

Responding to Measles Outbreaks in High Priority Populations Part II

June 17, 2025

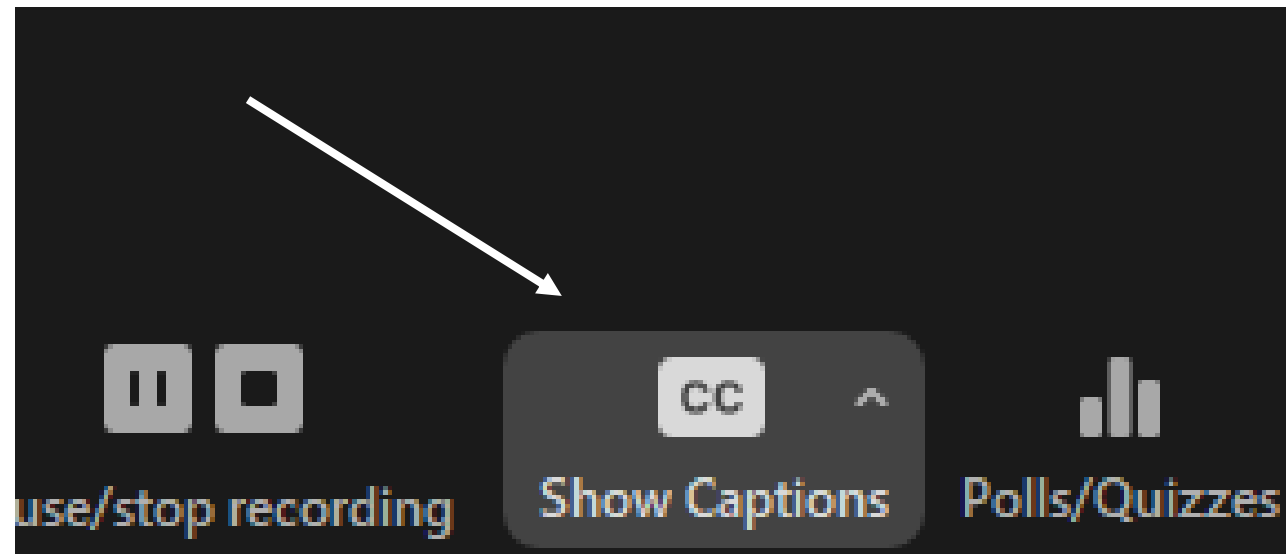


Association of
Immunization
Managers

Closed Caption Instructions

To Enable Closed Captions:

- Click the “CC” button at the bottom of your screen
- Select “Show Subtitle”



Housekeeping

- Use the Q&A box to submit questions or share resources.
- The recording and slides will soon be available on AIM's website.
- Please complete the brief survey in the pop-up browser after the webinar.

Agenda

National Measles Overview

- Dr. Michelle Fiscus, Chief Medical Officer

Outreach with Ukrainian- and Russian-Speaking Communities

- Vadim Gaynaliy (WA), Health Educator
- Vadim Kogan (WA), Vaccine Hesitancy Outreach Program Coordinator

Partnerships with the Somali Community, Schools and Child Care Centers

- Carly Edson (MN), Immunization Outreach Coordinator
- Hanna Ljungman (MN), Epidemiologist Intermediate

