



***What's it like at the
Epicenter of the Measles Outbreak?***

Chanie Sternberg
President/CEO
Refuah Health Center

June 13, 2019
Commissioner's Grand Rounds

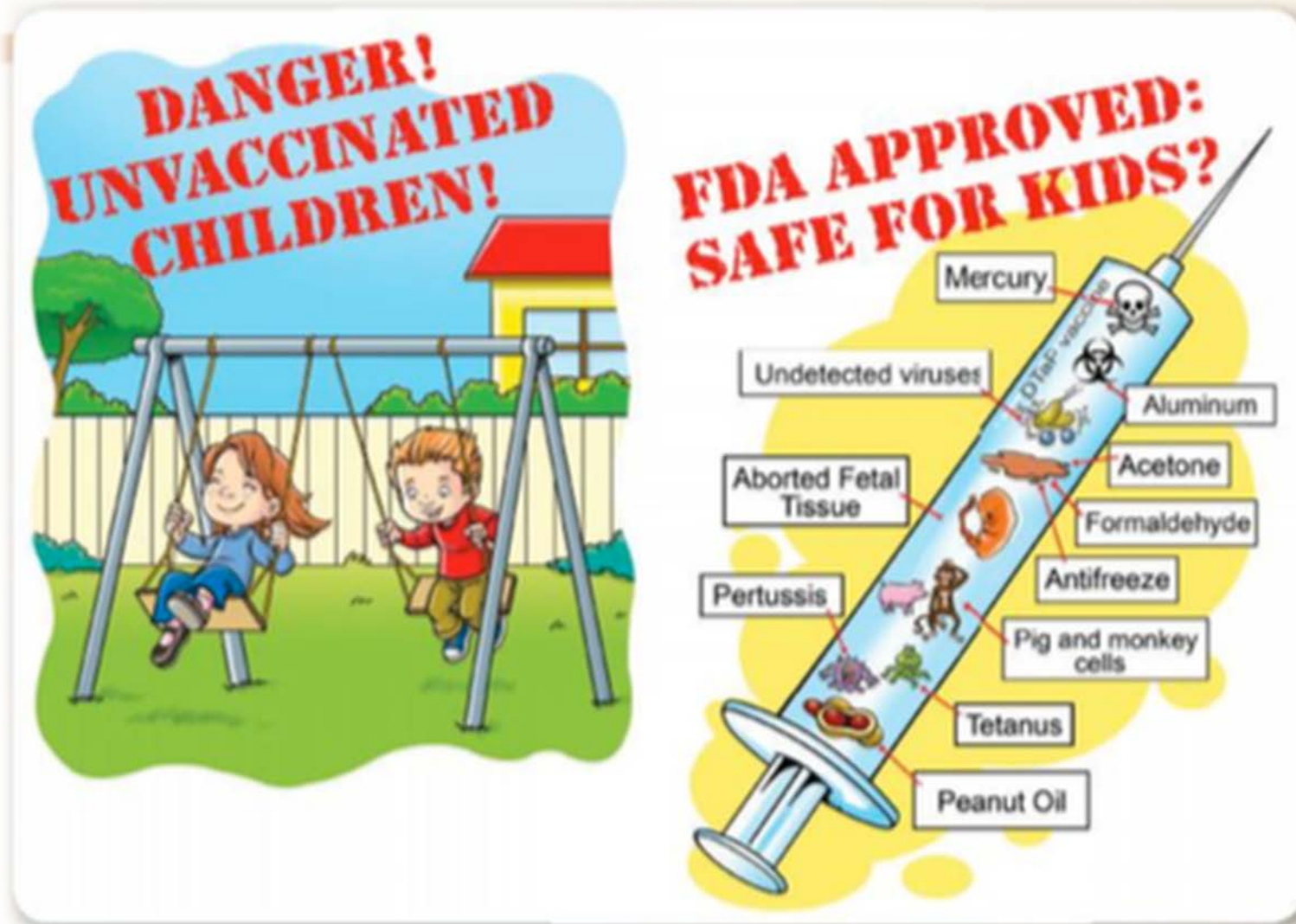
Disclosures

No conflicts of interest to declare

Were We Surprised?

Yes and no.

