



# Sonoma County COVID-19 and Enhanced Strategies Update

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**Barbie Robinson**

Director, Sonoma County Department of Health Services  
& Interim Executive Director,  
Community Development Commission



**sonoma county**  
DEPARTMENT OF HEALTH SERVICES

**Dr. Sundari Mase**

Sonoma County Health Officer

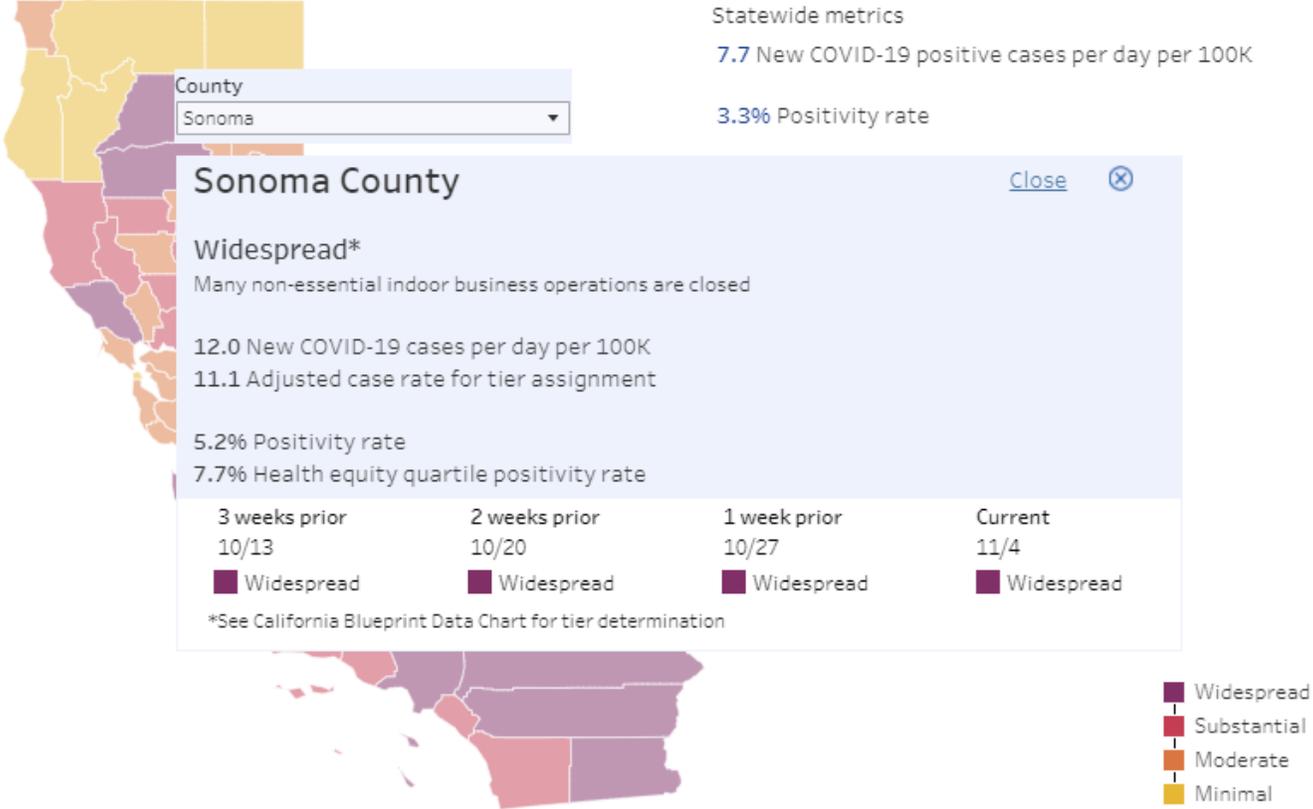
# Overview

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

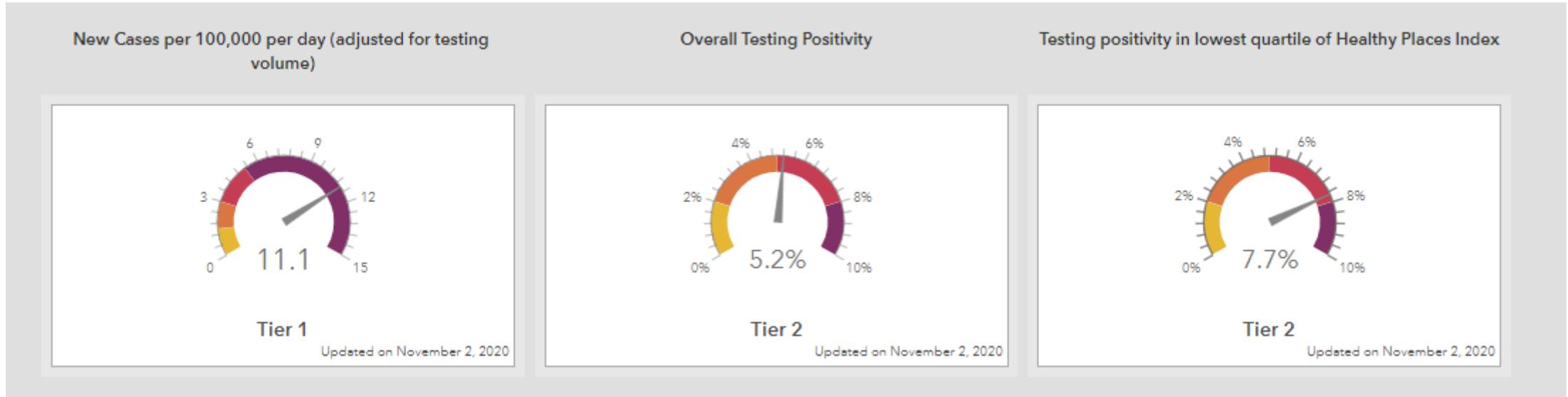


# Sonoma County's Current Status (State Data)

Tier 1: **Purple**  
Adjusted Case Rate: **11.1**  
Testing Positivity (Overall): **5.2%**  
Testing Positivity (Lowest HPI Quartile): **7.7%**



# Dashboard Update



- Visit the *Roadmap to Reopening Dashboard* to view our Blueprint status and local trends

# Adjudication

- The County is asking the State to re-evaluate our tier status accounting for any lab results that were not counted by the State's data system due to
  - Private labs not connected to State database
  - State database transmission failures
- The State will consider the request and make a determination prior next week's tier assignment

# COVID-19 Section Staffing & Facilities

- Since September 1<sup>st</sup>, DHS hired over 60% of approved staff allocations (130 out of 211 positions).
- New COVID-19 Section location at 485 Neotomas
- COVID-19 vaccine distribution plan due December 1<sup>st</sup>



# Contact Tracing Program

- Receives average of 79 new cases and 63 new contacts per day, with a 24 hr. contact follow-up upon receipt.
