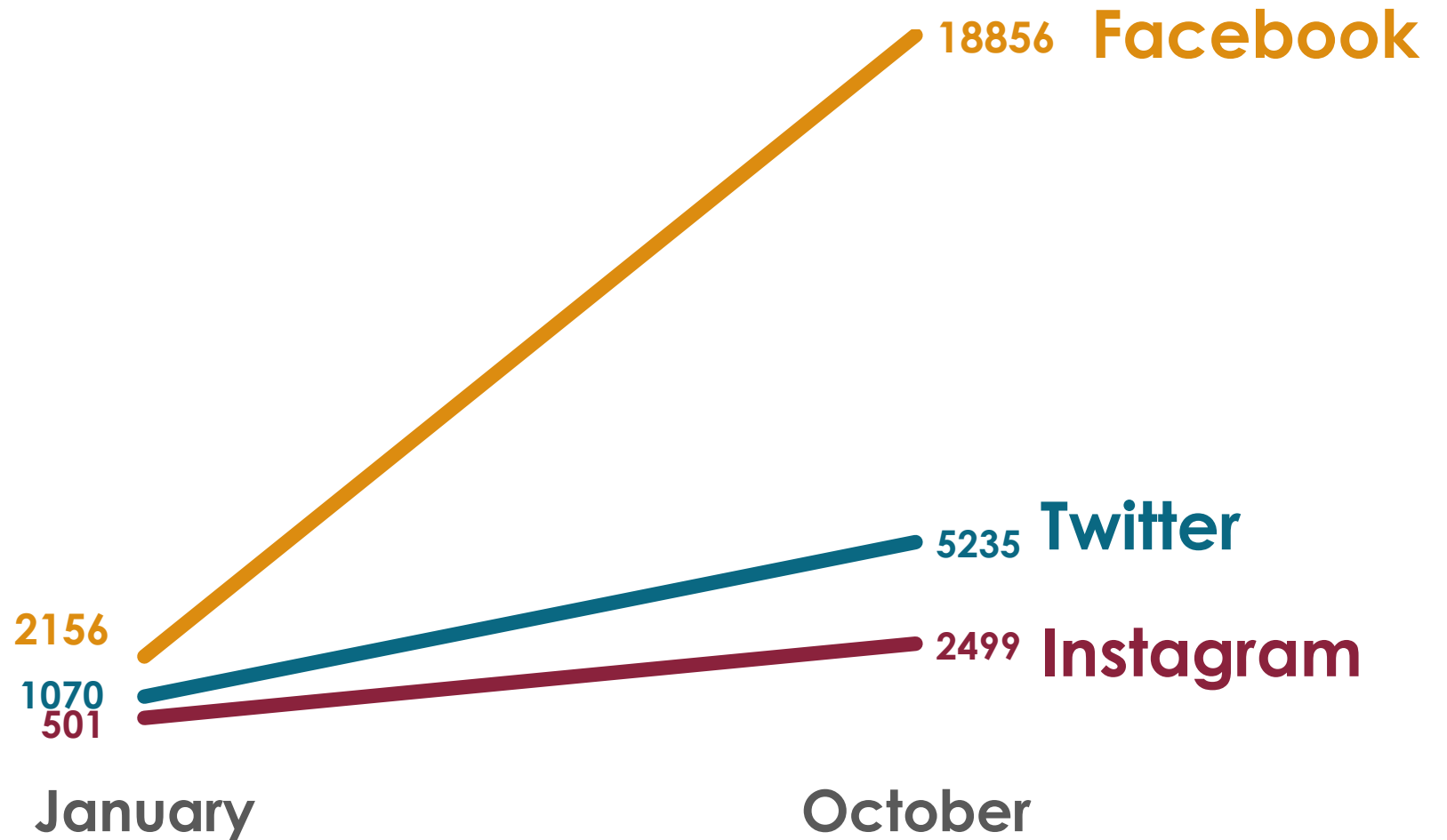
Calls and Emails from the Public

**Calls also
peaked in
July, at 959.**



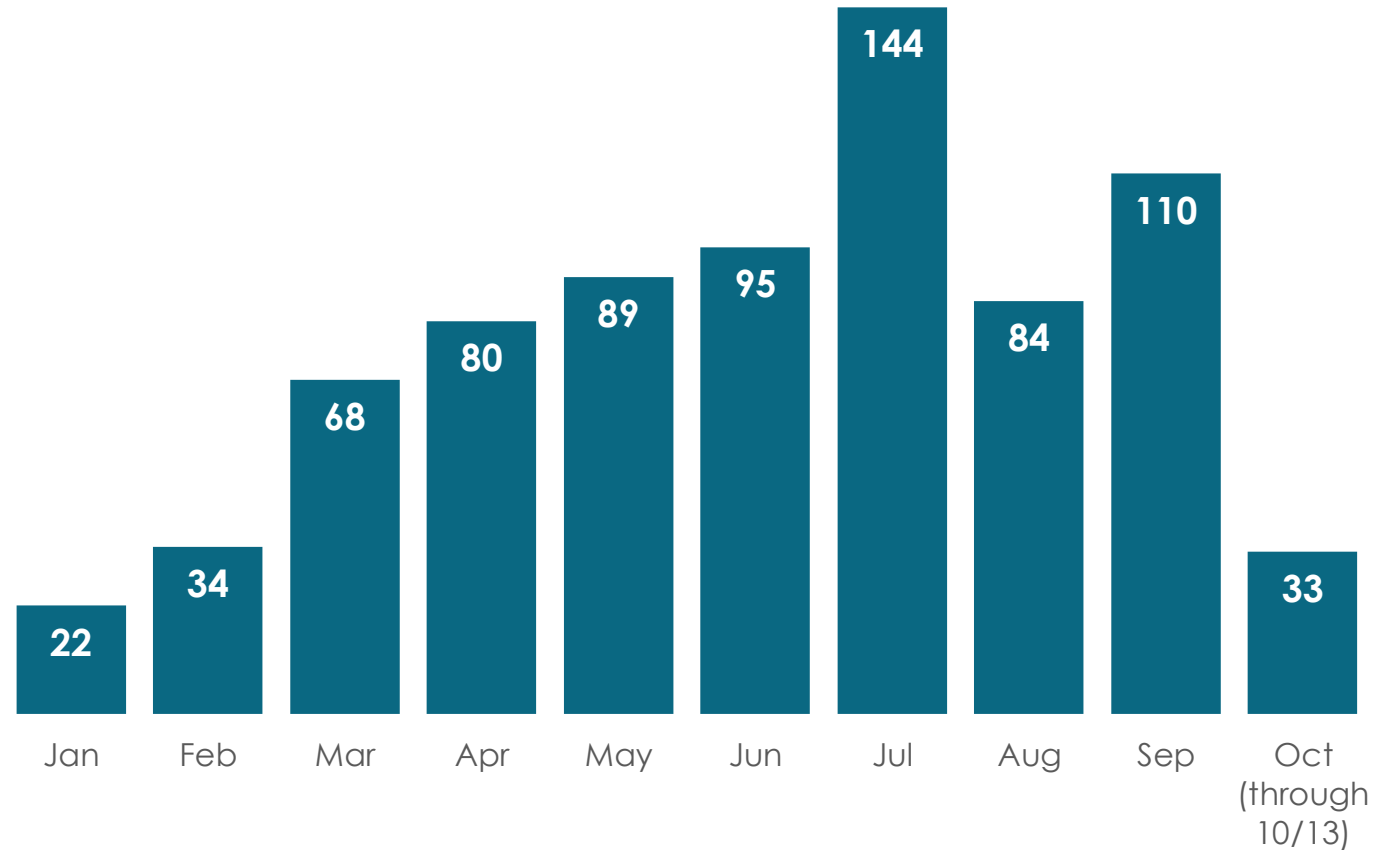
Social Media

Our social media accounts have considerably larger audiences.



Media Requests

We are responding to an extremely high number of media requests.