Anti-Vax Movement: Insidious Influence



“They identified themselves as experts, but in fact, were highly misinformed and gave a great deal of false information. It is really unfortunate that they have the ear of the community.”

Debra Blog, MD, MPH
Director Division of Epidemiology
NYSDOH

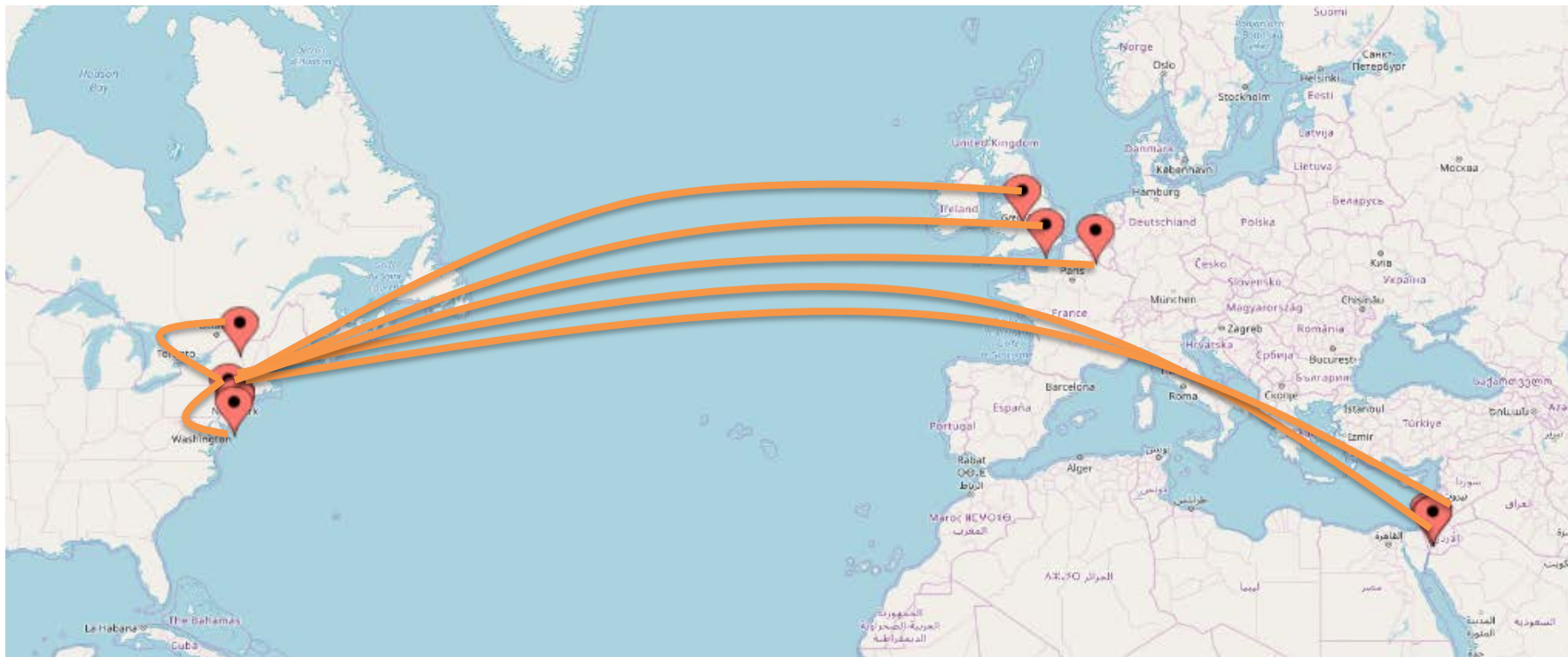


**You Can Always
VACCINATE LATER
You Can Never
UNVACCINATE!**

**Peach Hotline
212-444-1900
Options 6-4-1**



Fluid Travel to Sister Communities in NY and Abroad



Satellite Locations:

- Jerusalem, Israel
- Bet Shemesh, Israel
- Bnei Brak, Israel
- Beitar, Israel
- Antwerp, Belgium
- London, England
- Manchester, England
- Montreal, Canada
- Lakewood, NJ
- Staten Island, NY
- Brooklyn (Borough Park, Williamsburg), NY
- Monticello (Sullivan County), NY

“New Square might be small, but it is an international city and must be viewed as such.”