- Has handled approx. 15,553 cases and contacts (14,176 closed and 1,377 open), with a turnaround of 24 hrs.
- Has 78 individuals supporting CI & CT and 19 PHN/RNs supporting outbreak investigation and complex case management tasks.



# Enforcement

- **2083** complaints received since August 6<sup>th</sup>, 2020, through November 3<sup>rd</sup>, 2020
  - **1270** actionable complaints
  - **813** were commentary, requesting information, or hang-up calls/emails received
- Most common types of complaints:
  - 538—complaints about individuals not wearing mask
  - 367—complaints about businesses not following masking protocol
  - 161—complaints about businesses operating indoors
  - 140 complaints about large gatherings



# Strategy 1: Expanded Testing Opportunities

- Increased testing in impacted neighborhoods up to 12 times per week, at least 300 tests per 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 located in the most highly impacted census tracts
- Daily contact testing at the Public Health Lab and various facilities



## Strategy 2: Enhanced Outreach to Latinx Community

**CURA Project** staff working with County and City Leaders to develop strategies that strengthen access to services:

- Culturally Responsive Information Technology
- Inclusive and Unified Messaging
- Engagement and Resource Provision at Pop-up Testing Sites
- Outreach and Education at Vineyards and other High-risk Areas
- Personal Protective Equipment Distribution
- Connecting individuals to a Medical Home & IsoCare