Q&A

AIM Resources

Measles Overview

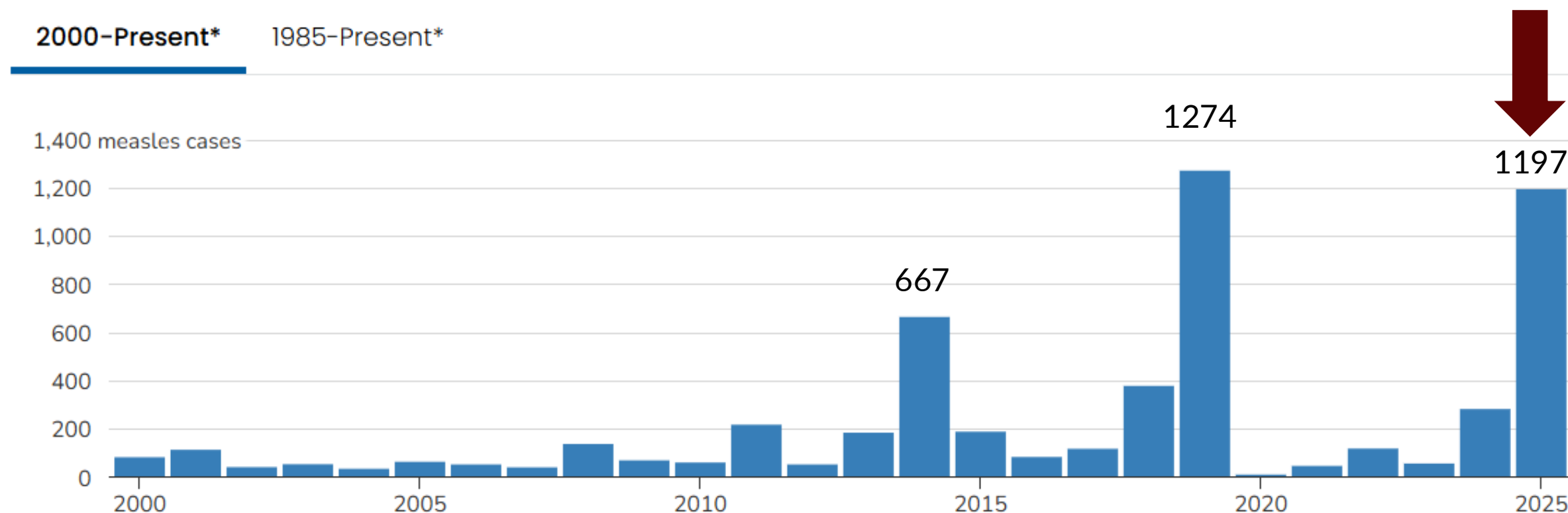


Dr. Michelle Fiscus,
MD, FAAP
Chief Medical Officer

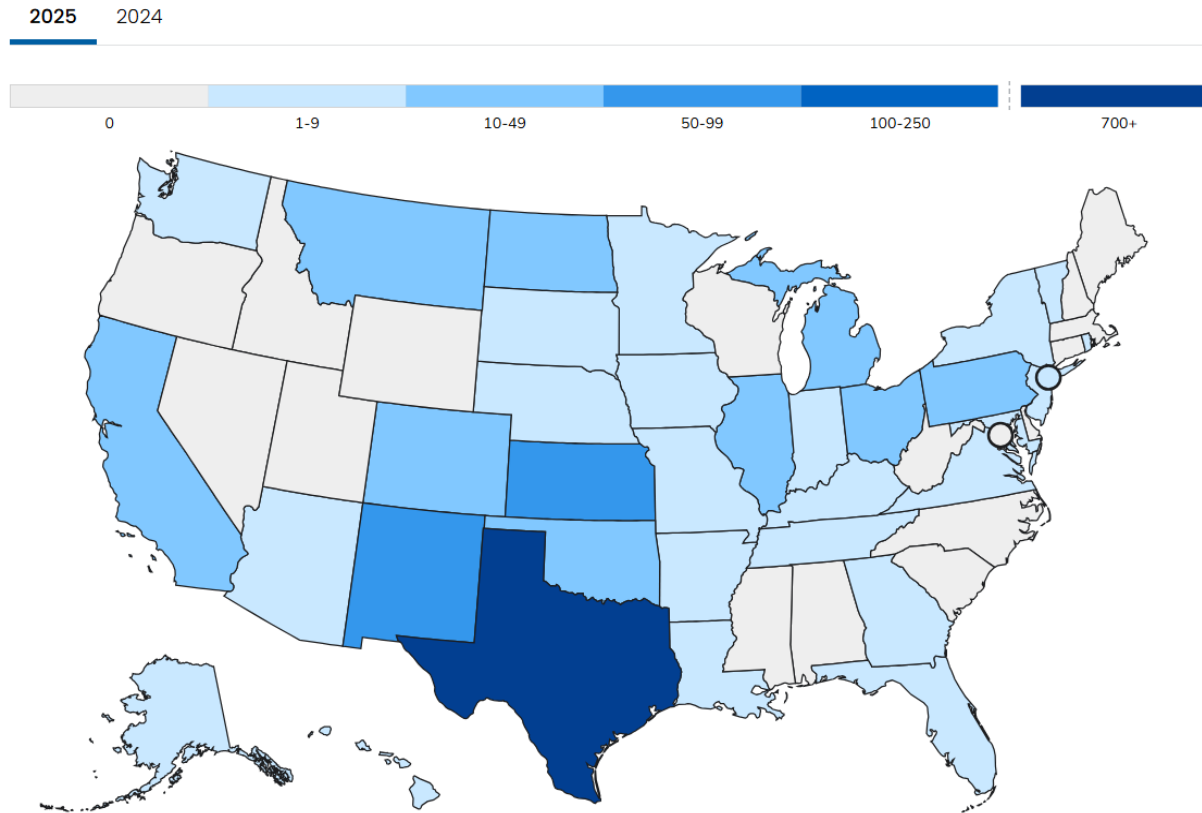
Measles Cases and Outbreaks

Yearly measles cases

as of June 12, 2025



Measles Cases and Outbreaks

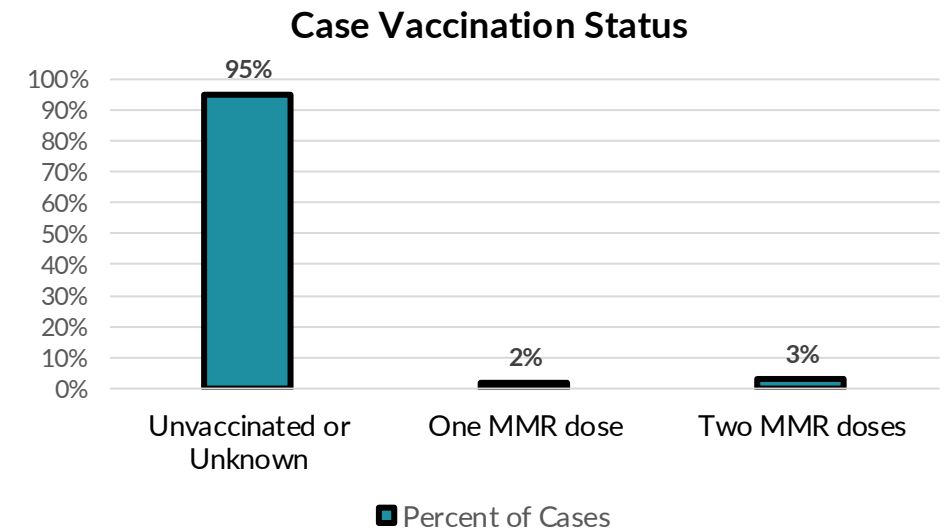


Cases identified in 35 jurisdictions

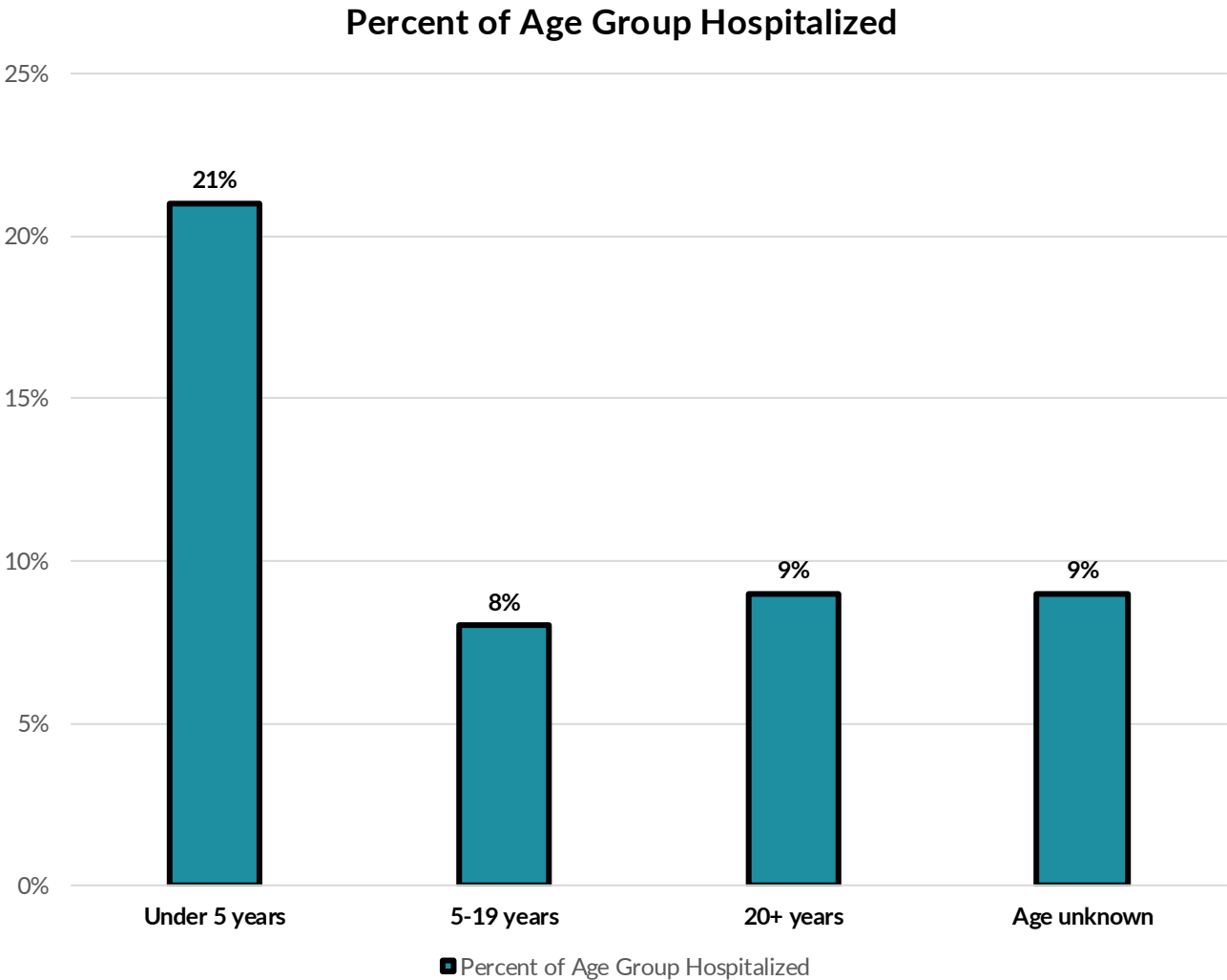
12% (114 of 1197) hospitalized

3 deaths (2 school-aged children (TX)– 1 adult (NM))

