

UNMASKING THE OUTBREAK

MEASLES MAYHEM 2025



THIS WAS NEW TO ME...

- ISOLATION
- DROPLET PRECAUTION

IN SEMINOLE, TX, FOLKS BUCKLED DOWN

Measles parties!?! Some stopped coming to the clinic.



In the midst of an outbreak, GET PEOPLE VACCINATED as fast as possible!

- to protect:
- ✓ ELDERLY
 - ✓ PREGNANT PEOPLE
 - ✓ INFANTS < 6 MONTHS

Their beliefs & attitudes



KNOW YOUR COMMUNITY

YOU CAN BE VACCINATED BUT STILL CAN BE SUSCEPTIBLE



BREAK RISK OF INFECTION w/ >95% VACCINATION RATES

6x MORE CONTAGIOUS THAN COVID

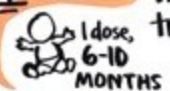
DROPLETS HANG AROUND FOR 2 HRS

IF >5% ARE NOT IMMUNE, THEN WHOLE COMMUNITY IS AT RISK



2 DOSE 12-15 MOS 4-6 YRS

ORA CATCH-UP VACCINE before travel



1 dose, 6-10 MONTHS



12 MONTHS & OLDER

WHAT STOPS US FROM GIVING VACCINES?

- | PATIENT FACTORS | CLINICIAN FACTORS |
|--|---|
| <ul style="list-style-type: none"> ADVERSE EFFECTS MISTRUST OF DOCTORS LACK OF AWARENESS OF SCHEMES | <ul style="list-style-type: none"> LACK OF TIME FEELING INADEQUATE ADDRESSING PATIENT CONCERNS |

NATIONAL NOTIFICATION:

24-HOUR EPI ON CALL CONTACT LIST

ELECTRONIC CASE REPORTING

NATIONAL SYNDROMIC SURVEILLANCE PROGRAM (NSSP)

WE WOULD SCHEDULE HEALTHY & AT-RISK PATIENTS IN THE AM. Sick ones in the afternoon

If you want, CHECK TITERS BEFORE IMMUNIZING ADULTS >58 YRS



WHAT TO DO IN YOUR PRACTICE?

- FOCUS ON DISEASE FACTS
- ✓ PROVIDE EDUCATION @ EACH VISIT
- ✓ RECOGNIZE FIXED BIAS
- ✓ SET POLICY FOR YOUR PRACTICE

CDC HEALTH ALERT NETWORK

MEASLES DOES NOT BUILD IMMUNITY.

INCENTIVES

- SOCIAL MEDIA PROMOTION
- EHR REMINDERS
- HOME VISITS
- AND GIFT CARDS
- GAS



WE HAVE THE SAME GOALS

I'M SKEPTICAL, DOCTOR.

Tell me your concerns