Robert McDonald, MD,

MPH

CDC Epidemic Intelligence Service Officer at NYSDOH

Large Families: Many Infants

“Even in relatively highly vaccinated communities, if you have a lot of little children under the age of one ... you’re going to have an awful lot of young children at high risk for contagion.”

Aaron E. Glatt, MD, FACP, FIDSA, FSHEA

Chairman, Dept. of Medicine

Chief, Infectious Diseases and Hospital Epidemiologist

South Nassau Communities Hospital

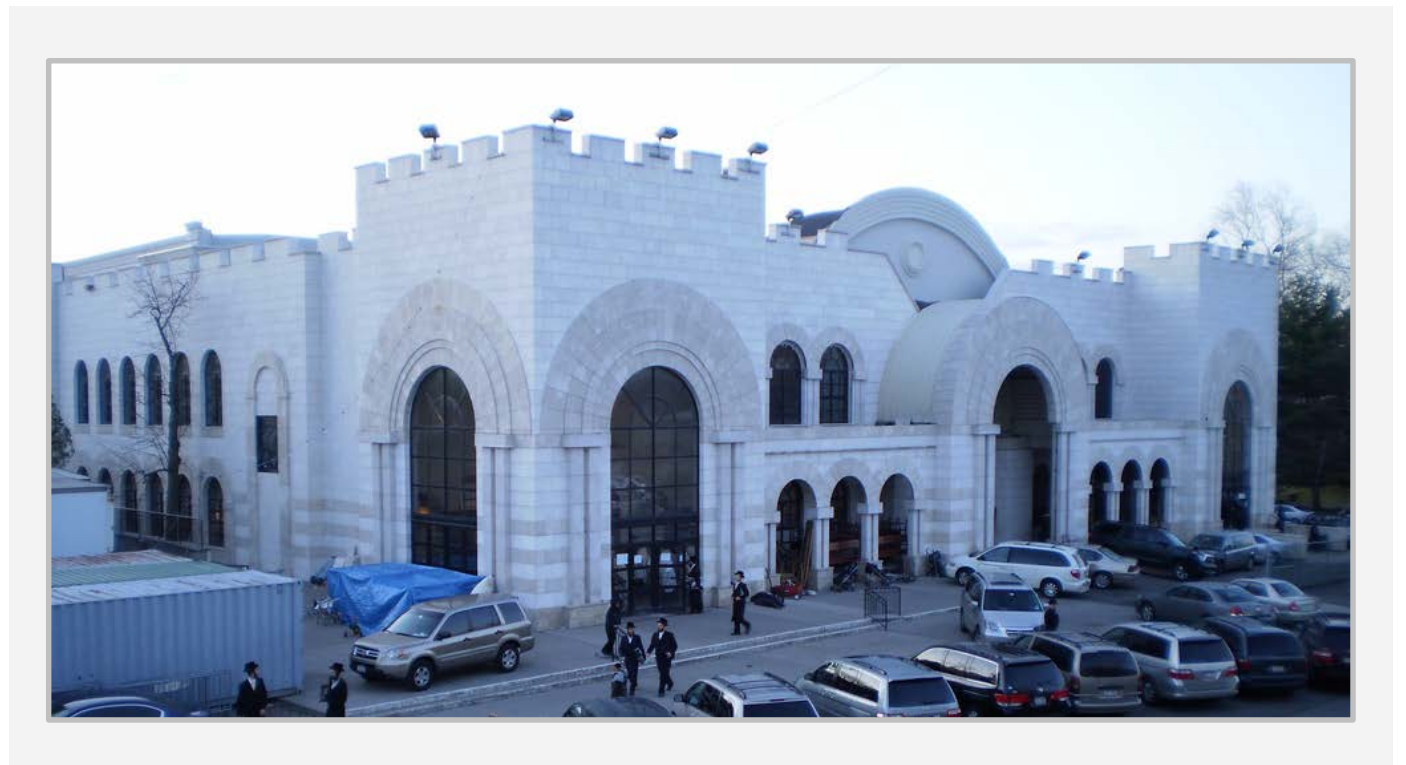


Refuah patient age distribution in 2018:

- 2,905 (4%) patients age < 12 months
- 10,432 (15%) patients aged < 4 years
- Prior to epidemic, first MMR recommended at 12-15 months and not again until after age 4

Tight Knit Community

- Social structure built on congregating; To pray, to study, to eat, to celebrate.....
- The New Square Synagogue hosts 3,500 residents during weekly prayer.
- During holidays, attendance increases to approximately 7,000.