21 different outbreaks - this is defined as 3 or more related cases



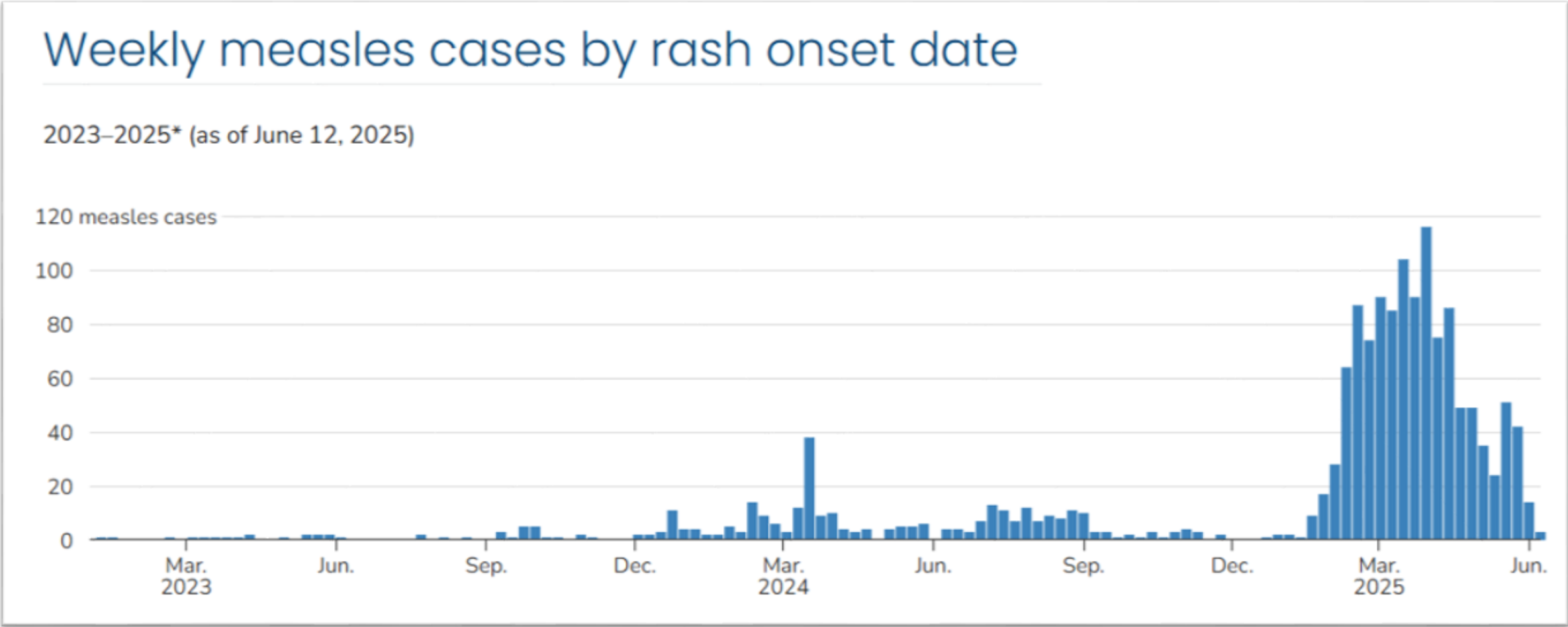
Measles Hospitalizations



Case by Age:

Under 5 years: 347
5-19 years: 446
20+ years: 393
Age unknown: 11

National Measles Cases Epi Curve



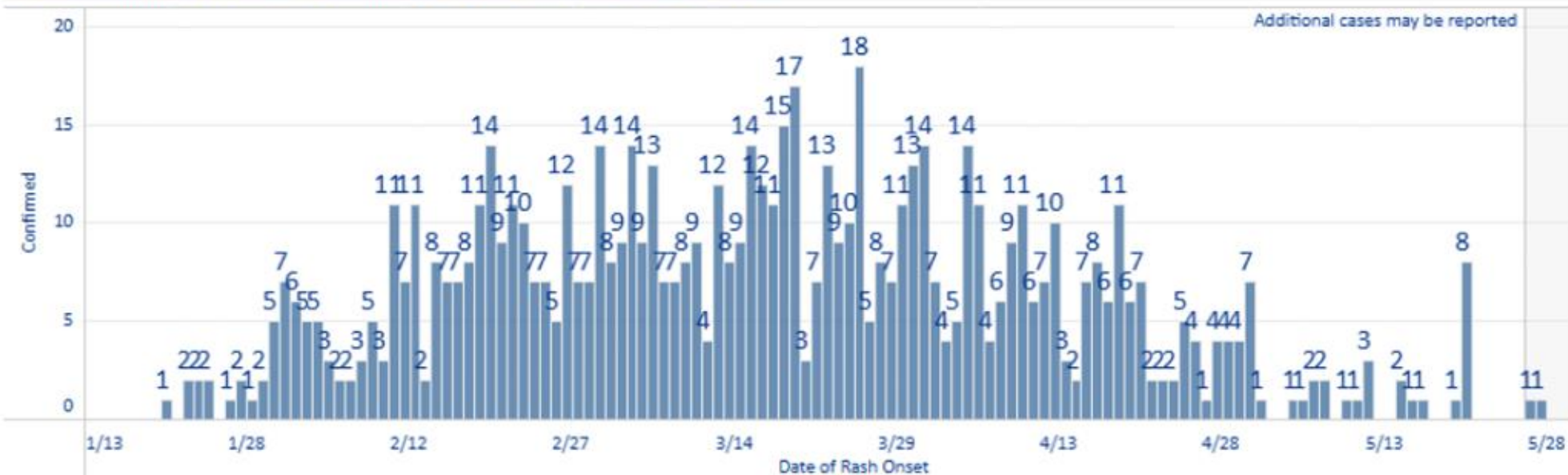
https://www.cdc.gov/measles/data-research/#cdc_data_surveillance_section_3-weekly-measles-cases-by-rash-onset-date

Nearly Out of the Woods?

Figure 5

Outbreak Cases by Date of Rash Onset

If date of rash not available, the following hierarchy is used for date: symptom onset date, specimen collection date, hospital admission date, or date reported to the region. People with measles are contagious from four days before rash onset to four days after.



