Minnesota Measles Outbreak Update

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Minnesota Measles Outbreak

- Key points on Minnesota’s 2017 Measles outbreak as of this week:
  - 69 cases confirmed since outbreak started April 11
  - 59 cases in Hennepin County
  - Median age 2 years, range 3 m/o to 49 y/o
  - 21 hospitalizations
  - 0 deaths

MDH
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Measles Cases in Minnesota, March 30-May 23 2017 (n=69)

Date of rash onset or specimen collection

Cases by rash onset
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Measles cases by likely exposure site, May 24, 2017 (n= 69)

- Childcare
- Healthcare
- Household
- Community
- Unknown
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▪ **Challenges:**
  ▪ Cases clustered in Somali Minnesotan community
    ▪ Very low MMR vaccination rates (42 percent for 2 y/o) compared to state average
    ▪ High potential for stigmatization
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- **Challenges:**
  - Anti-vaccination groups mobilizing to spread their narratives
    - Focus on vaccine injury meme
    - Attempts to leverage mistrust of government
    - “Educational events”
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- Minnesota public health approach:
  - Build and maintain close partnerships
    - MDH – Somali community leaders
    - MDH – local public health
    - Public health – schools/daycare providers
    - Public health officials – elected officials
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- Minnesota public health approach:
  - Leverage strong media interest
    - Daily updates on website at 1 p.m.
    - Incident commander accessibility
    - Proactively providing additional external contacts from community, health care, public health
Minnesota's 'incident team' races to stop measles outbreak
State Health Department's special unit meets daily to coordinate urgent efforts.

By Glenn Howatt Star Tribune | MAY 15, 2017 — 5:50AM
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- **Next steps:**
  - Monitor transition from schools to summer camps
  - Continue positive momentum for MMRs
  - Enhance long-term community outreach with Somali Minnesotans
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Questions?

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