# Strategy 3: Provide Financial Assistance

- **Gift cards in targeted neighborhoods**
  - \$30 gift cards to help offset the costs to individuals taking time to take the test (transportation, missed work, etc.)
  - 1,462 gift cards distributed
- **Compensation**
  - \$1,216 for 80 hours/14-day isolation
  - 408 individuals referred
  - 289 approved for financial assistance
  - \$164,750 distributed to date



# Strategy 4: Foster Partnerships with Business Community



Partnership between DHS, Economic Development Board (EDB) and key local business working on enhanced strategies to support workforce & safe re-opening:

- Testing options for businesses and employees
- Communication to city managers on how to engage with businesses to support COVID enhanced strategies
- “Community Champion” social media campaign
- Modeled and shared safety practices
- Development of a SoCo Emergency web page for businesses



# Strategy 5: Provide Isolation/Quarantine Support

- DHS is securing 25 additional hotel rooms in Sonoma
- Working with the state to leverage the Housing for Harvest program for agricultural workers
- Providing mobile medical services and additional wrap-around services such as medication delivery, meal/grocery, and laundry services as needed



# Strategy 6: Create Communications/Education Campaign

## Targeted Communications Campaign includes:

- Expanded opportunities for testing & financial support
- Encouraging residents to follow safety protocols this holiday season

## Currently in progress:

- Eight-week Public Service Announcement campaign
- Ad series in local print media and SMI platforms
- Ads on Spanish TV & Radio stations
- Ten week HWY 101 digital billboard placement
- Social media (FB & Instagram) push during the holidays
- Place based outreach (door hangers, information access at convenience stores, etc.)



# FISCAL SUMMARY

- DHS will continue to refine the COVID-19 Response plan & Enhanced COVID-19 Strategies
- Additional resources will be needed to support partners prior to and after December 31, 2020
- DHS will provide an update on the effectiveness of the improved strategies and seek direction from the board should additional investments be needed



# Questions

# Appendix: Additional Data

# Table 1: COVID-19 Section Staffing Update

Job Title	# of positions	Recruitment Status	Filled Positions *
<b>Time-limited positions</b>			
Section Manager	1	Filled	1
Director of Nursing	1	Filled	1
Administrative Services Officer I	1	selected candidate in background/physical	
Equity Manager (Dept. Program Manager)	1	selected candidate in background/physical	
<b>Temp/Extra-Help positions</b>			
Accountant	2	in recruitment queue	
Biostatistician	3	didn't make hire from existing list; opening new recruitment	
Community Health Worker I/II	92	new continuous recruitment opening soon	75
Community Health Worker Specialist	21	selection process	
Department Analyst	6	ongoing continuous recruitment	3
Health Program Manager	1	underfilled with a Dept. Analyst (temp)	1
Microbiologist (or equivalent)	3	Filled	3
PH Lab Technician	5	last candidate in background/physical	4
PH Nurse I/II	32	recruitment opening soon	
Alternate: Staff Nurse I/II or Registered Nurse		continuous recruitment	17
Licensed Vocational Nurse I/II		continuous recruitment	4
Senior Account Clerk	1	Filled	1
Senior Office Assistant	28	selection process	7
Supervising PH Nurse	3	Underfilled with Supervising Staff Nurse; opening new recruitment	2
Social Service Worker I/II	10	ongoing continuous recruitment	