Propelled to Take Quick Decisive Action

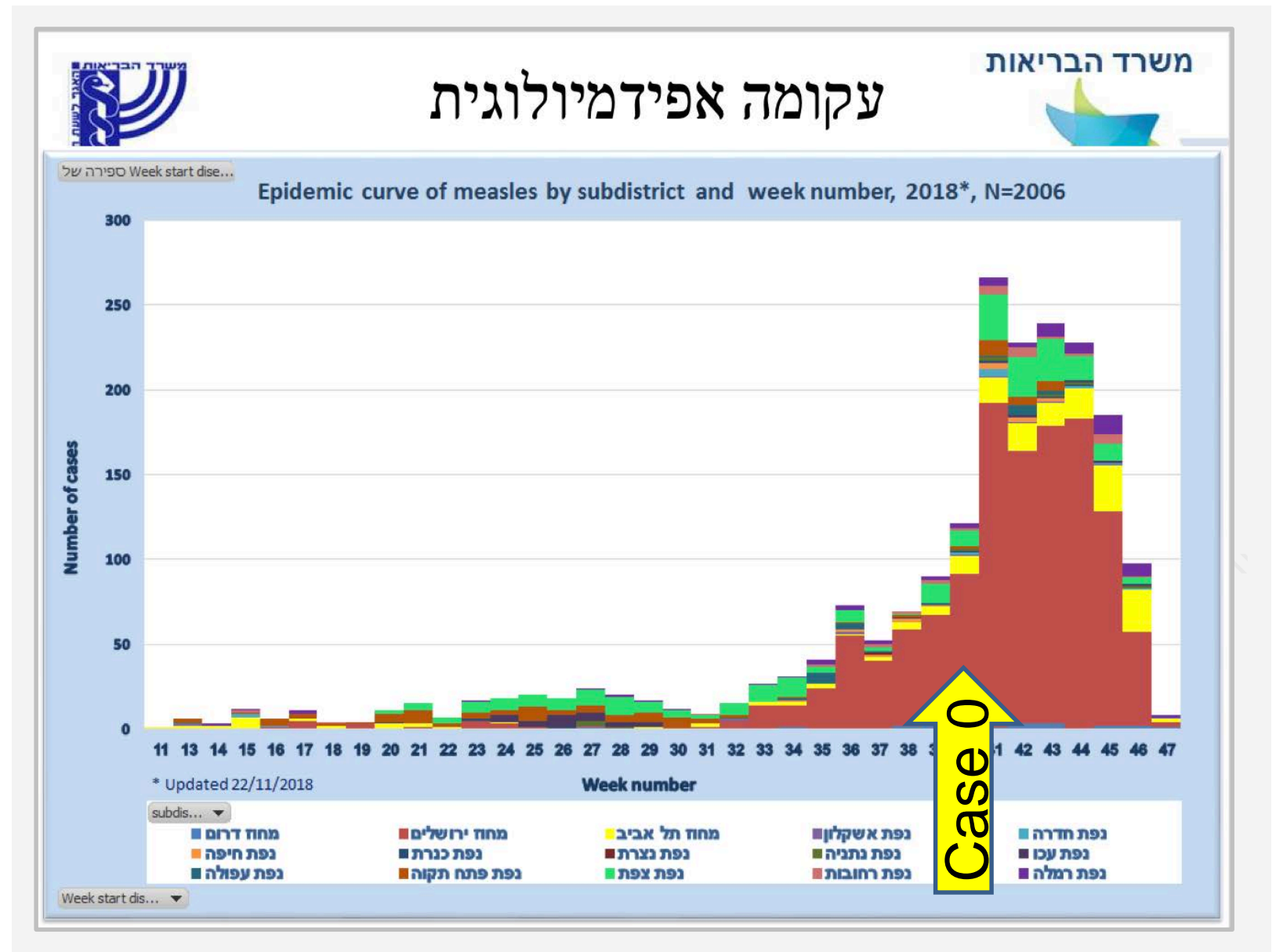
Refuah Health Center:

