

# **Community Health Committee Meeting**

March 24, 2025

Dr. Claude A. Jacob

Metropolitan Health District



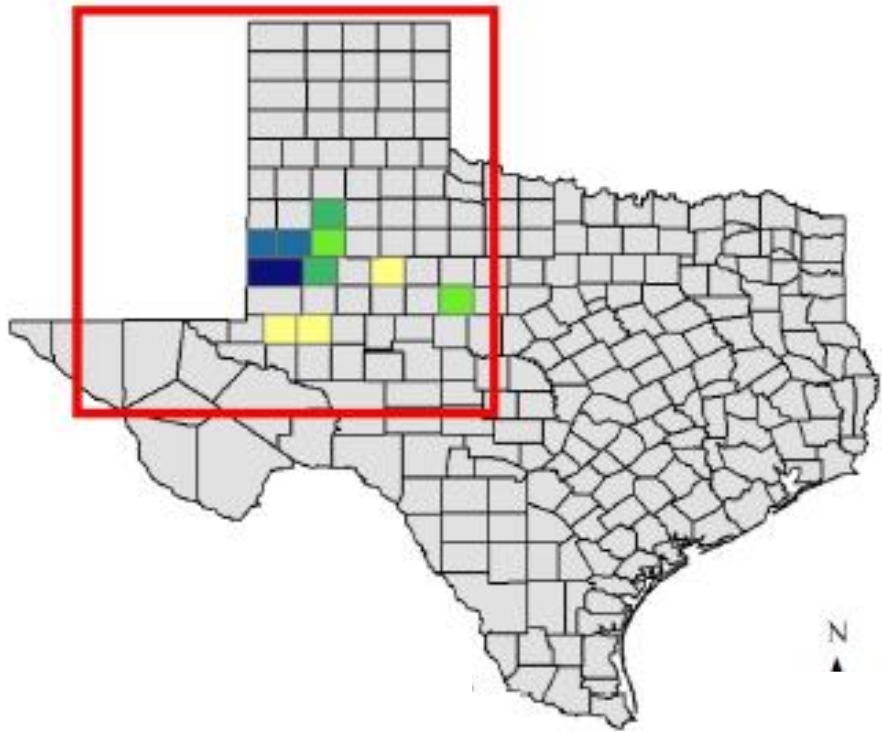


# Measles Update

# Measles Cases in Texas

## At-A-Glance

### South Plains Measles Outbreak, 2025



County	Number of Outbreak Associated Cases - 2025
Gaines	174
Terry	36
Dawson	11
Yoakum	11
Cochran	6
Dallam	6
Lamar	4
Lubbock	4
Martin	3
Ector	2
Lynn	2
<b>TOTAL</b>	<b>259</b>

### Measles in Bexar County



Four cases in the past 20 years

- 2019 – 1
- 2007 – 3



# Metro Health's Response

## Vaccine Campaign - Risk Less. Do More.

- Launched on January 1, 2025

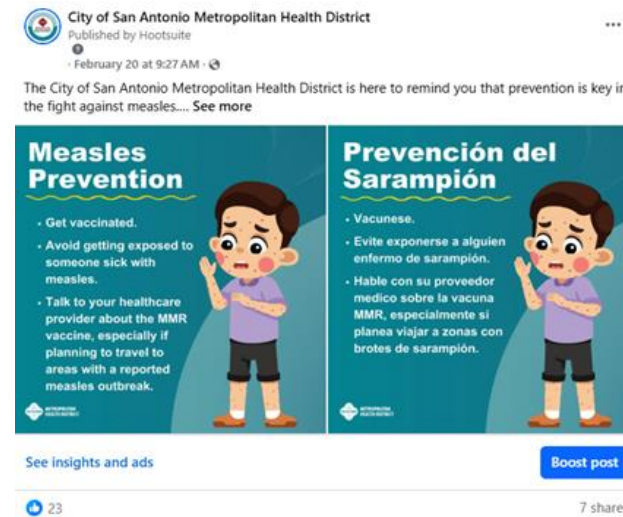
## Measles Prevention and Crisis Communications

- **Feb 20** Prevention Post - Social Media Post

- Over **287,000** impressions

- **Feb 23** Possible Measles Exposures

- **45+** News Stories
- Social Media Post - Over **2,200** Shares  
& over **214,000** Impressions



