



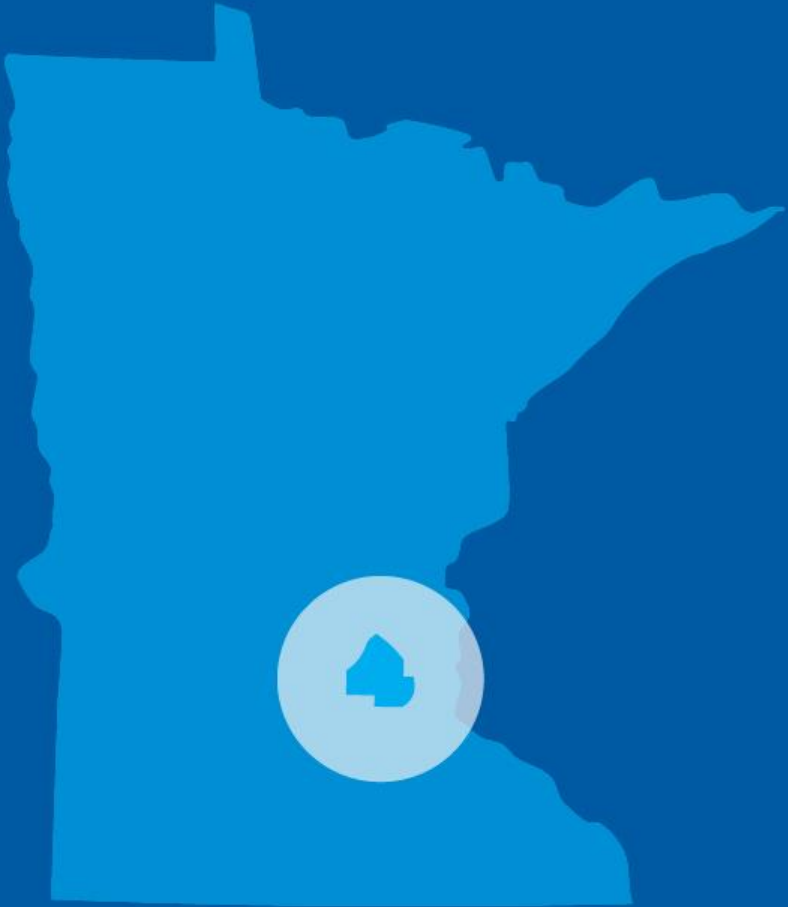
HENNEPIN COUNTY

MINNESOTA

Public Health

Hennepin County, MN

- 1.25 million residents
 - 420,000 live in Minneapolis
 - 13% foreign born
 - Large Somali-Minnesotan immigrant/refugee population



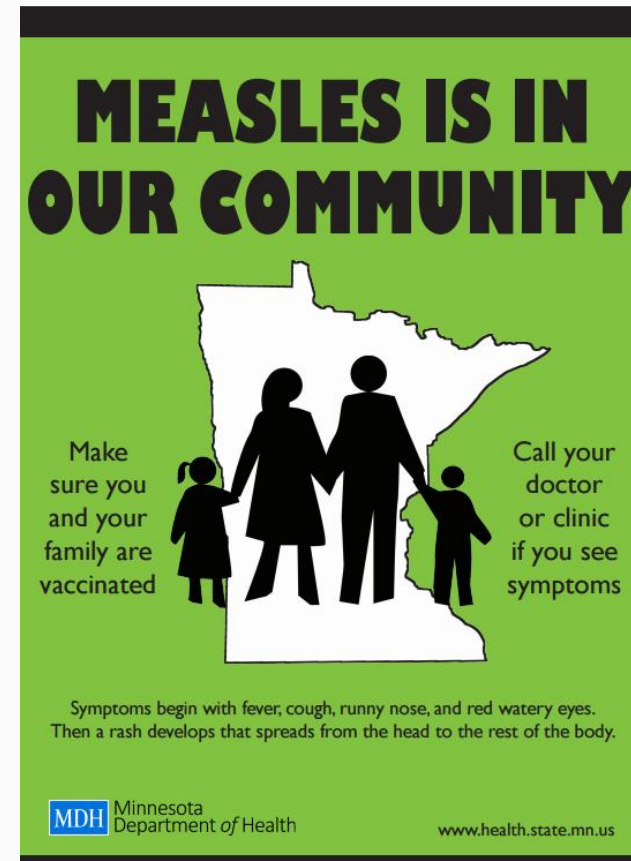
2017 Measles Outbreak

- First case confirmed April 11 in an unvaccinated 20-month-old with no travel history
- Majority of cases among unvaccinated Somali-Minnesotan children
- All told: 70 cases in Hennepin County, 9 cases outside Hennepin County
- 22 cases were hospitalized
- Close to 9,000 people exposed



