



COVID-19 Data Update

December 8, 2020

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Sonoma County Health Officer



sonoma county
DEPARTMENT OF HEALTH SERVICES

Overview

- **Where are we?**
- **COVID-19 Section Update**
- **COVID-19 Core Program Strategies**
- **Health Equity & Enhanced COVID-19 Response Strategies Update**



Sonoma County's Current Status (State Data)

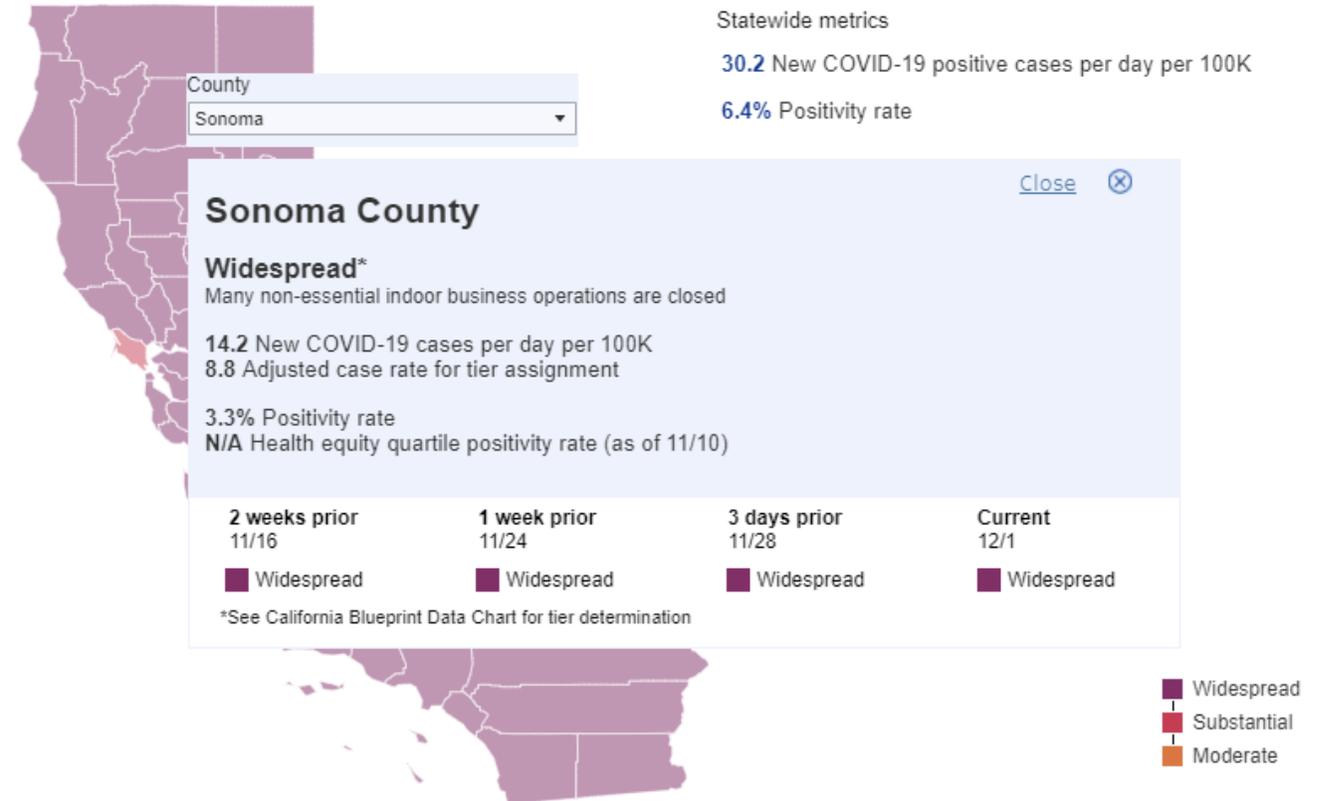
Tier 1: Purple

Adjusted Case Rate: 8.8

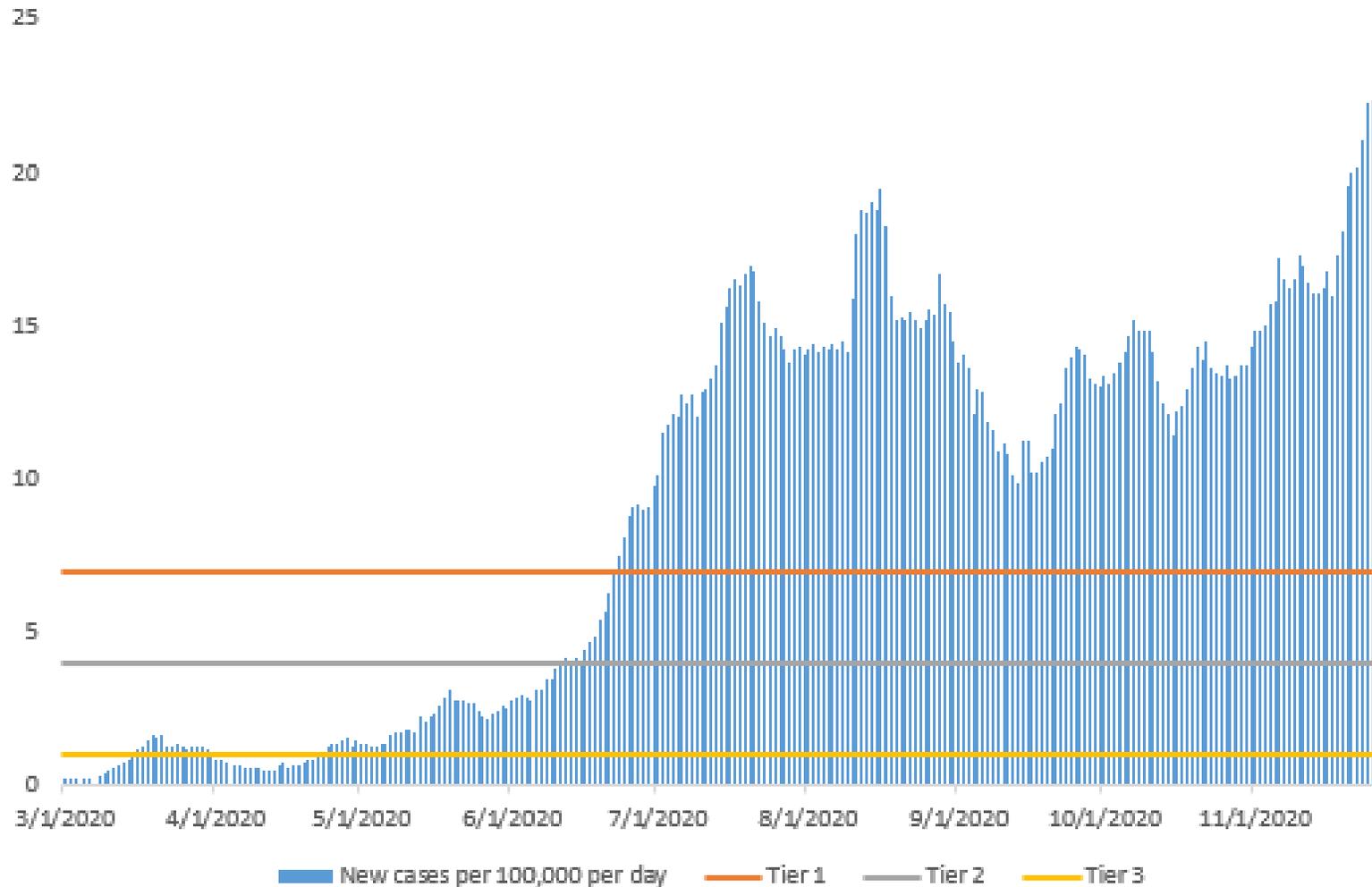
Testing Positivity (Overall): 3.3%

Testing Positivity (Lowest HPI

Quartile): 7.0%



Surge in Cases



Like most of California, Sonoma County is experiencing a surge in new COVID-19 cases, with **19.4 new cases per 100,000 residents per day (unadjusted)**

