

Media Placement Highlights

May 2022

Notable media placements:

Lake County News-Sun

"Officials say many ignoring Lake County's return to high-risk coronavirus status; 'COVID is not gone'"
-May 31, 2022

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-lns-lake-county-covid-red-st-0601-20220531-hmel4p5qsfdkzcq3ymtu3ydri4-story.html>

- Lake County moved from medium to high COVID-19 community level right before the Memorial Day weekend.
- A county moves into high community level when the average is more than 200 new cases and more than 10 new hospitalizations per 100,000 residents.
- Many have not returned to wearing masks even though they are recommended in a high-community level area.
- Lake County Health Department Executive Director Mark Pfister said, "Misinformation about the need for mask-wearing once the mandate was lifted in February has contributed to the reluctance of many to once again mask up."

"COVID-19 surging in Lake County; 'The good news is we're not seeing hospitalizations increase (or) ... an increase in deaths'" - May 12, 2022

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-lns-lake-covid-update-st-0513-20220512-7mhdati635dirk6u375kkfk624-story.html>

- COVID-19 cases are rapidly rising in Lake and surrounding counties as more of the omicron variant continue to spread.
- Lake County Health Department Executive Director Mark Pfister said, "An omicron variant will be more infectious as it mutates. The good news is we're not seeing hospitalizations increase, and we're not seeing an increase in deaths."
- Lake County moved from low to medium COVID-19 community level.
- Moderna and Pfizer are currently working on a vaccine for COVID-19 variants that Pfister said "improves immunity against multiple variants."
- Pfister said, "Current vaccines, while being the best protection against severe disease, hospitalization and death, are not as effective as they were against the original virus."
- On top of keeping up with vaccinations, it is encouraged to continue to follow other mitigation strategies such as wearing a mask indoors, distancing, and washing your hands.

Forbes

"Data Fabrics Bring The Power Of Data To The People" – May 17, 2022

<https://www.forbes.com/sites/tableau/2022/05/17/data-fabrics-bring-the-power-of-data-to-the-people/?sh=1f89f3b9760d>

- The Lake County Health Department developed a first-generation data fabric to drive self-service analytics and reduce the amount of engineering, computing, and planning resources necessary for producing reports.
- It was found that the streamlined reporting process enabled faster decision-making and data project development.
- Lake County Health Department Director of Health Informatics and Technology Jefferson Mcmillan-Wilhoit said, "It's made us completely rethink how we design our data architecture—moving away from a warehouse strategy and more toward ad hoc, where the analysts can manipulate and prepare the data in more agile ways that respond to business needs more quickly and effectively."

Press Releases Issued

- [May is Lyme Disease Prevention Month: Take Steps to Prevent Tick-borne Diseases](#)
- [Health Department Hosts Hepatitis Testing Event in Waukegan](#)
- [Lake County Health Department earns "LGBTQ+ Health Care Equality Leader" Designation](#)
- [Health Department Urges Lake County Residents to Swim Safely](#)

Total Media Placements

May 1– May 31, 2022

Press Releases Sent	4
Press Release Placements	1
Other Articles Mentioning/Quoting LCHD/CHC	9