



6/5/2019

** NOTICE: This health alert provides written guidance for health care professionals and others who may need to take action to prevent or control a notifiable condition. It is not intended to provide guidance for the general public.*

Measles and Vaccine Hesitancy

Action Requested:

- Ensure all patients and their families are up to date on the MMR vaccine.
- Miss no opportunity to vaccinate patients who are behind on MMR, especially those traveling internationally, and/or living in or near communities experiencing a measles outbreak.
- Take every opportunity to educate patients and parents about immunizations.

We are sharing information and resources with you about vaccine hesitancy and information that may help when talking with vaccine hesitant parents or patients. The “PEACH magazine” https://issuu.com/peachmoms/docs/the_vaccine_safety_handbook_a4 used to spread misinformation about vaccines and vaccination to the Orthodox Jewish community in New York, and is now being circulated in Washington State.

RESOURCES:

Slice of PIE - a booklet developed by New York City to counter misinformation about measles and Measles Mumps and Rubella vaccination.

- Slice of the Pie <https://www1.nyc.gov/assets/doh/downloads/pdf/a-slice-of-pie>.
- News article about nurses in New York using “Slice of PIE” http://gothamist.com/2019/03/26/orthodox_jewish_nurses_vaccines.php.
- News article explaining the PEACH magazine <https://www.nbcnews.com/news/us-news/brooklyn-measles-outbreak-how-glossy-booklet-spread-anti-vaccine-messages-n993596>

CDC Measles Outbreak Toolkit - <https://www.cdc.gov/measles/toolkit/index.html> - accurate, science-based evidence to help you counter misinformation about measles and MMR vaccine.

CDC Measles Toolkit for Health Care Providers - <https://www.cdc.gov/measles/toolkit/healthcare-providers.html> with resources to support vaccine conversations with parents and materials to display in the clinic

CDC’s Measles FAQ webpage - <https://www.cdc.gov/measles/about/faqs.html>.

THANK YOU FOR REPORTING!

TO REPORT A NOTIFIABLE CONDITION IN THURSTON COUNTY	
Voice mail for reporting Non-immediately reportable conditions (24 hours a day)	Phone: 360-786-5470 Fax: 360-867-2601
Day time immediately reportable conditions	360-867-2500 ask staff to locate Communicable Disease staff
After hours immediately and 24-hour reportable conditions or a public health emergency	Call 911 and ask staff to locate the Health Officer. If calling from outside Thurston County, call 360-704-2740 and ask staff to locate the Health Officer.
No one is available with Thurston County Public Health and condition is immediately notifiable	1-877-539-4344