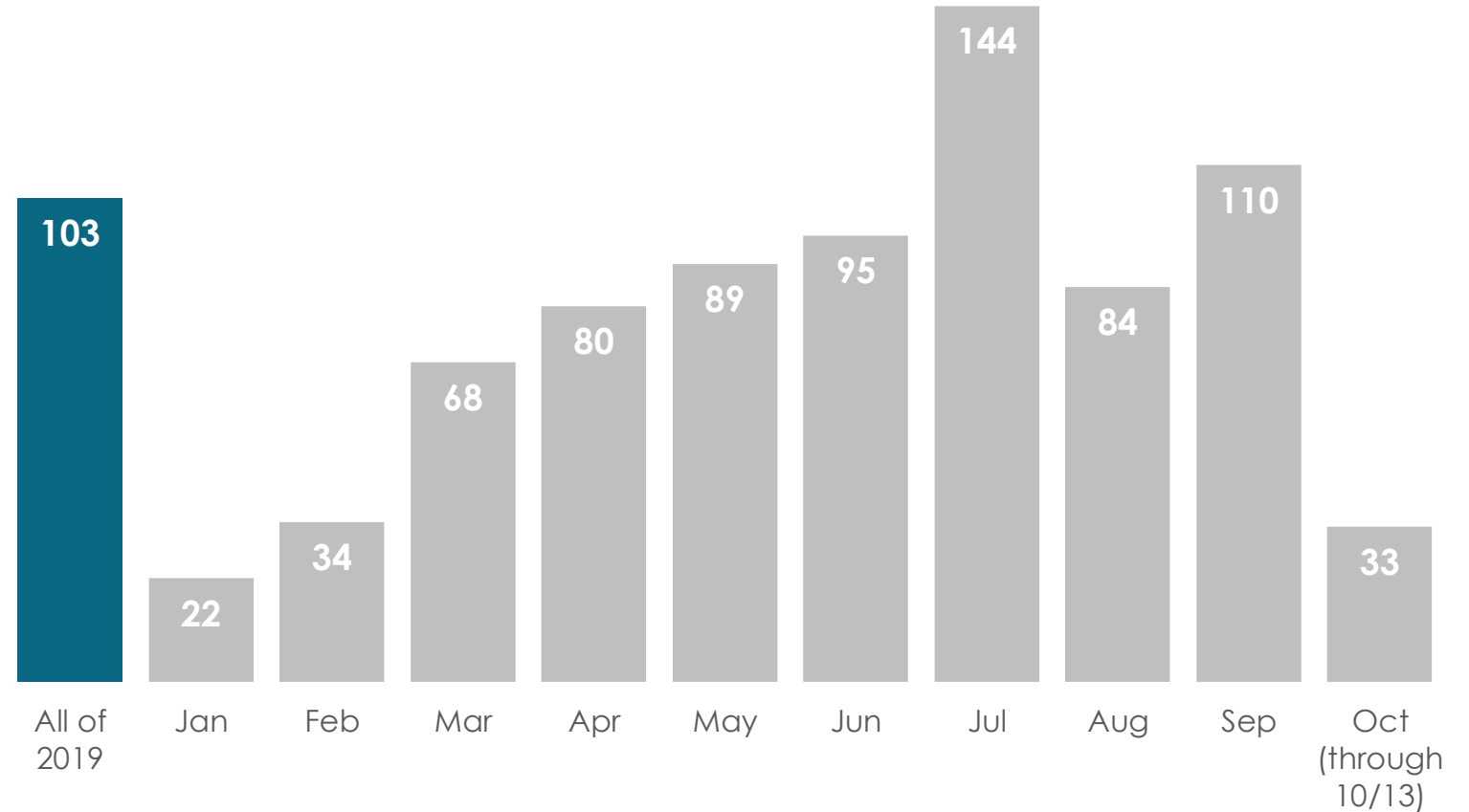


Media Requests

In July alone we responded to more media requests than we did in the entirety of 2019.

Keep in mind we do not have a dedicated public information officer.

Responding to media requests is in addition to all other communication activities.