Testing Capacity

- Sonoma County now conducts an average of 2,570 tests per day (or 517 tests per 100,000 residents per day)
 - Capacity will be further enhanced through Optum Serve expansion
- Our testing volume is now double that of the State average
 - State uses factor of .5 to adjust for this additional testing in our case rate (meaning they cut our case rate in half)
- Overall testing positivity at last tier assignment was **3.3%**

Tests Conducted by Lab/Provider

- Of **299,714** tests conducted...
 - **32.1%** were processed by Kaiser, Sutter, St Joseph/Memorial
 - **19.2%** were processed by Public Health Nursing
 - **19%** were processed by LHI/Optum Serve
 - **3.2%** were processed by Public Health Lab (PHL)/UCSF lab testing at Chanate
 - **5.3%** were conducted by FQHCs (these labs were processed by PHL and other private labs)
 - **21.3%** were processed by other private labs

Average Testing Turn Around Times, in Days*

November 16-30, 2020

Lab	N	Mean	<u>Std Dev</u>	Minimum	Maximum
Kaiser	2810	2.4	1.4	0	9
<u>LHI/OptumServe</u>	1689	2.8	1.6	1	13
LabCorp	114	3.4	1.4	1	9
Other	1376	1.6	1.8	0	10
Quest, not LHI	541	3.5	1.5	1	12
Sonoma County PHL	3675	2.2	1.6	0	13
St Joseph Memorial	903	0.5	1.2	0	11
Sutter	742	1	1.1	0	13

*Days from specimen collection to result

Hospital Capacity

- Hospitalizations are now trending upward, but have not yet reached levels observed in summer

COVID-19 Hospitalizations



Hospital and ICU Capacity

- Currently, 43 COVID-19 positive patients are hospitalized and 14 of these patients are in the ICU
- Staffed ICU bed availability (excluding NICU): 21.1%
 - Proportion of ICU patients who are COVID positive: 22.9%

Surge Status

- Have not yet needed to utilize hospital surge capacity
- Currently, have sufficient
 - Surge beds (264 beds)
 - PPE/equipment stock
- Communicating regularly with hospital and State partners to monitor situation

Cases, Hospitalizations and Deaths

- Statewide case peak in week 29/30 (July 21), Sonoma County peak in week 33
- New high case count in week 48
- Statewide deaths peak in week 31 (July 31)
- SoCo peaks in week 33 (August 9 – 15)
- Deaths in July/Aug reflect trends in SNF/RCFE outbreaks



