

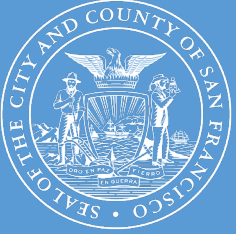


Select Committee on Monkeypox

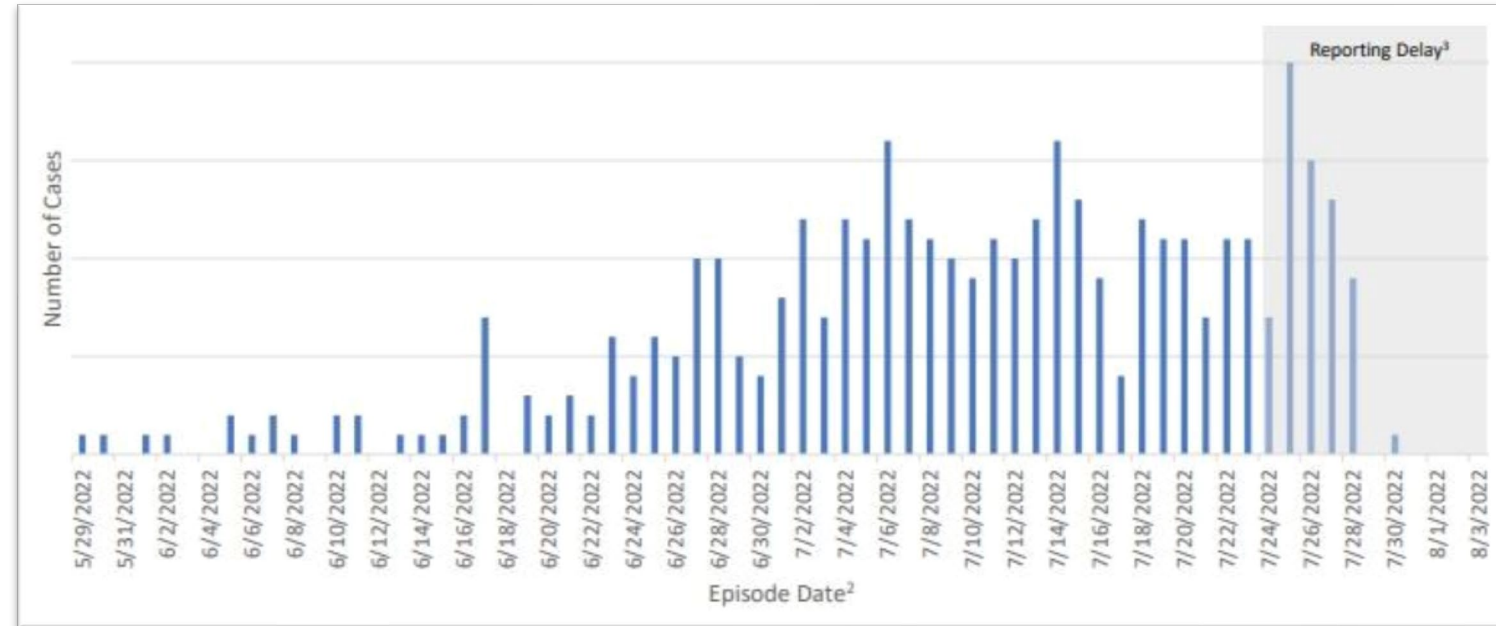
Grant Colfax, MD
Director of Health
City & County of San Francisco

August 9, 2022

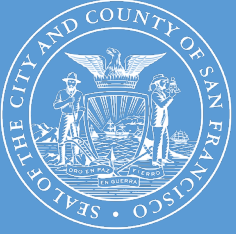
SF Stats



- SF has diagnosed 36% of the total cases in CA
- Total SF cases as of 8/8/22: 472
- Hispanic and Latina/o/x population disproportionately impacted (15.7% of SF population, 28% of current cases)
- Of the 79% of cases who disclosed their sexual orientation, 95% of them are among gay, bisexual and other men who have sex with men.



Declaration of Local Health Emergency



August 1, 2022:

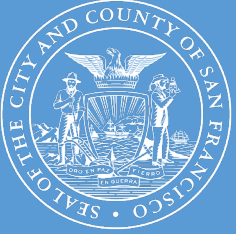


City and County of San Francisco Department of Public Health

DECLARATION OF LOCAL HEALTH EMERGENCY IN THE CITY AND COUNTY OF SAN FRANCISCO REGARDING THE OUTBREAK OF THE MONKEYPOX VIRUS

- This action expedites and streamlines the availability of resources to better respond to this developing health emergency.
- The declaration of a local emergency is a legal action that will mobilize City resources, accelerate emergency planning, streamline staffing, coordinate agencies across the city, allow for future reimbursement by the state and federal governments and raise awareness throughout San Francisco about how to stop the spread of Monkeypox.