<https://www.dshs.texas.gov/news-alerts/measles-outbreak-2025#:~:text=News%20Updates,departments%20to%20investigate%20the%20outbreak.>

Measles Preparedness & Response



Addressing Vaccine Hesitancy in Ukrainian- and Russian-speaking Communities

AIM: Responding to Measles Outbreaks in High Priority Populations Part II
6/17/2025

Contact



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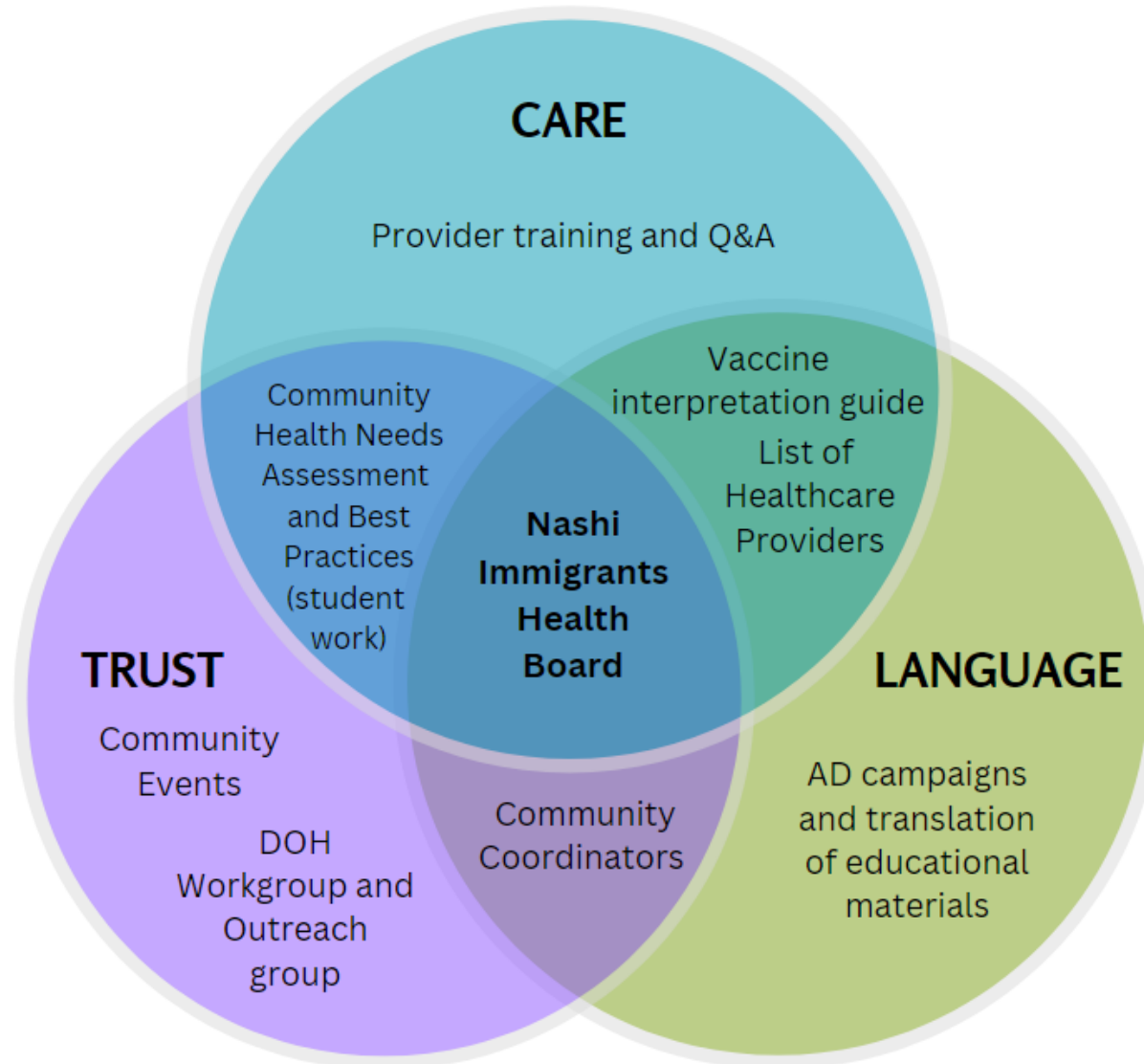
Receipt of 2 or more MMR, Hepatitis A, and 3 or more DTaP-containing vaccines
by age 3 years old among children by parental country of birth, born between
2006-2016

| Parent birth country | Hep A Vaccine (≥1 dose) | MMR vaccine (≥1 dose) | DTaP vaccine (≥3 doses) |
|----------------------|-------------------------|-----------------------|-------------------------|
| Ukraine | 32% | 44% | 48% |
| Russia | 47% | 55% | 60% |
| USA | 79% | 86% | 88% |

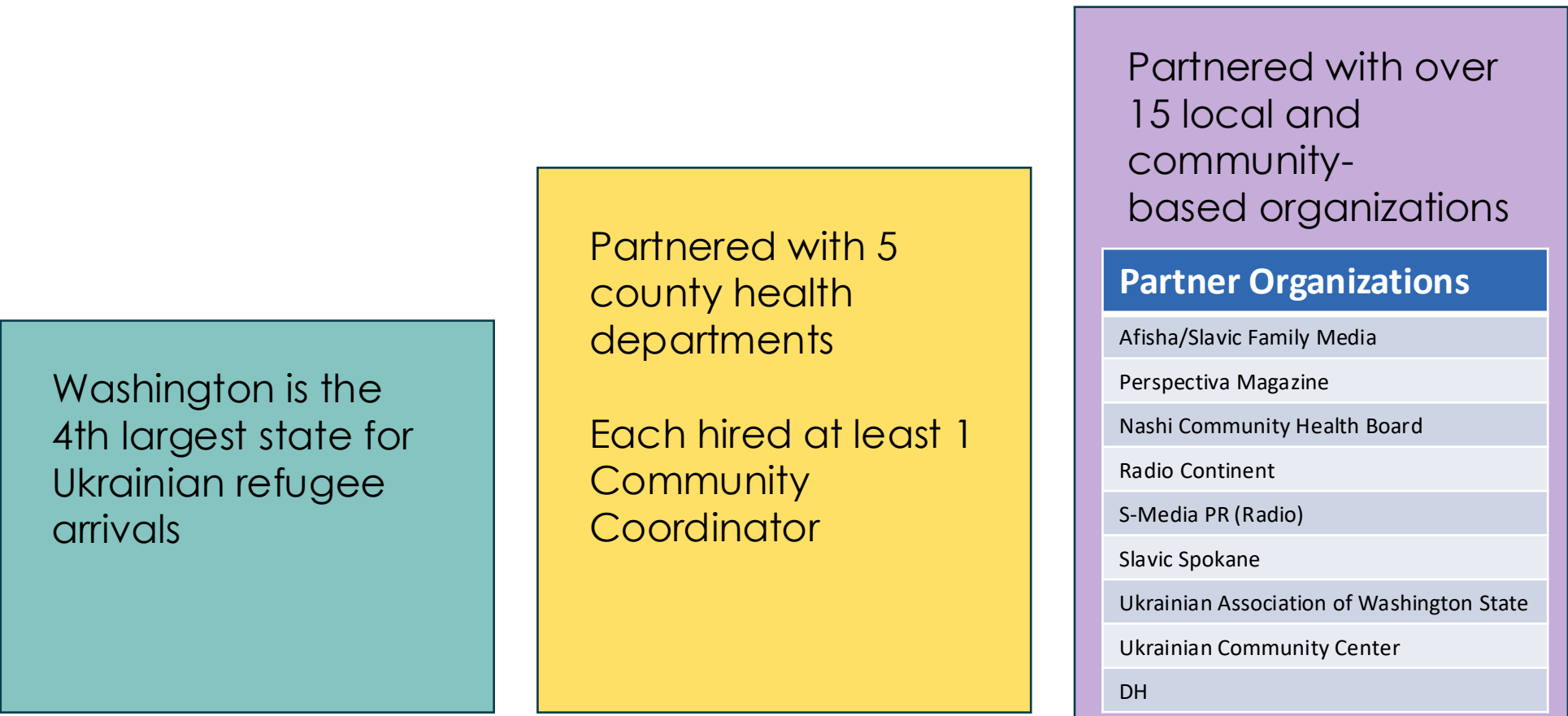
Key Barriers to Vaccination

- **Care:** Lack of culturally and linguistically appropriate care from health providers.
- **Language:** Lack of translated or trusted public health materials.
- **Trust:** Lack of existing and continued relationships to public health and health care organizations, resulting in community members interpreting that public health decisions are being made without their input.