CASES

HOSPITALIZATIONS

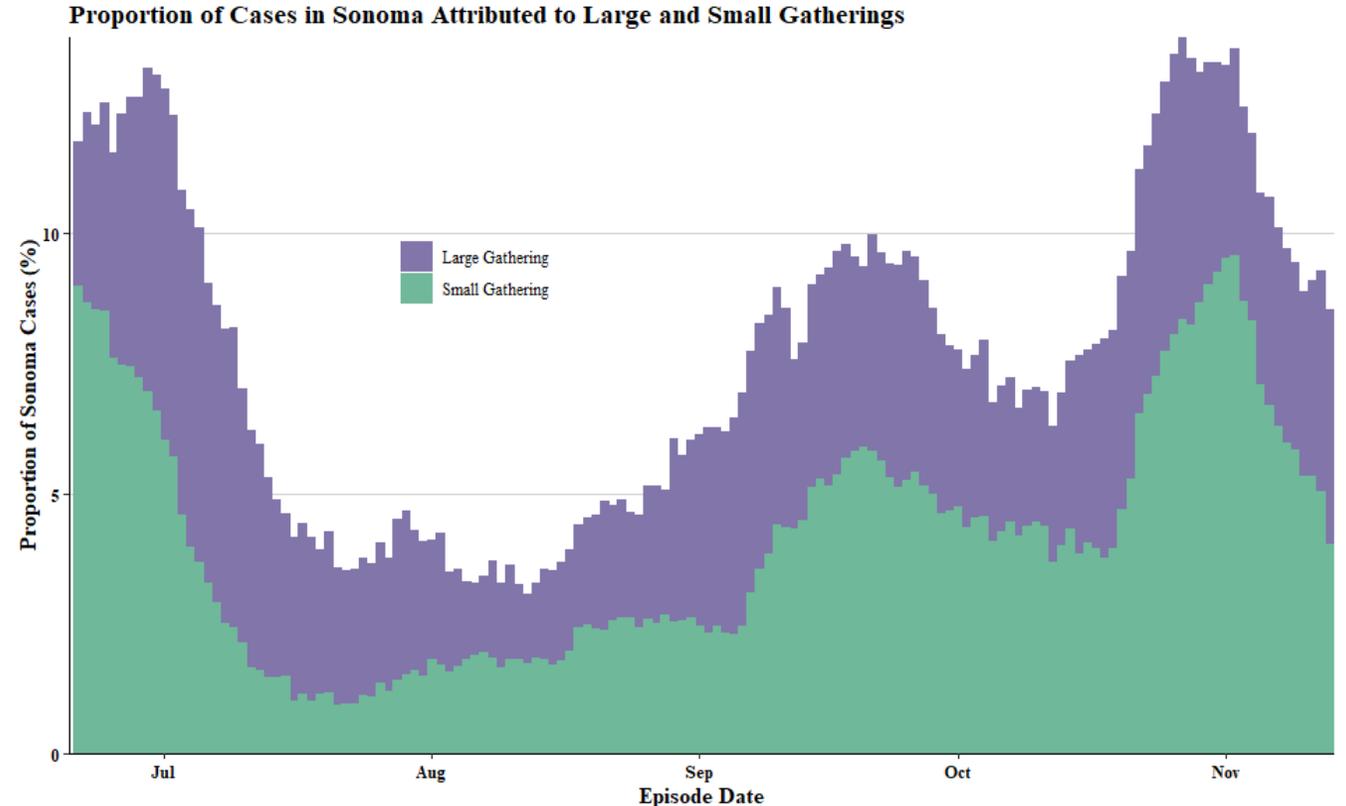
DEATHS

Regional Stay at Home Order

- State is implementing a new Regional Stay at Home Order
 - prohibits private gatherings of any size, closes sector operations except for critical infrastructure and retail, and requires 100% masking and physical distancing in all others.
- Triggered by ICU Capacity
 - When region drops below 15% ICU adult bed capacity, the Regional Stay at Home Order is enacted and lasts for at least 3 weeks
- Sonoma County falls into the Bay Area Region
 - Current Bay Area Region Status according to State: **25.7% ICU capacity**
 - Status will be updated by State daily

Gatherings

- Gatherings accounted for over 15% of cases in early November
 - Halloween parties and gatherings, including parties without masks, resulted in 12 confirmed cases of transmission
 - Observing increase in cases associated with family/friend gatherings and parties
 - Will monitor Thanksgiving related cases



