



Media Advisory
September 24, 2004

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LOOMING INFLUENZA SEASON WORRIES HEALTH OFFICIALS DEALING WITH SEVERE PERTUSSIS OUTBREAK

With fast-approaching influenza season, parents need to be on heightened alert for symptoms of disease

Under a unified regional approach, the Milwaukee Waukesha County Consortium for Emergency Public Health Preparedness continues to investigate a severe, sustained increase in Pertussis (whooping cough) cases while the predicted influenza season approaches. Health officials from Milwaukee and Waukesha Counties will hold a press conference **on Monday September 27 at 11:30 a.m. at the Wauwatosa Health Department** to provide an updated pertussis case count and status of investigation, and to request cooperation from the local area healthcare community and general public. "Flu is coming. We have to focus on pertussis now and get this outbreak under control so we'll be better able to manage the influenza season when it hits," said Dr. Geoffrey R. Swain, Medical Advisor, Milwaukee Waukesha Consortium.

WHAT: Pertussis Investigation Update
WHEN: Monday September 27, 2004

WHERE: Wauwatosa Health Department
Upper Civic Center Conference Room
7725 W. North Avenue
Wauwatosa

TIME: 11:30 a.m.

The Milwaukee/Waukesha County Consortium for Emergency Public Health Preparedness - #11 through early detection, case contact investigations, and the education of the public will stop the transmission and prevent the spread of Pertussis in the counties of Milwaukee and Waukesha through a Unified Command.