Key Methods/Strategies



Local Health Participants and Partner Organizations



Major Community Health Needs via Focus Groups and Key Informant Interviews (In order of Priority)

1. Housing and rental assistance for both U4U beneficiaries and sponsor families
2. Access to healthcare resources (PCP, dental, vaccines, medications, TB)
3. Immigration and legal services
4. Access to adequate interpreters, specifically Ukrainian-speaking
5. Access to mental health and anxiety resources

Establishing a Community Health Board: Nashi Immigrants Health Board

Programs and Resources

Blog

Our Partners

Contact Us

Survey

Events

Nashi Immigrants Health Board

Nashi Immigrants Health Board is a registered non-profit organization founded by people in the community in partnership with WA DOH

Mission:

We partner with Ukrainian and Russian speaking communities in WA state to meet the broad range of health and social needs of our people and advocate through community engagement, empowerment and connection to resources.

Vision:

We seek to understand, support and empower our community and provide for a healthy future for "Nashi" (our community) through a lens of health equity and social justice.

Житло · Супровід · U4U · Грошова допомога · Медицина · Щеплення · Діти · Ресурси · Автошколи · Юристи &

Ukrainian Sponsor Support Hubs

HOW TO BECOME A SPONSOR FOR UKRAINIAN REFUGEES


Ласкаво просимо ! Welcome ! Добро пожаловать !


Welcome.us


UCCW


Nashi

UAWS


 **Welcome.US**

 **Ukrainian Community Center of Washington**



 **UKRAINIAN ASSOCIATION OF WASHINGTON STATE**

ВАКЦИНАЦІЯ. ДОКУМЕНТИ



РЕГИСТРАЦІЯ І ВАКЦИНАЦІЯ ДЛІЯ ШКОЛИ І САДА – ШТАТ ВАШІНГТОН

Путеводитель по оформлению вашего ребенка в учебное заведение и особенности предоставления документов об иммунизации

Задачей важной и детальной для каждого родителя, прибывшего в США, является выбор школы или дошкольного учебного учреждения (daycare, preschool) для ребенка.







SUMMER HEALTH FAIR

FREE ENTRY
FREE ACTIVITIES

SATURDAY JUNE 10
10am - 2pm

Midway Park
29th Ave S & S 221st St, Des Moines, WA 98198

- Discounts for internet services•
- Refugee services•
- Family fun•
- Free phones and tablets•
- Giveaways•
- Craft classes for kids•
- Pediatric vaccinations•
- Toy raffle•
- Balloon animals•
- Health information•

Examples of Developed Materials



**RESOURCE FAIR
AND FOOD
DISTRIBUTION
EVENT**

- Health and social services resources
- Food and Hygiene boxes
- Diapers for kids
- Immunization information and records translation

SATURDAY, OCTOBER 15TH

10 AM - 2 PM/ FREE EVENT

Emergency Food Network
3318 92nd Street South, Lakewood, WA 98499

FOR MORE INFORMATION, CONTACT SVETLANA
SKONOTOPCHIK@TPCHD/ 253-999-0992



WCAAP
WASHINGTON CHAPTER
WASHOCC ASSOCIATION OF PEDIATRIC CHILDERN

ASK A DOCTOR
A COMMUNITY WEBINAR WITH AN OPPORTUNITY TO ASK CHILD HEALTH QUESTIONS AND HAVE A CANDID DISCUSSION

TOPICS INCLUDE CHILD PREVENTIVE HEALTH, TRAUMA, FEAR, ANXIETY & MORE

REGISTER

UKRAINIAN TRANSLATION: MAY 5, 6:00 - 7:30 PM
RUSSIAN TRANSLATION: MAY 19, 6:00 - 7:30 PM

FIRST 20 PARTICIPANTS TO REGISTER AND ATTEND A WEBINAR WILL RECEIVE A \$25 GIFT CARD!

[HTTPS://WCAAP.ORG/EVENTS/](https://wcaap.org/events/)

DR. TETYANA ODARICH

DR. ODARICH BEGAN HER MEDICAL EDUCATION AT NATIONAL MEDICAL UNIVERSITY IN KYIV. SHE MOVED TO THE US IN 2001 AND RECEIVED HER MEDICAL DEGREE FROM OREGON HEALTH AND SCIENCE UNIVERSITY. DR. ODARICH PRACTICES AT SUNRISE FAMILY MEDICAL AND SHE IS FLUENT IN ENGLISH, RUSSIAN AND UKRAINIAN.



Select each case to learn how to make a vaccine recommendation tailored to each person.



Case 1 Case 2 Case 3 Case 4 Case 5

COVID-19

Что вы говорите людям, которые обеспокоены вакцинацией COVID-19?

Андрей Шукриков: Беспокойство — это нормально, особенно по поводу нового лечения, разработанного в рекордно короткие сроки. У меня, как у ученого, тоже были опасения. Однако после исследования разработки и реальных результатов вакцины против COVID-19, одобренных в США, я уверен, что эти вакцины безопасны и эффективны для предотвращения заболеваний от COVID-19. Поэтому у меня нет никаких сомнений в вакцине, и я могу рекомендовать ее всем, кто имеет право и может ее получить.

Какие побочные эффекты следует ожидать от вакцин против COVID-19?

А.Ш.: После вакцинации от COVID-19 могут возникнуть такие побочные эффекты, как боль в руке, усталость и умеренная температура. Они являются просто признаком того, что ваша иммунная система работает и вырабатывает защиту от вируса. Обычно они проходят в течение нескольких дней. Стойкие или серьезные побочные эффекты от вакцин проявляются очень редко, но, если они все же возникают, обратитесь за помощью к врачу.



Вакцины от COVID-19: вопросы и ответы

Департамент здравоохранения штата Вашингтон задал несколько вопросов Андрею Шукрикову, кандидату наук (PhD candidate) по молекулярной и клеточной биологии Университета штата Вашингтон (UW).

Стоит заметить, что Андрей — наш соотечественник; кроме того, что занимается научной работой, он является пастором музыкального служения церкви «Источники жизни» (Multifee).