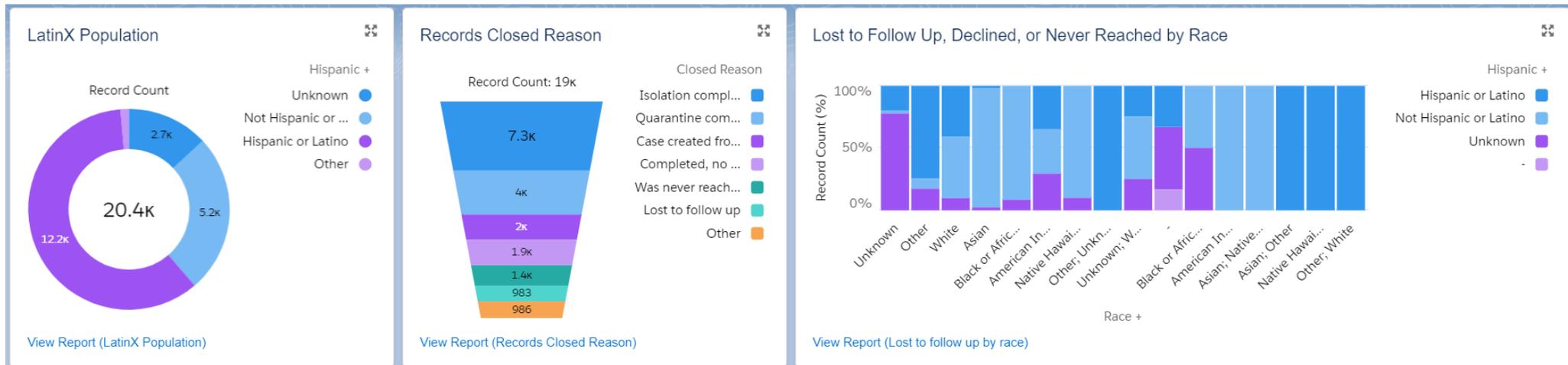
COVID-19 Section Staffing & Facilities

- As of November 23, DHS hired 52% of approved staff allocations (110 out of 211.5 positions)
- New COVID-19 Section location is at 1450 Neotomas Avenue
- COVID-19 vaccine distribution plan submitted to the state on December 1st



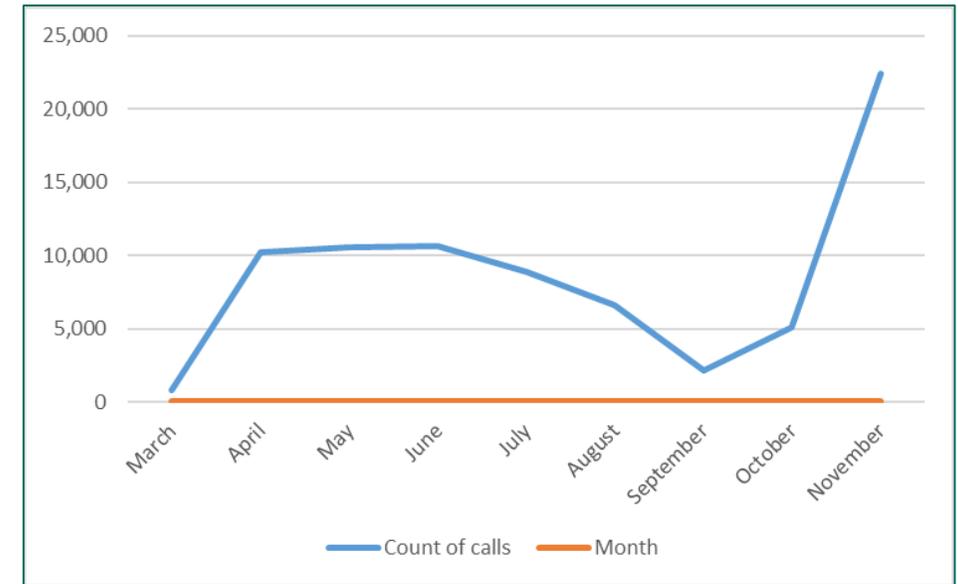
Contact Tracing Program

- Increasing volume: Average of 131 new cases and 67 new contacts received in database per day over the previous 7 days as of 12/2.
- Handled 20,400 cases and contacts (18,534 closed and 1,466 active) through the case management platform as of 12/2/2020.
- 78 individuals supporting CI & CT and 19 PHN/RNs supporting outbreak investigation and complex case management tasks.



