Objectives:

* Analyze Global risks to US public health
* Identify ideological beliefs as public health risk factors
* Compare Healthy People 2020 Measles target and current outbreak data
* Describe Stakeholder engagement and consensus building techniques during a measles outbreak.
* Synthesize the process of community engagement and collaboration by defining public health interventions in implementing, and evaluating health initiatives

View the following instruction video.  Click on the upper right corner to 'pop-out' the screen.

<https://drive.google.com/file/d/1qk15J9fqXdClIHRJLkUAi0vsrcNMVNPW/view>

Begin by reading a 2018 integrative review for the best Public Health response practices during a measles outbreak:

### **2018-2019 New York City Measles outbreak**

For case study context, view the following videos about the measles outbreak in New York City and U.S.

[Link here for a 5 min. video on the NYC measles outbreak. (Links to an external site.)](https://www.youtube.com/watch?v=YyIhkJIig10)

### **To do:**

Submit in APA format, a 3-4 page case study (plus an Appendix "A" table page) to the assignment box before the due date.

Use the following emboldened headings to organize your case study in APA format. (Except for "Introduction" i.e., your introduction paragraph does not need a heading). Review the blue links before writing your case study.

**Introduction:**

[Link to and Review the CDC statement on the 2018-2019 Measles outbreak:](https://www.cdc.gov/media/releases/2019/s0424-highest-measles-cases-since-elimination.html)

[(Links to an external site.)](https://www.cdc.gov/media/releases/2019/s0424-highest-measles-cases-since-elimination.html)

1. Define and discuss primary prevention and its importance to public health. Provide an overview of the role immunizations play. How do global immunization rates impact the US public health? Briefly describe the current measles outbreak in New York City.

**Cultural Considerations:**

[Link here for popular science article on cultural considerations in the current measles outbreak.](https://www.popsci.com/current-measles-outbreaks-information-update)

[(Links to an external site.)](https://www.popsci.com/current-measles-outbreaks-information-update)

[Link here for 2019 Lancet article, *Measles resurgence in the USA: how international travel compounds vaccine resistance*](https://uwf.instructure.com/courses/14247/files/2934497/download?wrap=1)

2. Explain the cultural and philosophical aspects of the current outbreak. How do these ideological beliefs set in motion a measles disease outbreak?

3. Synthesize the two (2) main causes of the current U.S. Measles outbreak.  How is this a global health problem?

**Current US measles rates**

4.  The HP 2020 goal is to increase immunization rates and reduce preventable infectious diseases.  Link here and review the [Health People 2020 objective of Immunizations and Infectious Diseases (IID)](https://www.healthypeople.gov/2020/topics-objectives)

[(Links to an external site.)](https://www.healthypeople.gov/2020/topics-objectives)

Find the > IID Objectives > IID 1.4. > HP2020 target number of measles cases/year.

[Link here for CDC's latest number of measles count](https://www.cdc.gov/measles/cases-outbreaks.html)

[(Links to an external site.)](https://www.cdc.gov/measles/cases-outbreaks.html)

**To answer:** What is HP 2020 target number of measles cases?  How does the HP 2020 target number (from above HP 2020 link) compare to the current US cases reported by CDC? Contrast and compare your findings.

[5.  Link and find the HP 2020 > IID Objective > lIID 7.4 > 19-35 mo old children with MMR 1-dose Vaccine coverage level > target % coverage.](https://www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases/objectives)

[(Links to an external site.)](https://www.healthypeople.gov/2020/topics-objectives/topic/immunization-and-infectious-diseases/objectives)

[Link on on the following for American Academy of Pediatrics U.S.  interactive map (also for 19-35 mo old children with MMR 1-dose vaccine coverage) and click on NY state:  https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Across-America.aspx](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Across-America.aspx)

[(Links to an external site.)](https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Pages/Across-America.aspx)

**To answer:** What is HP 2020 target % 19-35 month-old children for 1-dose of MMR vaccine coverage?  How does that compare to NY State? Contrast and compare your findings.

**NYC Public health Intervention Responses**

**[6. Link and read this NYC Health report:](https://www1.nyc.gov/site/doh/health/health-topics/measles.page)**

[(Links to an external site.)](https://www1.nyc.gov/site/doh/health/health-topics/measles.page)

**To answer:** Find and complete the APA Case Study template's last page > Last page of case study template > Appendix "A" table > match the PH intervention and level with the listed (far right column) NYC health report intervention being implemented.  (see example on table)

For your convenience in completing the table open these links:

[**Link here for PH intervention definitions. and** ](https://uwf.instructure.com/courses/14247/files/2934489/download?wrap=1)

[**Link here for PH intervention wheel image.**](https://uwf.instructure.com/courses/14247/files/2934495/download?wrap=1)

**Conclusion:**

7. Find a well-sourced video or website (i.e., .gov., .org., no .com) that could be used for health education for the NYC community. Who is/are the sponsors for this video or website? Write a concluding paragraph that summarizes your case study.

8. Follow APA format requirements with a title page, paragraph organization, good sentence structure, grammar and spelling.  Include a reference page.   Place the Appendix "A" page as the last page, after the reference page.