Key Takeaways

1. **Hire community members to serve as local coordinators.**
2. **Find and support organizations already serving the community.**
 - Build capacity: Help communities start new organizations and create pathways for professional development.
3. **Collect and provide data** to justify why you are looking to partner with communities.
4. **Share information with other agencies, partners, and the community.** Create a resource hub.
5. **Trust and respect others' perspectives, experiences, and beliefs.**

Key Takeaways

6. **Partnerships take time.** Several of these partnerships took years to establish.
7. **Be intentional about establishing authentic, reciprocal relationships with community members.** They can help you develop a better public health program.
 - Go beyond soliciting community input on activities: Involve people in planning. Show that you've acted on their recommendations, even if it is beyond the scope of your project. This builds trust.
8. **Give partners the tools they need** to carry out the work.
9. **Recognize that mistrust is a significant barrier in your community outreach.** Account for this in your work.

Resources

Toolkits

- [Russian- and Ukrainian-speaking Communities Vaccine Outreach Toolkit](#): Translated vaccine materials in English/Ukrainian/Russian the DOH outreach program put together.
- [Community Partnerships and Engagement with Refugee Communities Toolkit](#)

Guides/Webinars

- [Utilizing Community Health Boards to Build Community Capacity](#)
- [Measles Key Information Guide](#)
- [Ukrainian and Russian Language Translation Guide for School Immunization Records](#)
- [Webinar: How to Use the Translation Guide](#)
- [Webinar: How to involve Ukrainian Communities in Public Health Response Activities](#)

Resources Cont.

eCourses:

- [Fostering COVID-19 Vaccine Confidence in Russian and Ukrainian-Speaking Communities.](#)
- [Connecting with Ukrainian refugees: Meeting their needs with better care and key services.](#)

Partners:

- [Nashi Immigrants Health Board](#): Community Health Board aimed at providing health information for Ukrainian- and Russian-speaking Communities
- [Community Health Board Coalition](#) : Organization that works to improve health outcomes in refugee, immigrant and BIPOC communities in Western Washington through policy and systems change



To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



Building Vaccine Confidence in Minnesota's Priority Communities

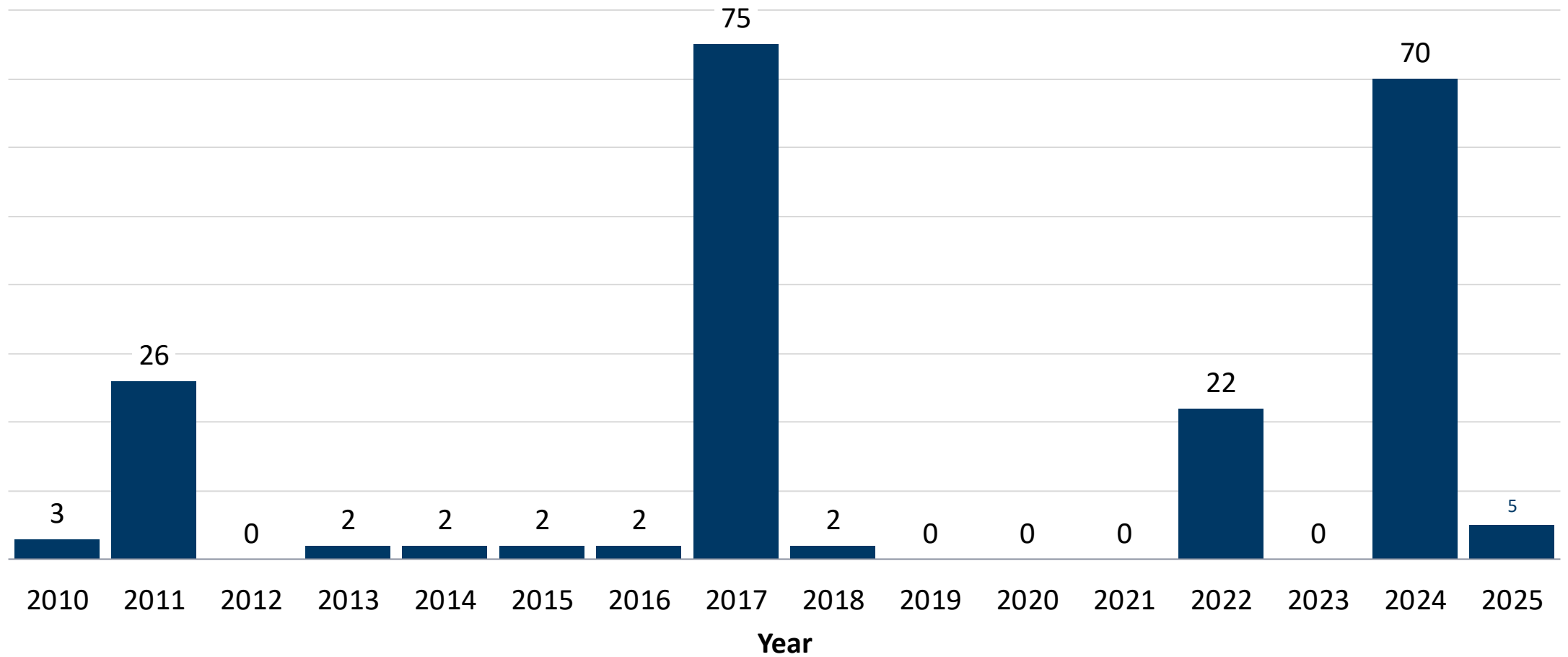
Carly Edson and Hanna Ljungman

- Introduction to measles and Minnesota
- Working with community partners
- Partnerships with schools and child cares
- Creating vaccine advocates
- Minnesota Health Communications Initiative
- Lessons learned