COVID-19 Information Hotline

- Over 20,000 calls received during the month of November due to increased number of pop-up testing events
- The majority of calls related to pop-up test scheduling.
- The average number of calls logged per day was 349 with the highest count being 590 and the lowest 259.
- Rolled-out on-line scheduling system which should decrease the number of calls.
- To address future COVID-19 information needs (including calls related to COVID-19 vaccine) it is estimated five additional extra-help Hotline Operators are needed to maintain the program through March 2021.



Covid-19 Resource and Information Hotline Call Count Per Month as of 11/25/20

Alternate Care Site (ACS)

- ACS program has served 414 individuals at the Best Western Inn, Healdsburg since August 2020.
- Breakdown of NCS clients as of Dec 3:
 - 78 Contacts
 - 173 COVID Positive Individuals
 - 163 PUIs
- DHS is looking to secure additional hotel rooms in Santa Rosa

Non-Congregate Sheltering (NCS)

- Added ten new trailers at the Brookwood ballfield site
- 136 NCS clients as of Dec 4th:
 - 72 at Alliance Redwoods
 - 40 at Astro Hotel
 - 20 at Fairgrounds trailers
 - 4 at new Fairgrounds Ballpark trailers with 16 more expected in the coming weeks

Strategy 1: Expanded Testing Opportunities

- Increased testing in impacted neighborhoods
 - Twice daily, six days per week. Current average 379 tests/day
- COVID-19 Urgent Response and Aid (CURA) project, promoting & supporting county testing events through their programs and via Community Outreach Workers
- \$30 gift card incentives to encourage testing at pop-ups mailed to those living in the most highly impacted census tracts
- Exploring outsourcing with testing partners as demand increases
- Daily contact testing at the Public Health Lab and outbreak testing at various facilities and/or worksites



Strategy 2: Enhanced Outreach to Latinx Community

DHS is collaborating closely with the COVID-19 Urgent Response and Aid (CURA) Project coordinated by On the Move.

- Ten bilingual, bi-cultural Community Healthcare Workers are conducting outreach and education events
 - Total Outreach Events Attended: 52
 - Total Individuals Reached through Outreach Efforts: 2,325
- Established a text messaging service for anyone who signs up
- Established a social media & radio team for outreach starting December 1st
- Exceeded goal of people reached through outreach efforts in less than 4 weeks.



Strategy 3: Provide Financial Assistance

- **Gift cards in targeted neighborhoods**
 - 5,037 gift cards were issued by the testing team from Oct 20 – Nov 21
 - Gift card program will be discontinued Dec 31
- **Financial assistance**
 - 1,030 individuals referred to CURA
 - 370 approved for financial assistance
 - \$675,000 distributed to date
 - CPI referrals for County assistance began 11/27
 - 200+ referrals to CPI as of 12/04



Strategy 4: Foster Partnerships with Business Community



DHS can introduce interested businesses to Curative, a local testing company to assist with employee testing

- Future DHS/business testing partnerships in development:
 - Overall sponsorship of enhanced COVID strategies program
 - Sponsorship of pop-up testing, particularly at places of employment
- Foster creative relationships to engage with business
 - Example: Sonoma County Communications partnering with The Engine is Red for digital advertising
- Enhance worker education and share resources with employees.
 - Example: Businesses with Latinx and Indigenous community employees are encouraged to partner with CURA



Strategy 5: Provide Isolation/Quarantine Support

- DHS is currently working with County Counsel on development of a new Occupancy agreement with a hotel in City of Sonoma
 - 21 rooms are available for use at the hotel
- DHS is working with the state to provide temporary housing options for essential farm & food processing employee who are COVID-19 positive or exposed
 - County will coordinate with state to book hotel rooms & provide data so state can seek FEMA reimbursement
- DHS is re-contacting the 90 facilities initially contacted at start of pandemic to see if there is renewed interest in room available for quarantine needs