- 70th largest FQHC in US (out of nearly 1,400)
- 125 providers across 30 specialties and multiple sites
- Serving 68,000 patients annually
- **#1 performer** in NYS DSRIP (Delivery System Reform Incentive Payment) Program

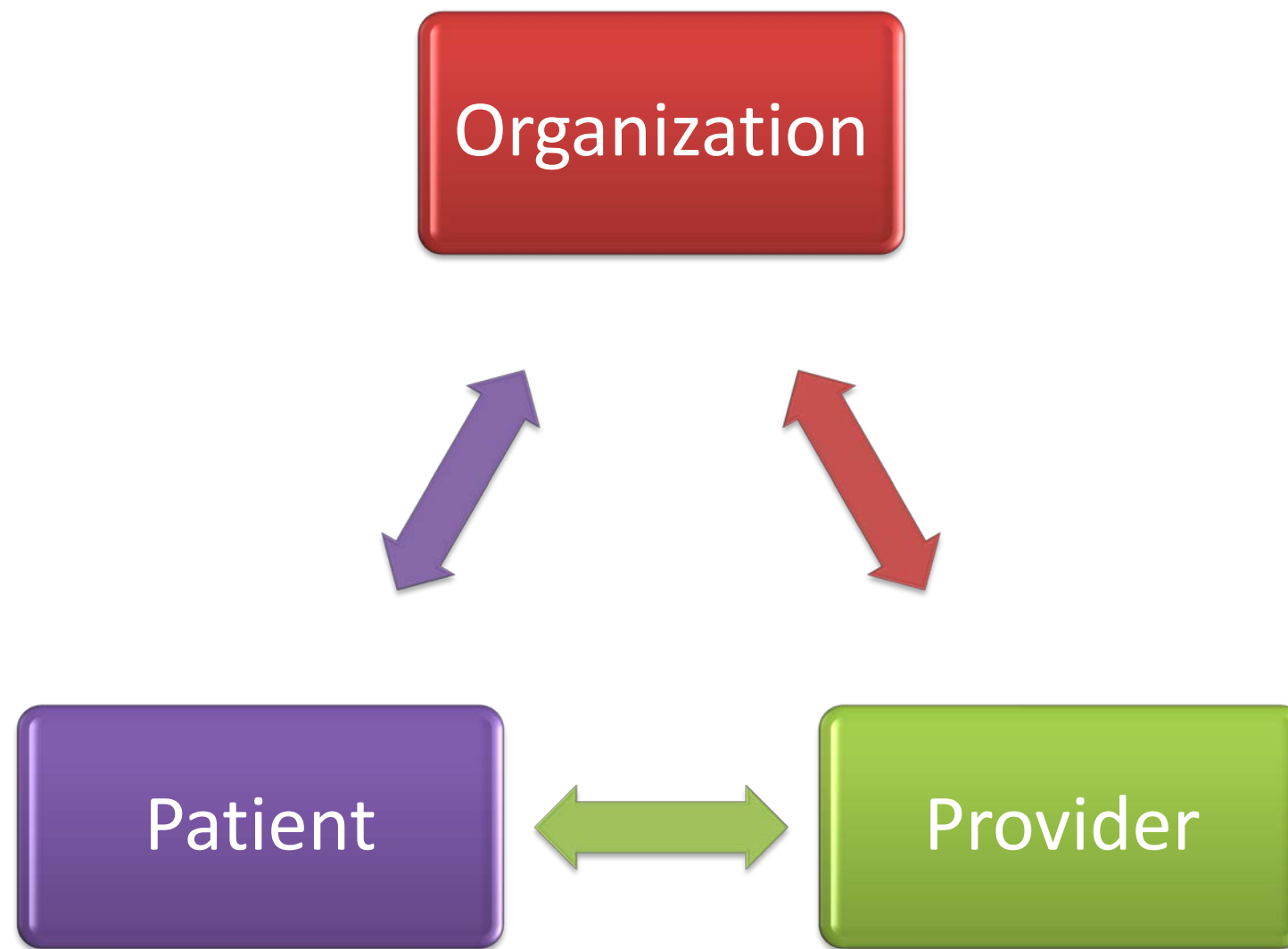


Leveraged Relationships