Introduction to measles in Minnesota

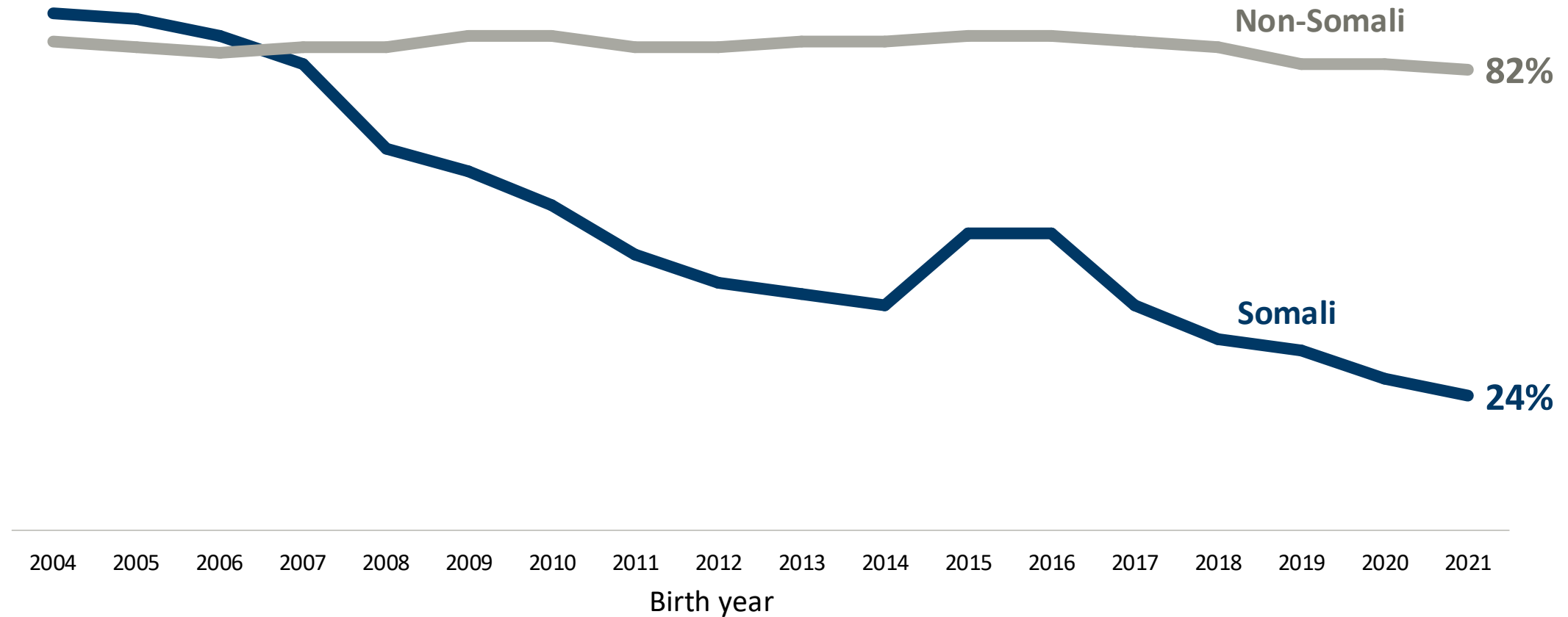
Hanna Ljungman | Epidemiologist

Measles cases in Minnesota, 2010-2025



*As of 6/11/2025

1+ MMR coverage rates by 24 months, by Somali ethnicity and birth year (2004-2021)





Working with community partners

Carly and Hanna

Community-based organizations

- Integral for building trust and spreading awareness.
- Leveraged partnerships from COVID to address 2024 measles outbreak.
- Supported partners with messages and resources.



Resources for partners

- Key messages
- Graphics
- Fact sheets
- Vaccination clinic resources
- Videos



Faith leaders

- Important messengers during an outbreak.
- Held 2 trainings to equip imams with important messages about vaccination and measles.



Grant with Hennepin Healthcare Mobile Health Unit

- Pop-up vaccination events at schools and child cares with low immunization coverage.
- Ability to offer well-child visits and work to connect families with a medical home.
- Host townhalls with community-based organizations to build vaccine confidence.



Photo courtesy of Hennepin Healthcare

Partnerships with schools and child cares

Hanna Ljungman | Epidemiologist

Building trusting partnerships

Measles exposures can occur in schools and child cares and be highly disruptive to education.

Important to build trusting partnerships with schools and child cares before, during, and after outbreaks.

Our team offers support year-round to schools and child cares on implementing the immunization requirements in their programs.

Our partners

- Collaborating with the Somali Child Care Association (CCA).
- Connecting with the Department of Human Services (DHS) and the Department of Education (MDE).
- Meeting with priority child cares and charter schools with low MMR rates.
- As needed: Q&A sessions, back to school events, parent nights, etc.



Proactive communication

- Communications sent out to all schools and child cares when the first case is confirmed.
- Developed guidance documents for preparing for and responding to measles cases.
- Template communications for partners to use.
 - Situational awareness and prevention
 - Exclusion letters
- [Preparing For and Responding to Measles in Your Child Care](http://www.health.state.mn.us/people/immunize/ed/measlesfcc.pdf) (www.health.state.mn.us/people/immunize/ed/measlesfcc.pdf)
- [Preparing For and Responding to Measles in Your Child Care Center](http://www.health.state.mn.us/people/immunize/ed/measlesccc.pdf) (www.health.state.mn.us/people/immunize/ed/measlesccc.pdf)
- [Preparing For and Responding to Measles in Your School](http://www.health.state.mn.us/people/immunize/ed/measlesschool.pdf) (www.health.state.mn.us/people/immunize/ed/measlesschool.pdf)



Preparing for and Responding to Measles in Your Child Care Center

Measles can spread quickly in a child care setting and can cause serious illness. Unvaccinated children and staff are at risk for serious disease, especially children 5 years of age and younger, pregnant people, and people with weakened immune systems. The most important step you can take is to ensure children and staff are vaccinated with the measles, mumps, rubella (MMR) vaccine. The MMR vaccine is safe and effective at preventing measles disease.

How to prepare

- Ensure children are vaccinated with the MMR vaccine or have a legal exemption on file. Child cares in Minnesota can now have a policy to not accept non-medical exemptions.
- Encourage staff to confirm they have received the MMR vaccine or have immunity to measles. If they know they aren't immune to measles encourage them to receive the MMR vaccine.
- Save immunization and exemption records for all children and make sure these records are current and easy to look up.
 - [MIIC and Child Cares](http://www.health.state.mn.us/people/immunize/miic/participate/childcare.html) (www.health.state.mn.us/people/immunize/miic/participate/childcare.html) is a tool that can assist you when gathering immunization records.
- Inform families of unvaccinated children and unvaccinated staff that they may need to stay home for up to 21 days each time they are near someone who has measles.
- Know the signs and symptoms of measles.
 - [Measles \(Rubeola\)](http://www.health.state.mn.us/diseases/measles/measlesfacts.html) (www.health.state.mn.us/diseases/measles/measlesfacts.html)

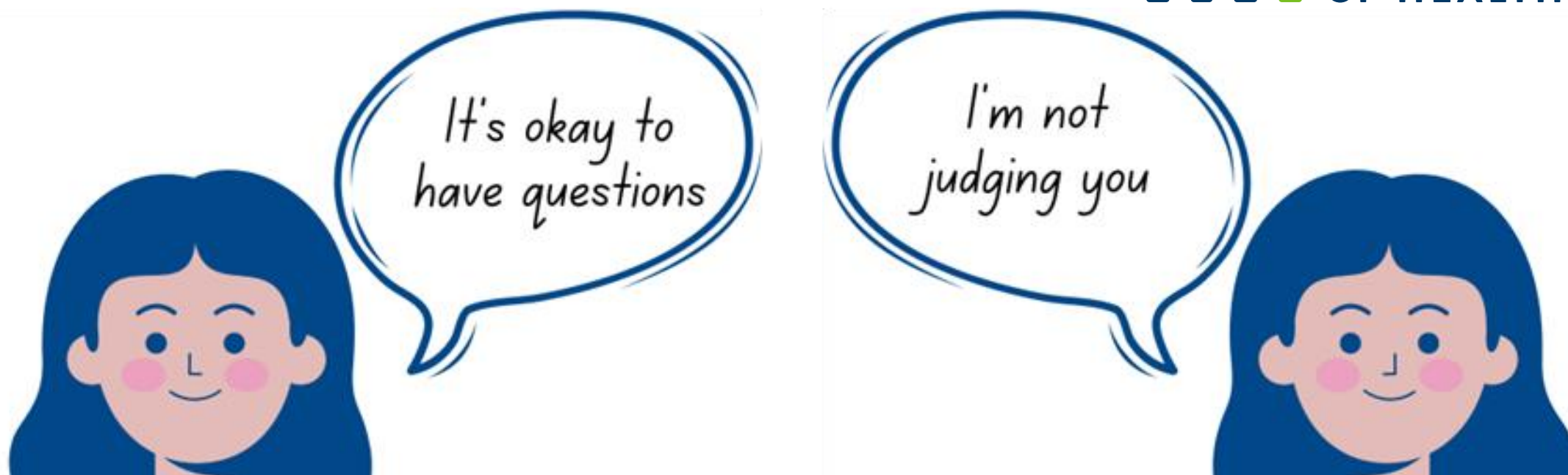
Steps to take if there has been a person with measles at your child care center

Child care providers are required to let the Minnesota Department of Health know right away if someone with measles has been at their child care.