Strategy 6: Create Communications/Education Campaign

Aspects of Health Equity Marketing and Outreach campaign currently underway include:

- Public service announcements on Spanish & English radio from Oct 23 – Dec 11
- E-marketing campaign targeting mobile phone-using audience with The Engine is Red for two months
- Mobile marketing campaign via cell phones in key census tracts
 - Total: 382, 900
 - Click through rates: English: 0.22% | Spanish 0.18% | Total click-throughs to Sonoma County testing pages: 790 information
- Publish a series print ads in local papers for eight weeks, ending Dec 31st
- Distribute graphics/promotion ads for social media and other platforms
- Create Spanish-language TV ads for Univision (30 days/twice daily) from December into early January

Housing & Job Loss Assistance

Data for housing & job loss assistance as of November 30:

- Rental Assistance only
 - Total individuals served: 302
 - Total amount spent to date: \$870,000

(4 providers were awarded. 2 expended their funds and we are redirecting additional funds to them. We have been re-assured all funds will be expended by the end of December.)

- Legal Aid | Eviction Defense Assistance
 - Total individuals served: 91
 - Total amount spent to date: \$40,000
- Rental Assistance Program:
 - Total Number Served: 393
 - Total Amount Spent: \$910,000

Vaccine Planning and Distribution

Vaccine distribution plan was submitted to the CDPH on Dec 1. Major areas of action include:

- Follow an equitable vaccine allocation framework according to ethical considerations based on national guidelines
 - CDC recommends prioritizing health care workers and long-term care facility residents first
- Identify and recruit COVID-19 vaccination providers
- Support distribution of the vaccine in phases according to the allocation framework
- Conduct outreach and education in an equitable way
- Train enrolled providers on proper vaccine storage, handling, and administration
- Build vaccine confidence and trust within Sonoma County communities
- Gather and monitor vaccine administration data and provider enrollment data

COVID-19 Vaccine: What We Know So Far

- Two candidates (Pfizer and Moderna) currently looking to seek FDA Emergency Use Authorization (EUA)
 - EUA requires ability to consent, cannot be mandated
- Both with approx. 95% efficacy (Pfizer 95%, Moderna 94.5%)
- Two-dose series (Pfizer 21 days apart, Moderna 28 days apart)
- Both mRNA vaccines
 - Vaccine delivers dose of mRNA, enabling the body to create SARS-CoV2 viral protein (that does not cause disease)
 - Immune system gets “preview” of virus and can build immunity
- Pfizer must be stored at ultra-low temperature (-70° C), Moderna at standard frozen temperature (-20° C)

COVID-19 Vaccine: Planning and Logistics

- CDPH is coordinating vaccine distribution through LHDs and large health systems (Kaiser, St. Joes, etc.)
- Local providers are registering with CDPH to request, receive, and track vaccine doses
- DHS is working to identify and recruit vaccination sites for phase 1 (health care systems, Health Care Coalition members, pharmacies, professional associations, long-term care)
- DHS is also working on procuring access to an Ultra-Low Temperature freezer to provide vaccine storage capacity for partners who do not have access



COVID-19 Vaccine Communications



Sonoma County COVID-19 Vaccine Communication Strategies

Approach: The County of Sonoma is partnering with the Association of Bay Area Health Officials to coordinate consistent and aligned public messaging across the region.

Overarching Goals:

1. Preventing the spread of the virus that creates COVID-19 disease and end the pandemic.
2. Building public trust and confidence in the vaccine development and approval process and encourage widespread participation in vaccination program.



