

**Public Health in Action: The Intersection of Communication and Epidemiology During the 2015 University of Oregon Meningococcal Disease Outbreak**

AUTHOR(S): Pat Luedkte, Jen McCulley, Emily Fisher

PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: Health and risk communicators, health educators, epidemiologists, public health preparedness, immunization coordinators

ABSTRACT: Since January 2015, 7 people affiliated with The University of Oregon were diagnosed with serogroup B meningococcal disease. One case was fatal. Together, The University of Oregon, Lane County Health and Human Services and Oregon Public Health Division developed a mass vaccination campaign to battle the ongoing outbreak. With a newly approved vaccine and limited supply, epidemiologists and health communicators rose to the challenge to understand the outbreak, communicate the health risk to the University of Oregon population, and offer vaccine to all undergraduate students.

OBJECTIVE(S): Public health staff will be able to describe how to prepare for and respond to a meningococcal disease outbreak on a college campus.

Health communicators will be able to identify best practices for risk and health communication and design messages for an undergraduate audience.

Public health staff will be able to explain and demonstrate the importance of epidemiology and communication staff working together to coordinate public health interventions during outbreaks.

PRIMARY CONTACT INFORMATION:

Emily Fisher, MD

Public Health Physician, CDC EIS Officer

Oregon Health Authority, ACDP

Portland, OR

971-673-1111 | [Emily.A.Fisher@dhsosha.state.or.us](mailto:Emily.A.Fisher@dhsosha.state.or.us)

CO-PRESENTER(S):

Patrick Luedtke | [patrick.luedtke@co.lane.or.us](mailto:patrick.luedtke@co.lane.or.us)

Emily Fisher | [Emily.A.Fisher@dhsosha.state.or.us](mailto:Emily.A.Fisher@dhsosha.state.or.us)

Jen McCulley | [jmccull@uoregon.edu](mailto:jmccull@uoregon.edu)