Outreach & Education Strategy



Multi-pronged:

- Community meetings
- Engaging CBOs
- Presence at festivals, street fairs, and other gatherings
- Proactive media
- Social media
- PSAs
- Paid advertising
- Flyering and info distribution

What is **Monkeypox**? ¿Qué es la viruela del mono?

Monkeypox is a virus that appears as a distinctive rash, and spreads through close contact skin to skin, sex, kissing, and breathing at close range.

La viruela del mono es un virus que se manifiesta como un característico sarpullido y se contagia a través del contacto estrecho de piel a piel, las relaciones sexuales, los besos y la respiración a corta distancia.

How to protect yourself: Cómo puede protegerse:



Cover exposed skin in crowds
Cúbrase la piel expuesta en espacios concurridos



Don't share bedding or clothing
No comparta sábanas ni ropa de vestir



Ask close physical contacts about recent rashes or sores
Pregunte a las personas con las que mantiene un contacto físico estrecho si han tenido sarpullidos o llagas recientemente



Stay aware when traveling to outbreak countries
Esté al tanto si viaja a países donde hay brotes

See a provider right away if you have a rash, or if you have been in contact with someone who has monkeypox. Stay home if you feel sick.

Acuda a un médico de inmediato si le sale un sarpullido o si ha estado en contacto con alguien a quien se le ha diagnosticado la viruela del mono. Quédese en casa si se siente enfermo.

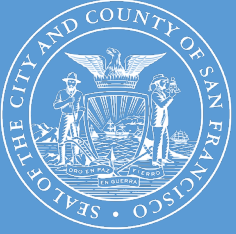


Para obtener más información,
visite: sf.gov/monkeypox



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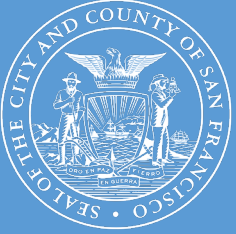
Getting the Word Out



- Over **6,600** emails sent to community organizations
- **2,600** flyers distributed
- More than **30** community presentations
- Direct outreach to commercial sex venues/dance parties
- English and Spanish public service announcements running on TikTok, YouTube, Twitter, Comcast
- Spotify ads have reached over 10,000 unique listeners to date
- DPH presence at festivals, street fairs, and other community gatherings
- Notification template letter for event organizers, clubs, and venue operators
- Weekly newsletter to community groups
- Paid advertising
 - Digital advertisement campaign in the Bay Area Reporter
 - Billboard placement on Market/Laguna and Howard/11th St
 - Bus campaign launching soon

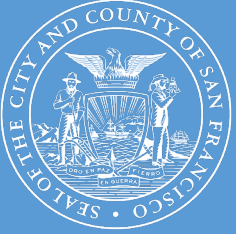


Working with Community Partners



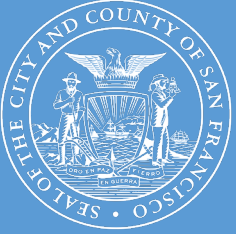
- Weekly meetings with community partners to provide updates, present data, share information and have open discussions.
- Partnerships with CBOs that provide HIV services with a focus on BIPOC populations to ensure equitable access to vaccine by offering prioritized appointments.
- Ongoing surveys and brainstorming sessions to gather feedback from members of populations most affected on how to move forward with our efforts to prevent the spread of monkeypox.

Testing and Vaccinating in SF



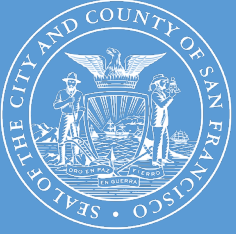
- SF has the capacity to vaccinate 3,000 people per day from over 15 vaccine sites located throughout the city, such as ZSFG Hospital, SF City Clinic, DPH's Adult Immunization Clinic, and Strut.
- SF has administered close to 12,000 vaccine doses.
- SF needs 150,000 vaccine doses to fully vaccinate the individuals at highest risk for infection.
- SF Public Health Lab currently has the capacity to process 90 tests per day and has to date processed more than 600 tests.

Advancing Equity, Curbing Stigma



- Priority of the SF Monkeypox Incident Management Team is to maintain an **equity, rights and evidence-based approach** throughout the response.
- Increases awareness while **actively countering stigma**.
- Open, affirmative and respectful conversation about health and issues to **support people at higher risk of infection**.
- Partner with CBOs to do **active outreach to those disproportionately impacted** by MPV, the uninsured or those experiencing historical inequities in access to services.
- Build on lessons learned from community during other infectious disease challenges such as COVID and HIV.

What SF Needs



- **Vaccine** – More vaccine as demand continues to be high and supply remains extremely limited.
- **Communications/Engagement Resources** - Funding to further engage with CBOs, including critical translation services
- **Data** – Access to the vaccination demographics in the California Immunization Registry
- **TPOXX access** – The small, private clinics that serve/are trusted by our impacted communities cannot access TPOXX because the registration process is too burdensome.
- **Staffing** – Support for staff to administer at high volume sites. The fluctuating supply makes staffing large volume sites difficult.



Thank You