



# Public Information Office

**April 2023**



*The role of the Public Information Office is to ensure that information disclosed by CDPH to the media, the public and staff is accurate, comprehensive, timely, reliable, culturally competent and relevant.*

*The PIO oversees all aspects of communications for CDPH.*





# PIO Role

- Media management
- Web site, social media, video
- Strategic messaging, communications
- Internal communications
- Marketing

[CDPH Narcan video](#)

## As variants eyed, city and WHO mask advice varies

By Alice Yin  
Chicago Tribune

Chicago public health Commissioner Dr. Allison Arwady said Tuesday that residents shouldn't be concerned with the World Health Organization's recommendation this week that fully vaccinated people should wear masks indoors because of the highly contagious delta variant. She said in an online question-and-answer session that Chicago would continue following the Centers for Disease Control and Prevention's guidance that fully vaccinated people can take the face covering off in most situations. The WHO recommendation is global guidance.

Turn to Variant, Page 6



JOSE M. OSORIO / CHICAGO TRIBUNE

*"I take the variants really seriously. But I feel confident that we remain in a good place at this point, and I don't want you overly concerned if you are fully vaccinated."*

— Chicago public health Commissioner Dr. Allison Arwady

CDPH (Chicago Department of Public Health) @CDHPublicHealth

September is National Newborn Screening Awareness Month!  
Each year, over 12,000 babies with serious but treatable conditions grow up healthy thanks to #NewbornScreening. Screen your newborn today for a healthier tomorrow!

#publichealth

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Screen your newborn today for a healthier tomorrow!

CDPH

New, Updated COVID-19 Vaccine  
Bivalent booster designed to target omicron subvariants

LEARN MORE

COVID-19 RESOURCES

IN HOME BOOSTER DOSES CHILDREN AND FAQ VACCINE CHICAGO

"I HIGHLY RECOMMEND THE COVID-19 VACCINE AS A SAFE WAY TO PROTECT KIDS 6 MONTHS AND OLDER."

— DR. CARL LAMBERT

GET THE FACTS. TALK TO YOUR DOCTOR TODAY.

chicago.gov/under5vax

CHICAGO  
MAKING LOVE & LIGHTWORK





# PIO Team

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# The many faces of Arwady



*First COVID case detected in Chicago*

2021

*CPS students return to in-person learning*

2022

2020

*COVID vaccination begins in Illinois*

*Another viral outbreak, monkeypox, detected in Chicago*

WBEZ Chicago







# Talking directly to the people




WBEZ Chicago

¿Tiene preguntas sobre el COVID-19 + vacunas?

Miércoles a las 11am

Pregúntale a la Dra. Luna

 **CDPH**  
Chicago Department of Public Health

LIVE en Facebook y Twitter #AskDrLuna



**For Immediate Release**  
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## Chicago Department of Public Health Weekly Media Brief

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### Dr. Arwady has left CDPH... **to go on vacation!**

Sorry, we're just getting a head start on April Fool's Day. While Dr. Arwady is taking some time off this week she has no plans to leave CDPH and is as committed as ever to public health.


In fact, her hope is that if the COVID-19 pandemic has taught us nothing else, it's the important role of public health and the need for consistent, sustainable funding so we're ready for the next pandemic and able to better address the ongoing health and racial inequities in our city and country.

Dr. Arwady elaborates on her weekly live stream on March 14, at the 1:01:00 (1-hour, 1-minute) mark  
[Watch on Dr. Arwady FB Live](#)

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### Medicaid Continuous Enrollment **Will End March 31**

Medicaid Continuous Enrollment was a provision that ensured people would not lose coverage during the pandemic, but the Biden administration has stated that the COVID-19 public health emergency declaration will end on May 11, and with it, Medicaid







# Looking ahead...

- Live the mission and vision of Healthy Chicago 2025
  - Double down on our commitment to health and racial equity
  - Ensure our content and resources are accessible to all
  - Improve our connection to hyper-local media
  - Listen to the community and how they communicate
  - Plan for post-pandemic CDPH



# Thank You!



[Chicago.gov/Health](https://www.chicago.gov/Health)



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