\* includes temp/extra-help staff transitioning from DOC

# Table 2: Case Investigators & Contact Tracers

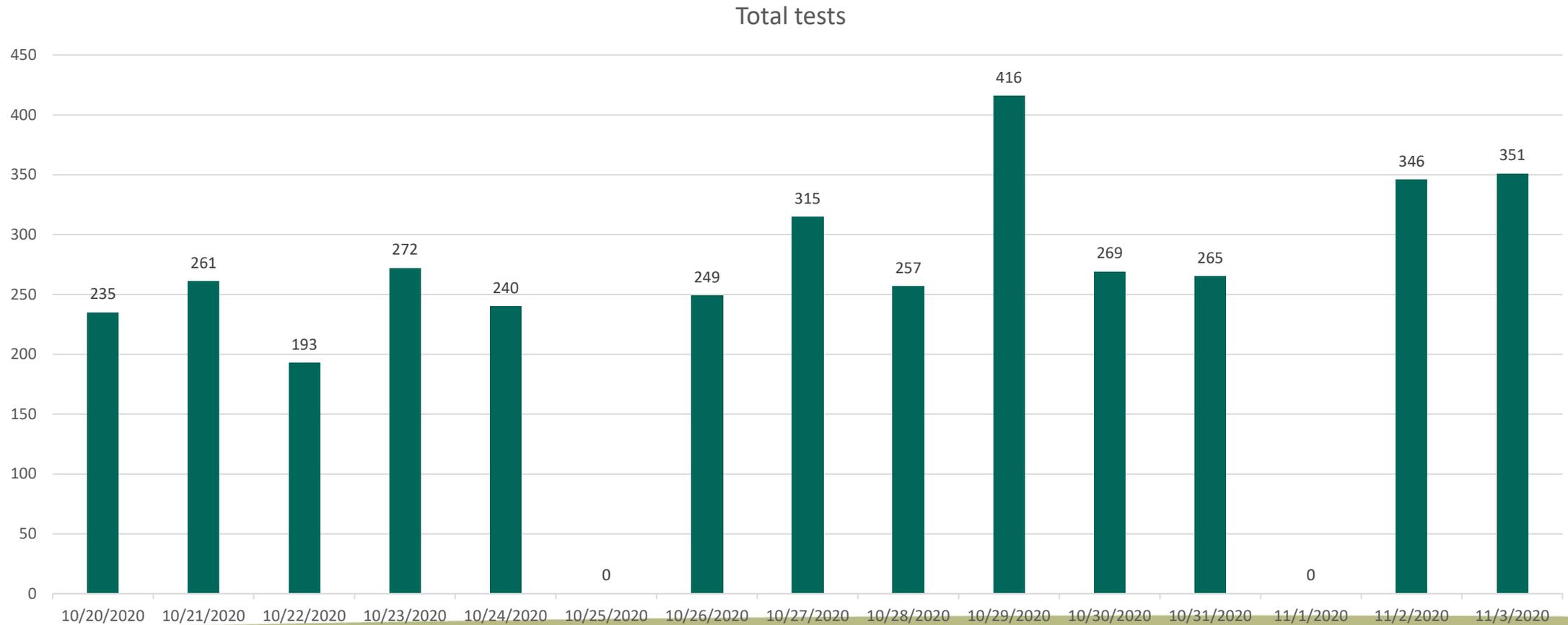
Number	Category	Comment
9	County DSWs assigned from other departments	Returning to home departments November 20
19	Temporary agency hires to fill immediate needs	Assume approximately 50% will be transitioned to Extra Help positions
10	CDC Foundation assignees	Rotate every 6 weeks
26	Extra Help County staff	Retention continues to be a challenge because of lack of benefits and underperformance of individuals hired
17	State reassigned DSWs	Agreement runs through end of December for many, with possibility of extension
4	Volunteers	High value but high turnover because of time commitment

# Table 3: Pop-up Testing Sites and Total #

SITE	TYPE	TOTAL TESTED	TOTAL POSITIVES	POSITIVITY RATE
SONOMA PARK AND RIDE POPUP	TARGETED TESTING	52	2	3.8%
BURTON REC CENTER POPUP	TARGETED TESTING	112	25	22.3%
CODDINGTOWN - POPUP	TARGETED TESTING	119	8	6.7%
ANDY'S UNITY PARK POPUP	TARGETED TESTING	105	11	10.5%
HEALDSBURG DAY LABOR POPUP	TARGETED TESTING	87	2	2.3%
GUERNERVILLE POPUP	TARGETED TESTING	46	1	2.2%
CLOVERDALE POPUP	TARGETED TESTING	91	3	3.3%
ROSELAND LIBRARY POPUP	TARGETED TESTING	160	13	8.1%
BURTON REC CENTER POPUP	TARGETED TESTING	75	6	8.0%
SMART N FINAL LATINX	TARGETED TESTING	137	14	10.2%
ROHNERT PARK HEALTH CENTER	TARGETED TESTING	128	9	7.0%
ST. VINCENT DE PAUL CHURCH	TARGETED TESTING	104	17	16.3%