Priority school and child care outreach

- Outreach to priority schools and child cares with low MMR rates.
- Meetings with administration and school health staff.
 - Review data.
 - Share resources.
 - Ask about barriers they are facing.
- Increased effort during an outbreak in areas with confirmed cases.





Credit:
Voices for
Vaccines

Creating vaccine advocates

Carly Edson | Immunization Outreach Coordinator

Trusted messenger trainings

- Using Voices for Vaccines 4-As training: Ask, Acknowledge, Affirm, Answer.
- Have trained:
 - Family home visitors.
 - School cultural liaisons.
- Working to host more trainings in the future.



Credit: Voices for Vaccines

When you get vaccinated
against measles, you help protect
everyone, including **infants** and
people with weak immune systems
who can't get vaccinated themselves.

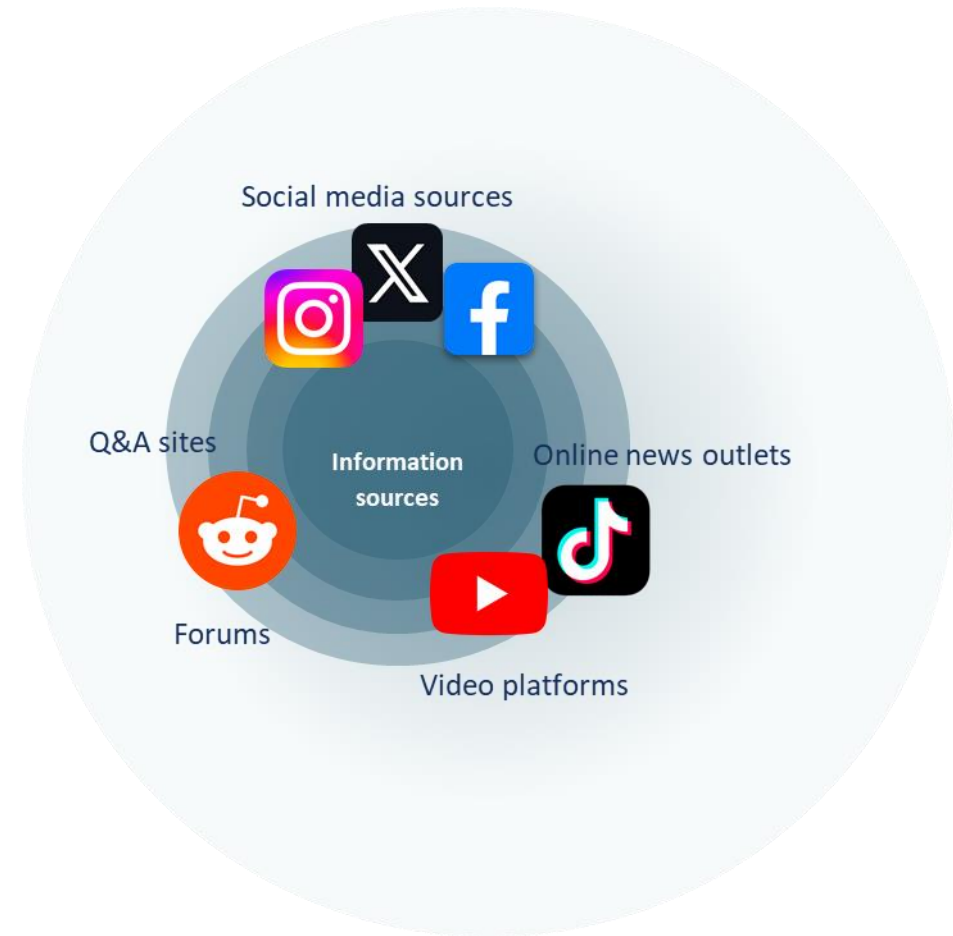


Minnesota Health Communications Initiative

Carly Edson | Immunization Outreach Coordinator

Assessing public knowledge and attitudes

- PGP's analysts use media monitoring to assess public knowledge and attitudes on vaccine-related topics.
- All data is publicly available. No private conversations are monitored.



The Public Good Projects (PGP) resources

Newsletter

- Biweekly
- Summarizes current sentiments from media monitoring.
- Shares helpful messages and graphics to combat misinformation.

Resource Download Center

- Free and downloadable resources.
- Available in multiple formats and languages.
- Resources will remain unbranded.

[Minnesota Health Communications Initiative](https://www.mnhealthcomms.org/)
(<https://www.mnhealthcomms.org/>)

Lessons learned

Carly Edson | Immunization Outreach Coordinator

Lessons learned

- Fear of measles does motivate some parents to get their children vaccinated.
- Community relationships are integral to this work. And it's imperative that they are maintained before and after an outbreak.
- Trusted messengers are powerful during an outbreak.
- Mass vax events do not work.
- We are worried about this for the future without funding.

- Community centered measles messages: [Measles \(Rubeola\) Basics \(www.health.state.mn.us/diseases/measles/basics.html\)](http://www.health.state.mn.us/diseases/measles/basics.html)
- City of Minneapolis Health Department storytelling videos:
 - [Understanding Measles and Keeping Minneapolis Communities Safe: https://www.facebook.com/watch/?v=502439385929707](https://www.facebook.com/watch/?v=502439385929707)
 - [Measles Vaccine \(English\) \(https://www.facebook.com/watch/?v=824105859914784\)](https://www.facebook.com/watch/?v=824105859914784)

Thank you!

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Hanna Ljungman: hanna.ljungman.@state.mn.us

Q&A



AIM Resources

AIM Resources

| Title: | What's In It? |
|--|---|
| <u>Program Practice Database</u> | Innovative and successful promising practices sourced from immunization programs. Five new practices recently added! |
| <u>AIM Toolkits</u> | Comprehensive collections of resources such as webinars, operational examples, case studies, etc. Check out AIM's <u>Immunization Coalition Toolkit</u> , <u>Vaccine Confidence Toolkit</u> , <u>School Located Vaccination Clinics Toolkit</u> , and more. |
| <u>Correlation and Causation: Understanding and Debunking Claims Linking Vaccines and Autism</u> | Upcoming AIM webinar providing an overview of how vaccine-autism claims emerged, gained traction, and why they persist. |
| <u>Immunization Program Directory</u> | List of state, local, and territorial immunization program websites. |

Thank you!

Please take a moment to complete the brief survey at the end.



immunizationmanagers.org



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[Association of Immunization
Managers](https://www.linkedin.com/company/association-of-immunization-managers/)



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