Press Conferences, News Releases, and Blog Posts

Press Conferences

News Releases

Blog Posts

2019

0

22

8

2020

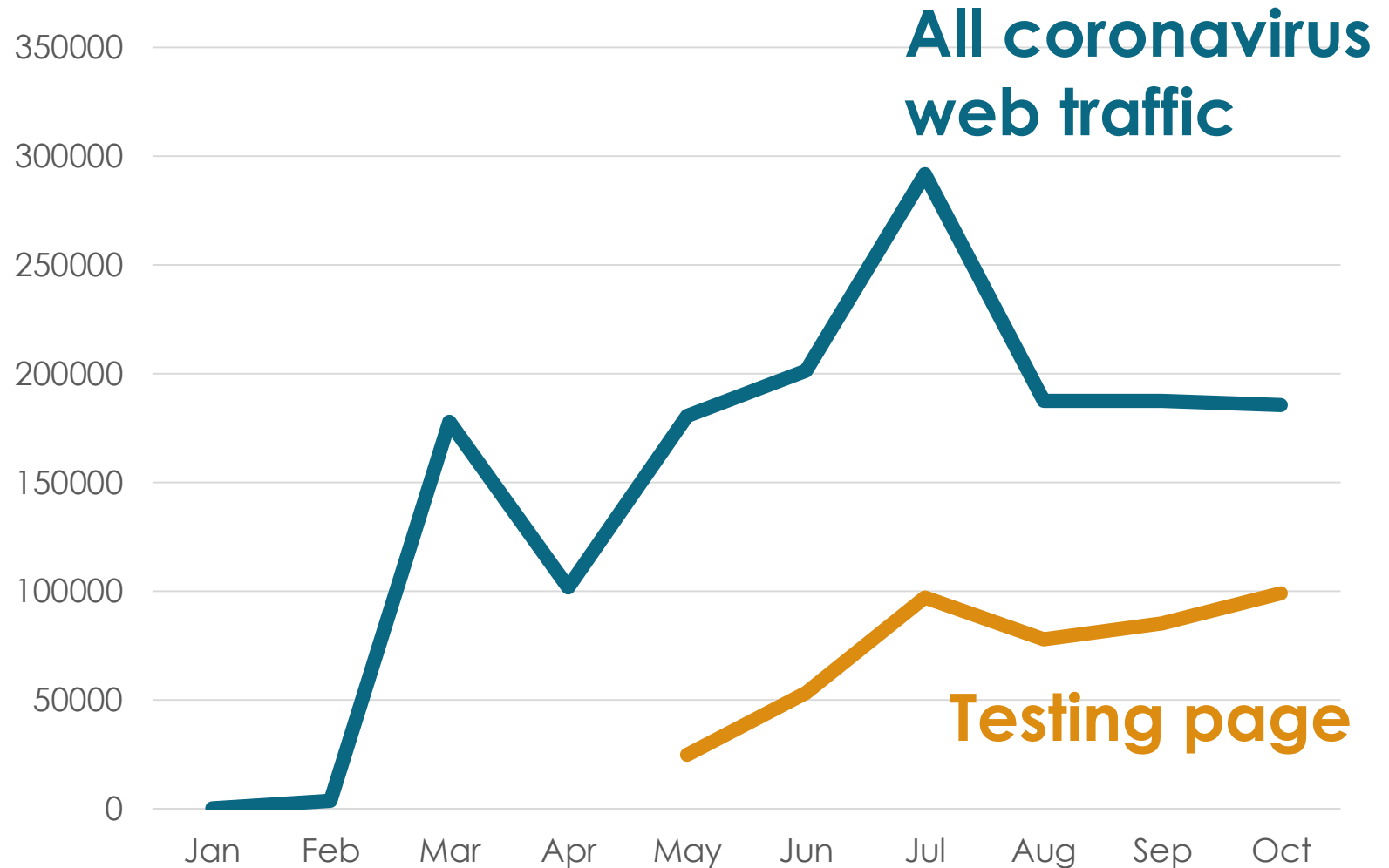
24

43

54

Website Sessions

We continue to see high utilization of our website, with the most popular page being the testing page.



Dashboard & Data

Dashboard

1,225,588 hits as of
11/2

Average about
6,300 views each
day

Data Page

Average about
27,000 web
sessions per month

Data Notes & Snapshots

Snapshot: Produce
1/week since 3/27
(34 total)

Data Notes:
Produce 1/week
since 6/22 (19 total)

**LOOKING
AHEAD**

Looking Ahead

Mass Vaccination

Testing

Contact Tracing

**COVID Departmental
Integration**



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