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Proven Strategies for Understanding and Responding to a Public Health Crisis in Real-Time

PURPOSE

N-Touch-BCT Strategies (NBS) and COPE Initiative partnered with The Centers for Disease Control and Prevention (CDC) over a 12-month period to identify behaviors and community exposures associated with increased risk of COVID-19 by comparing local cases (e.g., those who test positive for COVID-19) from seven sites to national controls using a comparison group of national survey respondents.

OUTCOME

This work enabled the CDC to repeatedly collect time-sensitive data from nationally representative samples of US adults to inform evolving public health priorities. Data was rapidly distributed to the CDC, states, and county health departments to inform public outreach and guidance.

The Five Strategies

1 Form the Right Partnerships

With oversight and support by the CDC, each partner brought a high level of passion and commitment to public health that was evident throughout this process. Working closely and meeting weekly to assess the most recent findings, enabled the CDC, states, and county health departments to be nimble and flexible in their response.



2 Enlist the Right Subject-Matter Experts (SMEs)

It was important to enlist the right experts who would ask the right questions to ensure relevance, accuracy, and actionability of the data.



3 Engage Local Communities

Despite the resource challenges states and county health departments faced during COVID-19, the success of this effort depended on local participation to compare national and local findings. By leveraging existing state and county contact infrastructure, we successfully secured participation of two states (Michigan and New Mexico) and five counties (DuPage, IL, Washtenaw, MI, Clay, MO, Denver, CO, Dane, WI) departments. Participating states and local health departments were provided with bi-weekly reports with findings specific to their communities.

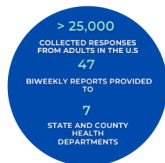


HEALTH DEPARTMENTS

- STATE OF MICHIGAN
- STATE OF NEW MEXICO
- WASHTENAW COUNTY, MI
- DUPAGE COUNTY, IL
- DENVER, CO
- DANE COUNTY, WI
- CLAY COUNTY, MO

4 Keep an Eye on the Big Picture

A national survey, comprised of five waves, was administered to characterize COVID-19 attitudes, behaviors, and beliefs in the national population. This provided the CDC, states, and county health departments with insights on how local cases compared nationally, and what mitigation strategies could be implemented. Data from the bi-weekly reports have been used to inform public health messaging and decision-making.



5 Communicate Real-World Implications and Actionable Guidance

Bi-weekly data reports were distributed to the CDC, states, and county health departments with implications for their respective audiences. These reports were used to inform public health messaging and decision-making.



We can also apply these proven strategies to your business challenge. To learn how or schedule a consultation, email us at consulting@ntouchstrategies.com

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Our Methodology

Our Methodology was Two-Part: Case-Control Studies and National Surveys.

Case-Control Studies were conducted for health departments to identify behaviors and community exposures associated with increased risk of COVID-19 by comparing local cases (e.g., those who test positive for COVID-19) from seven sites to national controls using a comparison group of national survey respondents.

A National survey, comprised of five waves, was intended to be a flexible and timely national public surveillance tool. An overarching goal was to identify the prevalence and predictors of long-COVID symptoms (referred to as PASC).

This approach proved to be adaptable and relevant to an emerging public health crisis, and will have ongoing benefit in emergency responses. Our agile and flexible team was able to quickly add surveillance for the 2022 MPOX outbreak.

Overview of Findings



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To learn how: [schedule a consultation or email us at consulting@ntouchstrategies.com](mailto:consulting@ntouchstrategies.com)