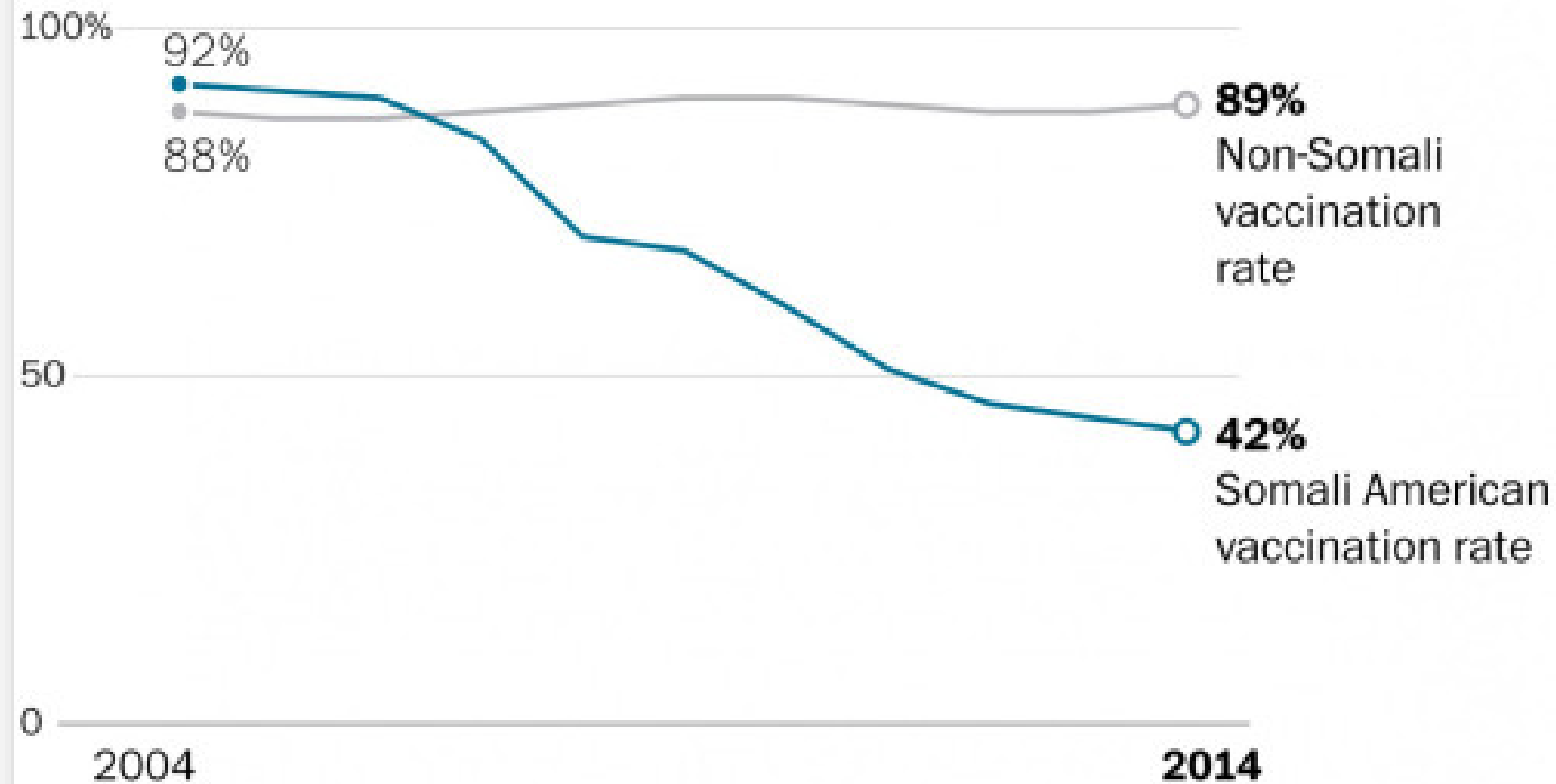
Coordinated Public Health Response

- State & County Health Department collaboration
- Close integration with primary hospital
- Case investigation and isolation
- Post exposure prophylaxis
- Contact investigation
- Exclusion of susceptible individuals
- Community outreach and education



A plummeting vaccination rate in Minnesota

The vaccination rate for measles, mumps and rubella began falling sharply a decade ago among children of Somali descent who live in Minnesota. That drop is now being blamed for a major measles outbreak within the Somali American community there.