New Creative Campaign – **Let's Get Real**



# National Public Health Week

# Overview



**National Public Health Week: It Starts Here**  
**APRIL 7-13, 2025**



**METROPOLITAN  
HEALTH DISTRICT**

VISION:  
*Healthy People Thriving in a  
Healthy Community*

# Theme: “It Starts Here!”

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## Public Health

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- Foundational Capabilities
- *Prevent. Promote. Protect.*
- Programs and Services



## Policy Changes

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- Nationally Accredited
- 2024 Gold Medal Rating



## Collaborations

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- Big Cities Health Coalition
- NACCHO / TACCHO
- Community Partners
- Public Health Workforce



# MARKETING STRATEGY



**PUBLIC  
HEALTH**  
IT STARTS HERE!📍



**METROPOLITAN  
HEALTH DISTRICT**


**CELEBRATE  
THE  
JOURNEY  
WITH US!📍**

# Creative Messaging



# Media and Outreach





## PUBLIC HEALTH IT STARTS HERE ?

**National Public Health Week Theme and Language**

Public Health is more than just health care. The City of San Antonio Metropolitan Health District vision is "Healthy people thriving in a healthy community." Our staff works every day to PREVENT illness, PROMOTE healthy behaviors, and PROTECT against health hazards. Through education, collaboration, and essential services, we're building a healthier future for everyone. This year's theme is, "It Starts Here." Join us in celebrating National Public Health Week April 7-13, 2025! Learn more at [SA.gov/NPHW](https://SA.gov/NPHW).



**Advertisements  
in English and Spanish**

40 television segments airing Monday through Friday will provide information about NPHW, Metro Health programs and services. These interviews will air on SA Live, Great Day SA, Daytime@9, SA Living, Despierta San Antonio and Acceso Total.



Advertisements include television, radio, print, outdoor billboards, and digital display ads and social media.

**Website and Social Media**

**Social Media Ads**



**National Public Health Week 2025 Priority Areas:**

*Your Health is Our Mission*  
*Championing Resilience for Health*  
*Optimizing Health for All*

*Amplifying Voices for Public Health*  
*Strengthening the Public Health Workforce*



- Press Release Distribution
- Request for Coverage
- Digital Campaign
- Flyer Distribution
- Digital Banner Displays at City Tower, City Hall and 52 COSA street kiosks
- Social media toolkits with Council Offices, Community Partners, Community Health Worker Hub



# Advertisements

- Television and radio broadcast
- Interview segments on all local programs
- Outdoor billboards
- Bus ads and bus shelters
- Print ads
- Digital online banners
- Streaming television and radio
- Movie Theater ads
- Fiesta medal giveaway





# Collaborations & Events

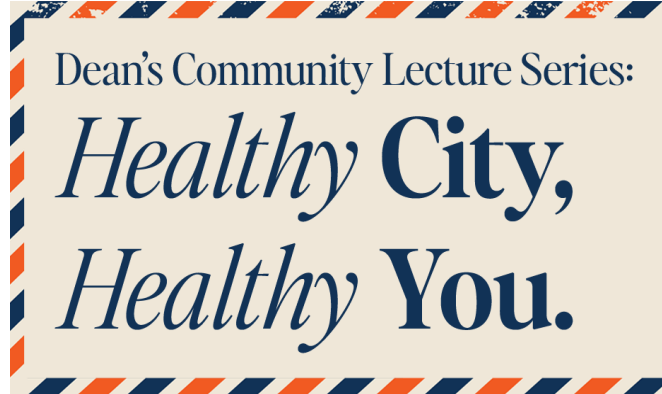
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**April 4th**

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Mayor's Fitness Council  
**Student Ambassadors**  
Basketball Send Off



**April 8th**

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**UTSA Dean's Lecture Series:**  
For April, the series will feature a panel conversation about public health and NPHW at the UTSA Main Campus RACE Auditorium



**April 10th**

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City Council **Mayor's Annual Proclamation**  
Declaring *April 7-13, 2025* as  
National Public Health Week



# Public Health Fest

Thursday, April 10, 2025

Rosedale Park

303 Dartmouth Street

4:00-7:00 P.M.

- Healthier Texas Challenge
- Education and resources
- No cost produce giveaways and food samples
- FIESTA MEDALS and much more!







# Thank You!