# Total tests

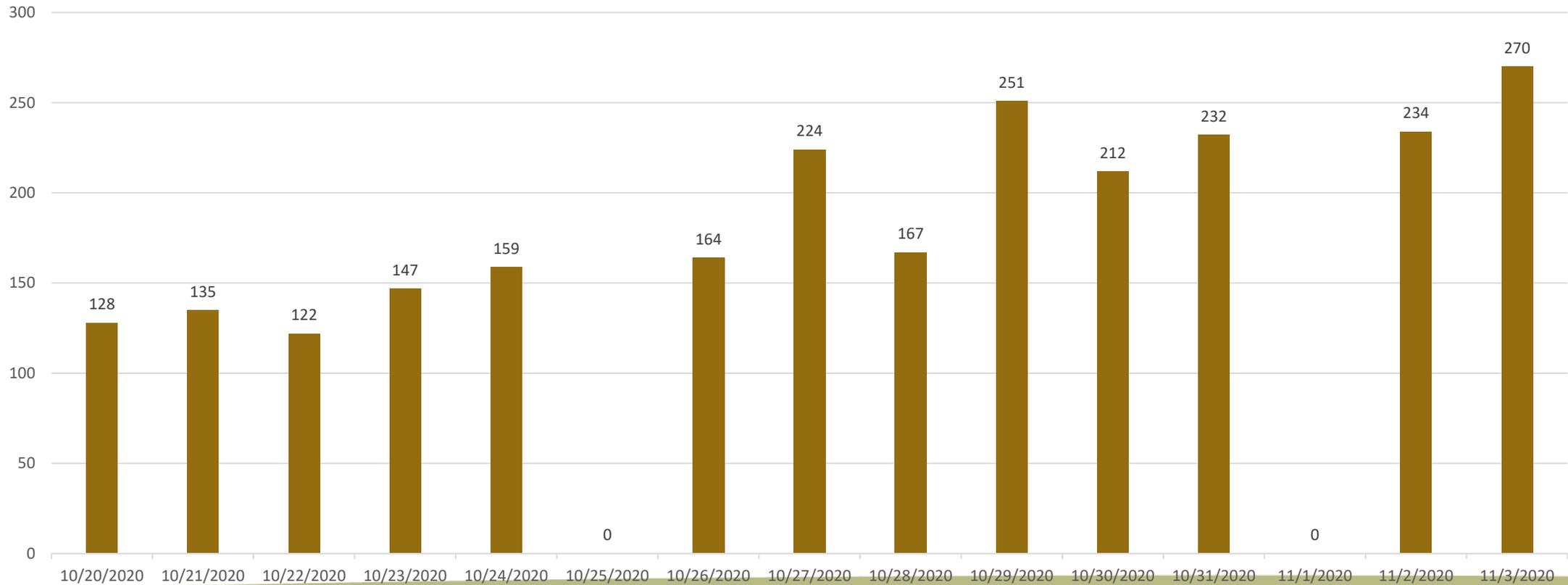
Week	Dates	6-day average
1	10/20-10/26	242
2	10/27-11/2	311



# Popup testing

Week	Dates	6-day average
1	10/20-10/26	143
2	10/27-11/2	220

Latinx Popup testing totals



# Table 4: Total # of Individuals Financially Supported

	North County	West County	Sonoma Valley	South County	Santa Rosa	TOTAL
<b>Individuals Referred to Case Management Services</b>	69	7	51	33	248	<b>408</b>
<b>People Approved for Emergency Financial Assistance</b>	35	6	33	30	185	<b>289</b>
<b>Emergency Financial Assistance Distributed</b>	\$32,000	\$4,500	\$12,250	\$9,250	\$106,750	<b>\$164,750</b>