Overview: Coronavirus.jhu.edu

• Award-winning, continuously updated source of COVID-19 data and expert guidance that aggregates and analyzes the best data available on COVID-19—including case data, testing, contact tracing, and vaccine efforts—to help the public, policymakers, and healthcare professionals worldwide respond to the pandemic.

• Communications, digital strategy, and design to translate complex topics, make expert analysis accessible for a lay audience, and make information clear and easy to interpret.

• Led by a cross-disciplinary team across Johns Hopkins, including:
<table>
<thead>
<tr>
<th>October 2020</th>
<th>November 2020</th>
<th>December 2020</th>
<th>January 2021</th>
<th>Spring 2021</th>
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<tr>
<td>The CRC’s vaccine vertical debuts with an expert symposium, vaccine development infographic, FAQs and reports on vaccine deployment, policy, and coverage.</td>
<td>County-level demographic data is added to state pages. TIME names CRC as one of its Best Inventions of 2020.</td>
<td>State/country vaccination tracking tool and county-level hospitalization data added to regional pages.</td>
<td>CRC reaches 1 billion page views.</td>
<td>Prophet Brand Relevance Index names Johns Hopkins University and Medicine one of its Top 10 brands of 2021. Research! America gives CRC its “Meeting the Moment for Public Health” award.</td>
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</tbody>
</table>
Highlight: Brand Relevance

The Top 10 Brands

1. Apple
2. Peloton
3. KitchenAid
4. Mayo Clinic
5. LEGO
6. Costco Wholesale
7. Honda
8. Johns Hopkins University & Medicine
9. PlayStation
10. Amazon
The New York Times

Opinion

Covid-19 Data Is a Mess. We Need a Way to Make Sense of It.

The government needs stringent standards for how states report Covid-19 testing.

By Beth Blauer and Jennifer Nuzzo
Ms. Blauer is the executive director of the Johns Hopkins University Centers for Civic Impact, Dr. Nuzzo is an associate professor of epidemiology at the Johns Hopkins Bloomberg School of Public Health.

Nov. 23, 2020

Lauren Gardner

TIME 100
THE 100 MOST INFLUENTIAL PEOPLE IN THE WORLD

THE BEST INVENTIONS OF 2020
2020’s Go-To Data Source
Johns Hopkins Coronavirus Resource Center
Highlights: Vaccine Vertical

- Currently tracking doses administered, people fully vaccinated, and percent fully vaccinated by state and country
- Vaccine symposium in partnership with the University of Washington
- Q&A, infographics, learning modules and report series related to vaccine development
- Regular expert commentary in COVID-19 Vaccine Matters blog
Highlights: Testing Insights Initiative

- County-level testing metrics and expanded visualizations at the national level

- Intensive exploration, analysis and visualizations of test positivity rates, their variance from state to state, and best ways to calculate based on available data

- Testing data collection—better visibility into the nuances of measurement, anomalies, and changes in state-level data inputs, increased prominence as a data source for media and researchers.

Test Positivity Calculation Visualizations
Highlights: Thought Leadership & Convening

• Johns Hopkins Health Policy Forum
  • Fireside chats with Dr. Anthony Fauci and Dr. Rochelle Walensky
• JHU-UW Vaccine Symposium
  • Preserving the Scientific Integrity of Getting to COVID-19 Vaccines: From Clinical Trials to Public Allocation
• Weekly 30-minute COVID-19 Briefing: Expert Insights on What You Need to Know Now
• Supporting/simulcasting virtual divisional events across the university
• 2021 SXSW panel discussion featuring the CRC’s “Data Detectives”
Latest Developments

• Pandemic Data Initiative:
  • Real-world implications of data challenges
  • Similar data challenges will arise during future emergencies
  • Applications of CRC data collection methods are not limited to Covid pandemic
  • Move these conversations into the public domain

• CRC Newsletter
  • Weekly, subscription-based
  • Features exclusive insights from our experts
  • Shares visualizations, data highlights, and expert commentary
  • Focuses on external audiences, including media, thought leaders, policymakers, and others
Thank you.