Rates at 24 months in Minnesota-born children

Source: Minnesota Department of Health

THE WASHINGTON POST

“About immunization...not immigration”

PUBLIC HEALTH

Unfounded Autism Fears Are Fueling Minnesota's Measles Outbreak

3:41

May 3, 2017 - 4:24 PM ET
Heard on All Things Considered

Download
Embed
Transcript

MARK ZDECHLIK

FROM **MPRnews**



ALL SECTIONS | StarTribune

LOCAL

Voice of America holds town hall on Somali measles outbreak

Discussion of community's suspicions and worries was broadcast on Voice of America.

By Jean Hopfensperger Star Tribune | JULY 8, 2017 — 6:24PM



Immunization Guidance Changed in Outbreak

- MMR vaccination recommendations vary based on the location and age of the patient
- Accelerated immunization schedule in affected areas
- Providers assessed MMR vaccination status for all patients at every visit
- Recall MMR- children and adolescents age 12 months and older

Community Outreach

- Public Health and Multicultural Services teams
 - > 150 visits to apartment buildings, businesses, community centers, mosques
 - Focus on vaccine recommendations, debunking myths about vaccine, and promoting exclusion compliance
 - Somali speakers. Somali health staff.



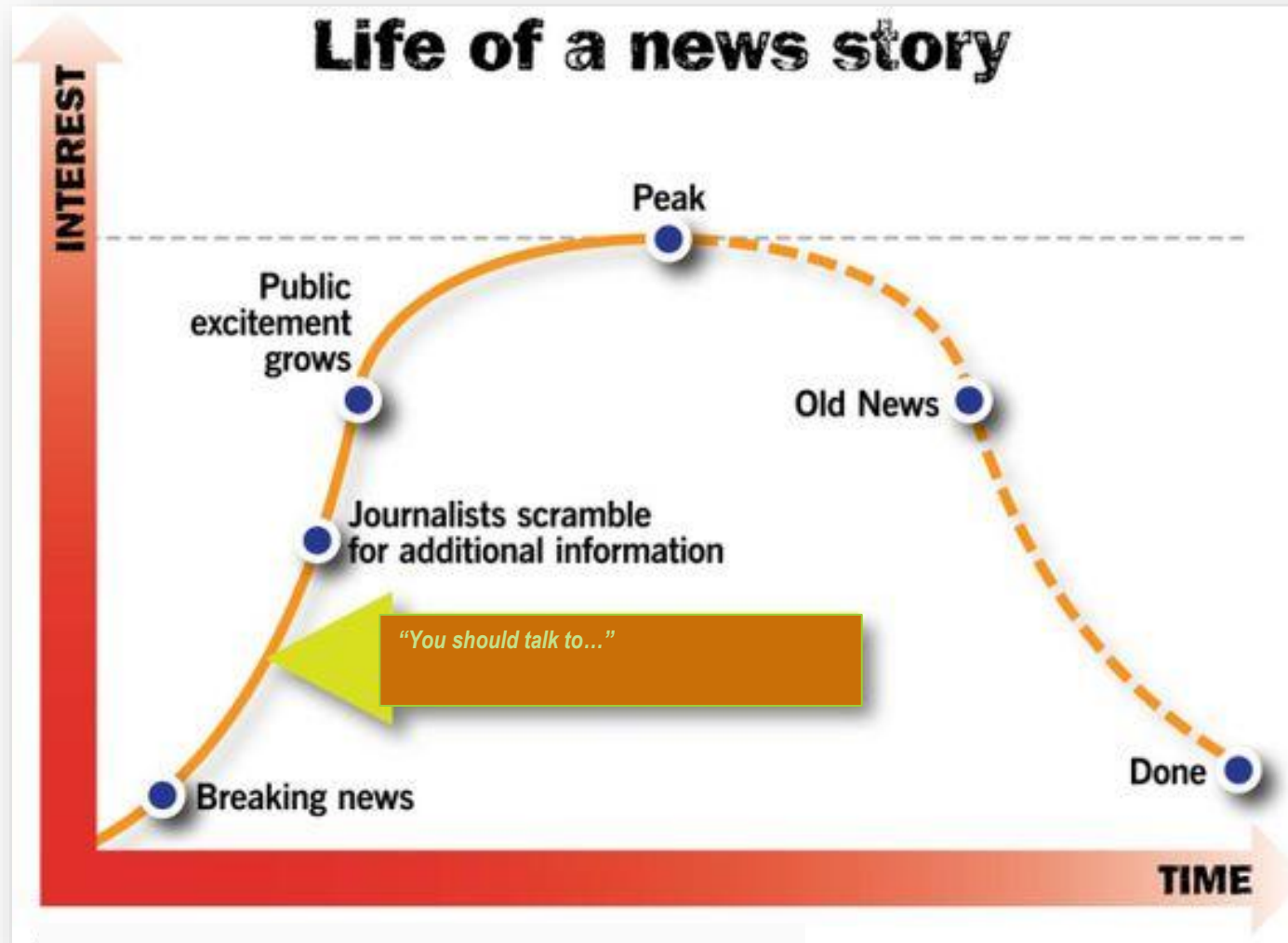
Community leaders are best messengers



Face-to-face, one-on-one



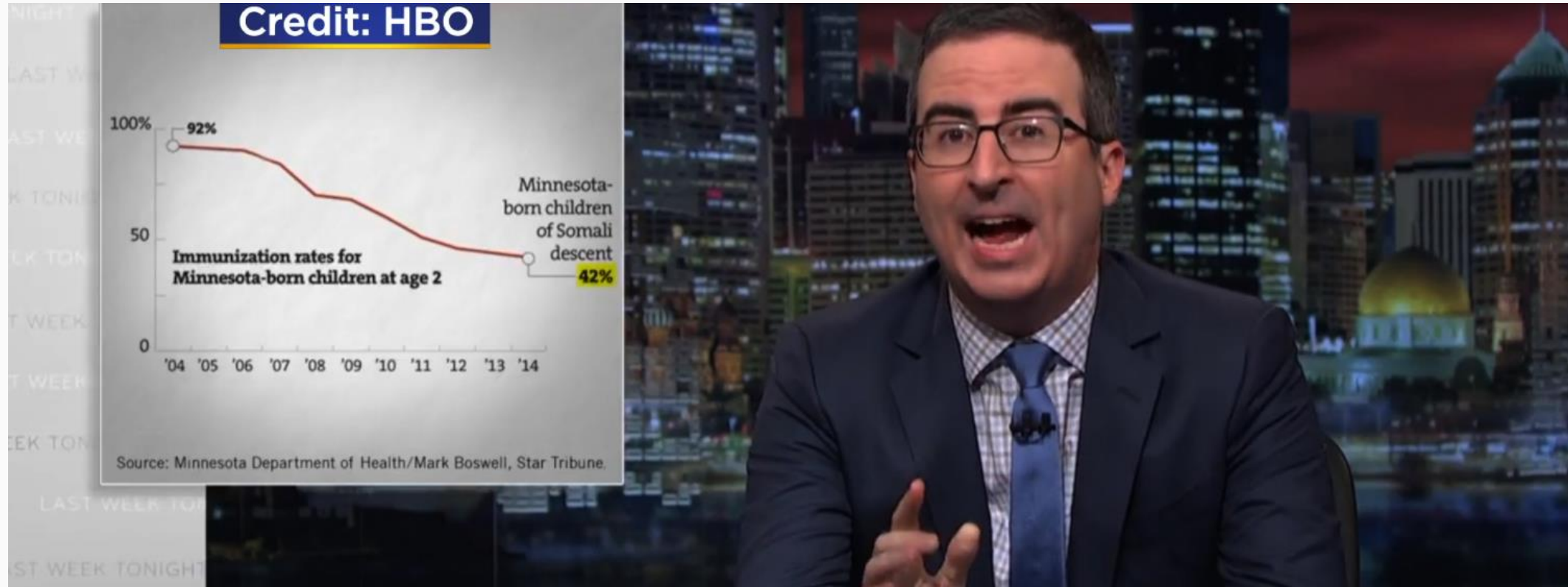
Seize the opportunity when the media is interested



