

Strengthening Community Protection: Measles, Mumps, and Rubella Vaccine Education in Rawlins, Wyoming

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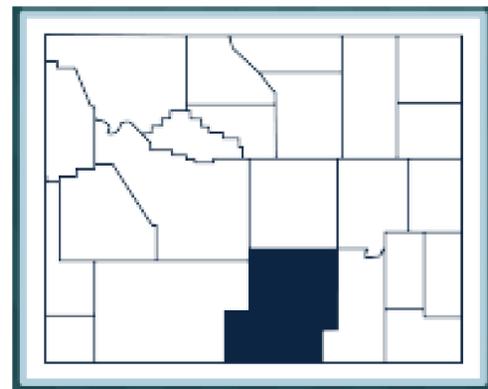


Hypothesis

Providing culturally and linguistically tailored educational materials about the MMR vaccine to both English- and Spanish-speaking families in Rawlins, WY will increase community awareness and promote higher vaccination uptake.

Background

- Population of about 8,500 people
- Community is predominantly White (80%), with a significant Hispanic/Latino population (23%)
- Carbon County has had seven confirmed cases of measles as of August 4th
- Overall, Wyoming has lower childhood vaccination rates compared to the national average
- Local schoolteachers, and healthcare workers indicated that language barriers can make it difficult for Spanish-speaking families to access clear, accurate information about vaccines



Location of Carbon County, Wyoming

Literature Review

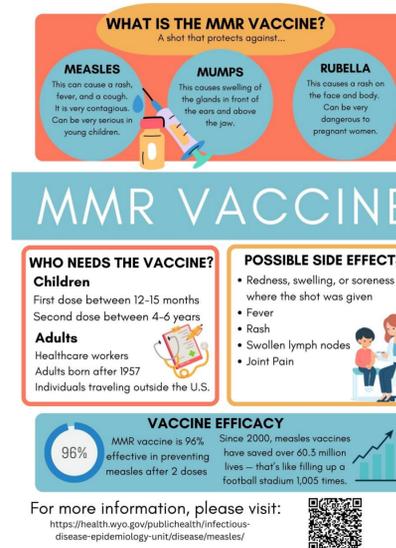
- Reasons for vaccine hesitancy in Latinx communities included risk of adverse/hypersensitivity reactions, too many vaccines per clinic visit/vaccine schedule, and concerns about autism
- Improving vaccine communication methods improved vaccine compliance
- At baseline, **50.3%** of Hispanic patients were agreeable to getting the flu vaccine; after the intervention, **78.4%** agreed or strongly agreed that they would get the flu vaccine

Deliverables to Community

- A bilingual (English/Spanish) flyer was created with information on the MMR vaccine—what it is, who needs it, possible side effects, and its effectiveness—with links to the Wyoming Department of Health for more details
- Additionally, Carbon County Public Health and the Wyoming Department of Health are sharing information on measles symptoms through flyers and websites to help stop the spread of cases

Next Steps

- Flyers to be shared across the community, including schools, daycares, libraries, and clinics
 - Primary targets include English and Spanish-speaking families with young kids



Informational flyer about the MMR vaccine in English



Informational flyer about the MMR vaccine in Spanish

Acknowledgement

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