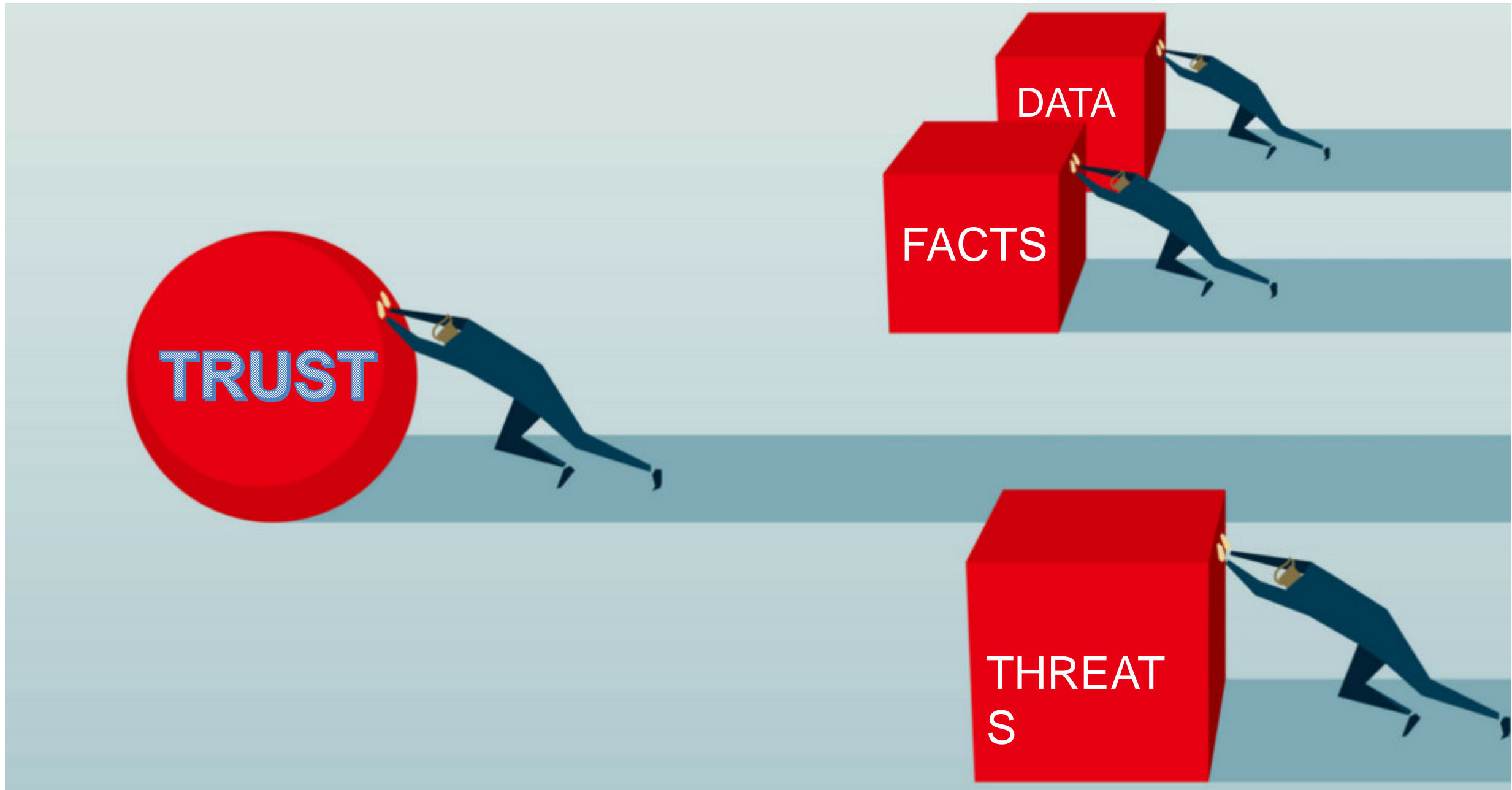
- Centers for Disease Control and Prevention (CDC)
- NYS and Rockland County Departments of Health (DOH)
- Israeli Ministry of Health
- Academic Institutions
- Religious Community Leaders



Leveraged Trust



Fight Fear With Trust, Not With Facts or Menace





Thank You