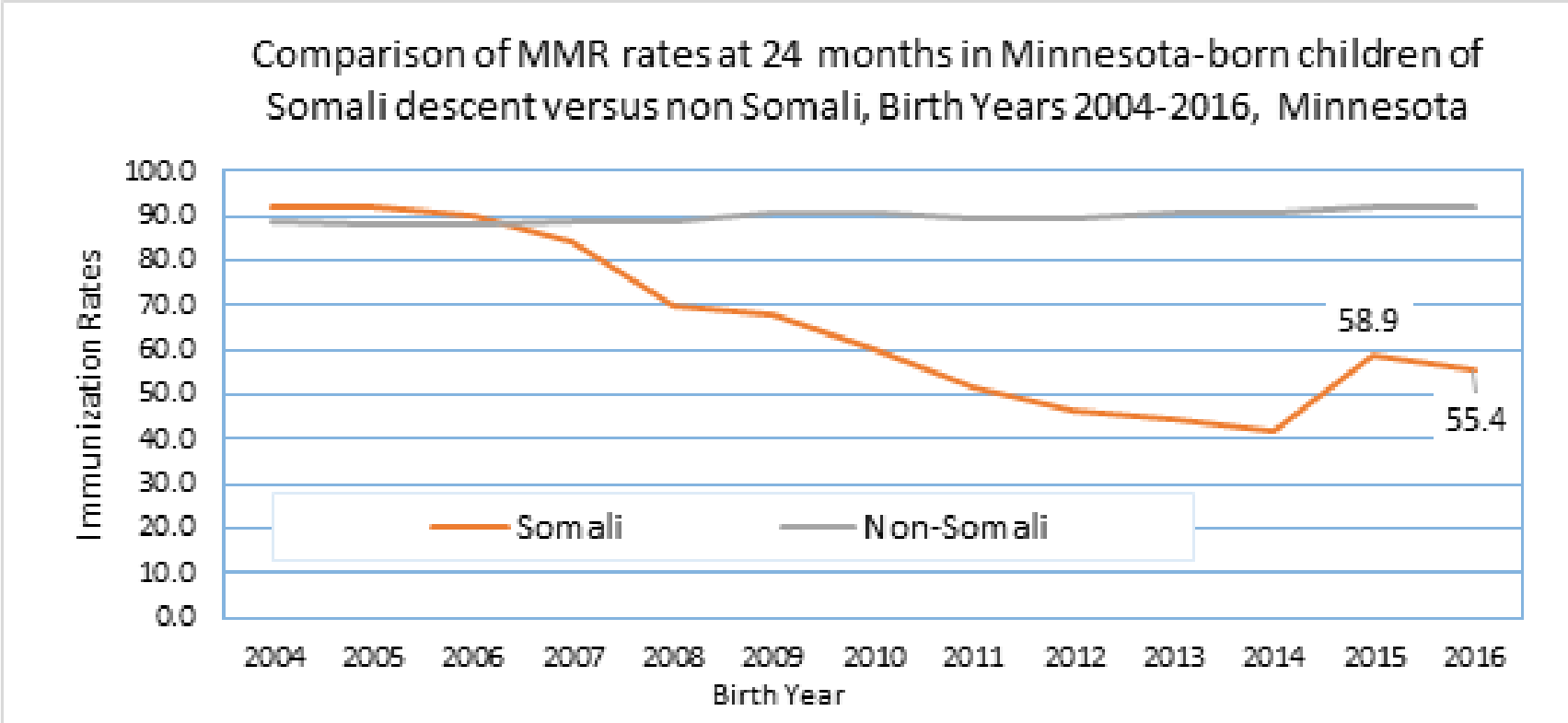
Anti-Vaccination Advocates Activated

- Have targeted Somali community since the mid-2000's
- Coordinated several events designed to stoke vaccine fears
- Public Health took a coordinated approach and did not directly engage this discussion.
- Focus was that we have an outbreak, and that vaccines are the most effective means to prevent disease
- Some in the Somali community were ready to directly oppose anti-vaxxers. We supported them taking ownership on that front.