Main Communication Points: Sonoma County's role

1. The County's role and responsibility for any COVID-19 vaccine is logistics: planning and preparing for the distribution of one or more vaccines.
2. Prioritization for the vaccine will be provided by the federal government and state government. At first, the amount of vaccine available here will be limited.
3. The County is planning vaccine distribution with **an equity lens**, partnering with high-risk and highly impacted populations. We will work to engage the community to build trust. The goal is to provide accurate and timely information. Down the road, the goal will be to get eligible community members to turn out to get the vaccine, especially within those highly impacted populations.



Main Communication Points: Vaccination Distribution

First Vaccination Stage: Building the groundwork

1. A vaccine is one tool. It is not a silver bullet. With relatively few people getting the vaccine for many months, vaccines will initially only have a marginal impact on limiting the spread of COVID-19.
2. Non-pharmaceutical tools will remain critical such as wearing facial coverings, practicing safe social distancing from those not in our households, staying home when sick and following guidelines on quarantining and isolation when exposed or infected.
3. The early months of the vaccine delivery – December through February – will be our toughest months in the pandemic.



Main Communication Points: Vaccine Distribution

Intermediate Vaccination Stage: Large populations being vaccinated but not everyone

1. Encourage voluntary vaccination of as many as possible with equity considerations
2. Offer clear communication about which vaccine is available to whom, and how to access, in an environment where several vaccines are likely to be available locally
3. Show that the scaling up of logistics is still effective

Final Vaccination Stage: Vaccination available to all

1. Encourage as many people as possible to be vaccinated with continued promotion of risk reduction
2. Continue to promote opportunities for people to be vaccinated and growing body of data showing safety of vaccines



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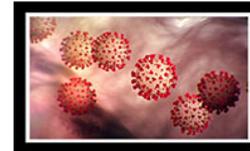
COVID-19 Vaccine Information

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About COVID-19 Vaccine

In the United States, there is not yet an authorized or approved vaccine to prevent coronavirus disease 2019 (COVID-19). The federal government, through [Operation Warp Speed](#), has been working since the pandemic started to make one or more COVID-19 vaccines available as soon as possible.



Plans for vaccine distribution are well underway and are being tailored at local levels to include specific community needs. Details including when a vaccine is released and how much will be available, are all factors being considered in the distribution plans.



Benefits of Getting the Vaccine

An important tool for your health, safety, and in stopping the pandemic



Ensuring Vaccine Safety

Information about clinical trials and safety monitoring systems



Vaccine Myths and Misconceptions

What the vaccine will do and what it won't do



Who will get the Vaccine

Goals and considerations for vaccine distribution



Get Tested

Information about who should get tested for COVID-19, case investigation and contact tracing, viral testing locations, and details about antibody testing availability.



County of Sonoma Warm Line

Call for **free and private support** if you or someone you know is experiencing emotional stress and anxiety during the COVID-19 pandemic. Available 7 days a week from 10:00 a.m. - 7:00 p.m..



Sonoma County Coronavirus Response

Local coronavirus case counts, latest news, upcoming events, resources, videos and more.

Fiscal Summary

- DHS will continue to refine the COVID-19 Response plan & Enhanced COVID-19 Strategies

The proposed plan going in front of the board 12/15/20 on consent includes **additional funding appropriations of \$23.3 million for the 1/1/21 – 3/31/21 period**

- **COVID-19 Response \$16,126,820** (COVID-19 Section, Non-DHS support staff, Disease Control and Public Lab, Alternate Care Site, Non-congregate Sites, Personal Protective Equipment, Sanitation Stations)
 - **Enhanced COVID-19 Strategies \$6,862,152** (Financial Assistance, Contracts for outreach and case management to LatinX, Prevention kits, Non-congregate Site, Communications, testing at Pop-up sites by public health Extra Help staff, Health Care Partners and possibly third-party vendor, Extra Help staffing to support to Enhanced Strategies)
 - **Vaccination Coordination \$357,812** (Staffing and associated costs)
- DHS will provide an update on the effectiveness of the improved strategies and seek direction from the board in mid-February for the additional appropriations needed for the 4/1/21-6/30/21 period

Questions