National attention went beyond traditional media coverage



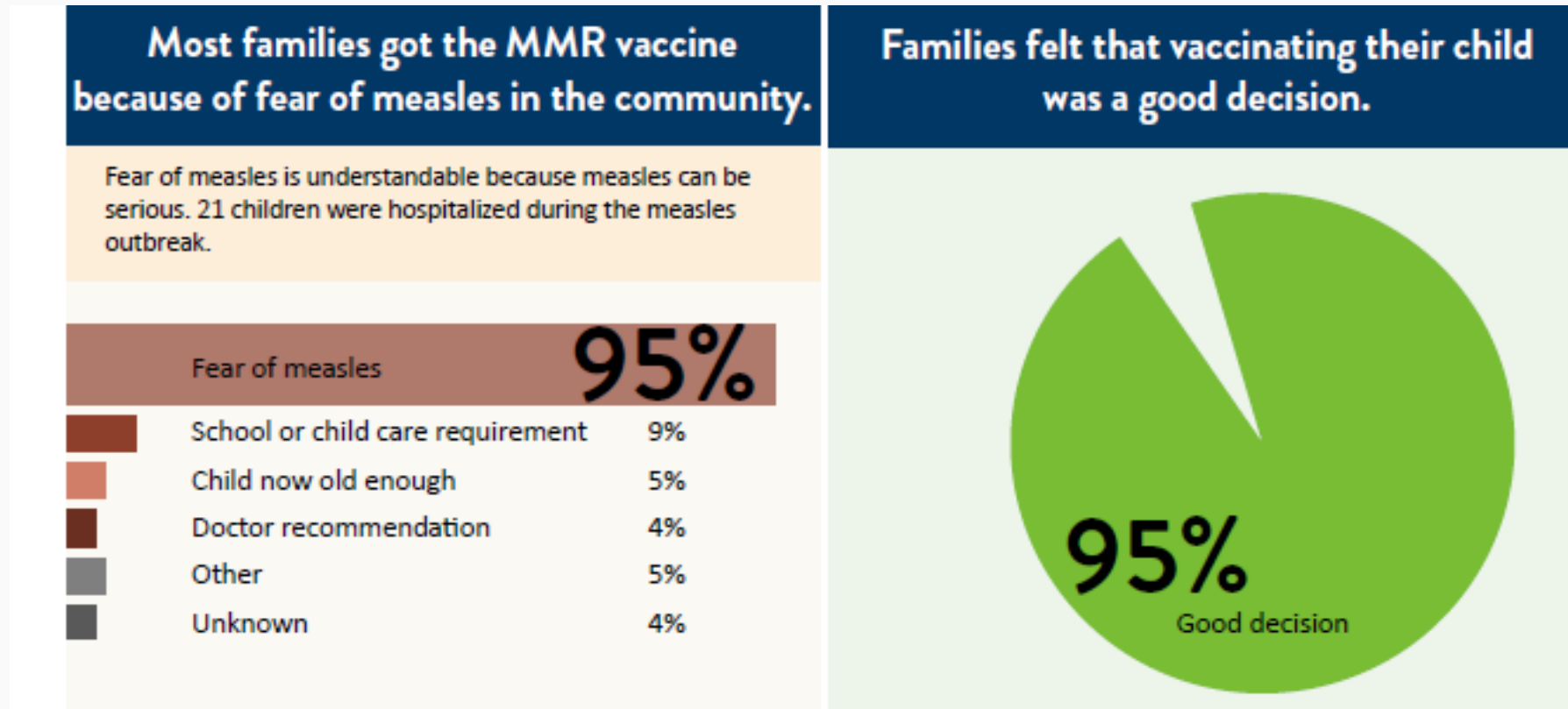
Vaccination rates increased, then fell post-outbreak



Source: Minnesota Department of Health



Vaccine-hesitant parents reported fear of disease was top reason for vaccination during outbreak



Source: Minnesota Department of Health

Post-outbreak approaches

- Collaboration between state and local health departments
- Staff support for a Somali Public Health Advisors group
- Support for MDH Faith in Medicine project
- Support vaccine promotion in public health outreach such as Child & Teen Checkups (EPSDT), WIC, case management, interpretation assistance

Lessons Learned

- Focus on vaccine-hesitant parents, not anti-vaxxers
- Adjust our messages understanding community feels targeted/stigmatized
- Vaccine-first messages may not be effective
- In-person communications strategies are most effective
- Assure outreach staff working day-to-day have tools to engage parents with science based messages

Alisa Johnson Athen

Alisa.Johnson@hennepin.us

David C. Johnson

David.johnson2@Hennepin.us

