

Community Health Committee Meeting

March 24, 2025

Dr. Claude A. Jacob

Metropolitan Health District



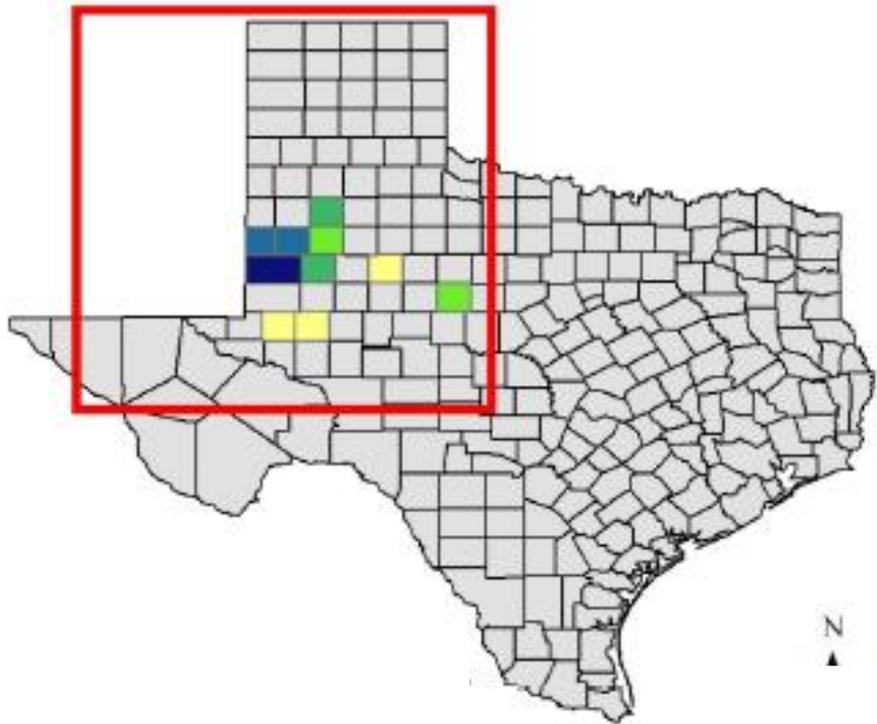


Measles Update

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
TOTAL	259

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

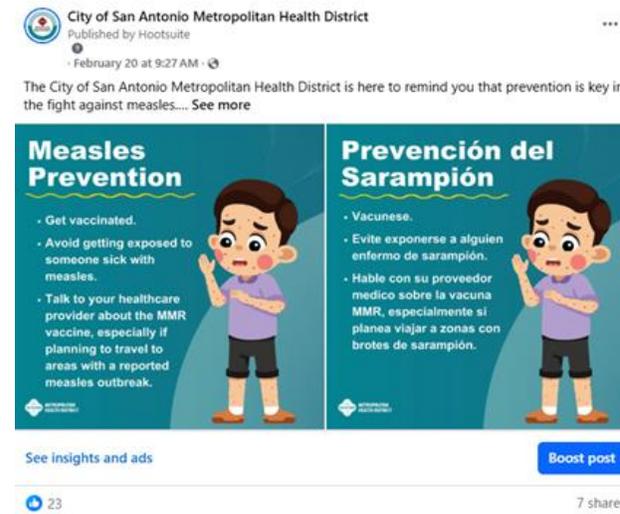
Measles Prevention and Crisis Communications

- **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



**METROPOLITAN
HEALTH DISTRICT**

VISION:
*Healthy People Thriving in a
Healthy Community*

Theme: “It Starts Here!”



Public Health

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



Policy Changes

- Nationally Accredited
- 2024 Gold Medal Rating



Collaborations

- 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



**PUBLIC HEALTH
IT STARTS HERE!**

 METROPOLITAN HEALTH DISTRICT

@SAMetroHealth
  

This social media post features a teal background with a white dashed line graphic that forms a path leading to a location pin icon. The text is in large, bold, white capital letters. The bottom left corner contains the City of San Antonio Metropolitan Health District logo, and the bottom right corner contains the handle @SAMetroHealth and icons for Facebook, Twitter, and Instagram.



**PUBLIC HEALTH
IT STARTS HERE!**

**CELEBRATE
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SCAN TO LEARN MORE 

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[SA.Gov/Health](https://www.sa.gov/Health)

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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.



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

NPHW information will be posted on our website home page. We will share promotional toolkits and collaborate with partners outside of the health sector, including elected officials, city planners, education officials, and private sector businesses, recognizing that other sectors can influence health outcomes. Daily social media posts will be shared on Facebook, Instagram and X promoting NPHW.

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

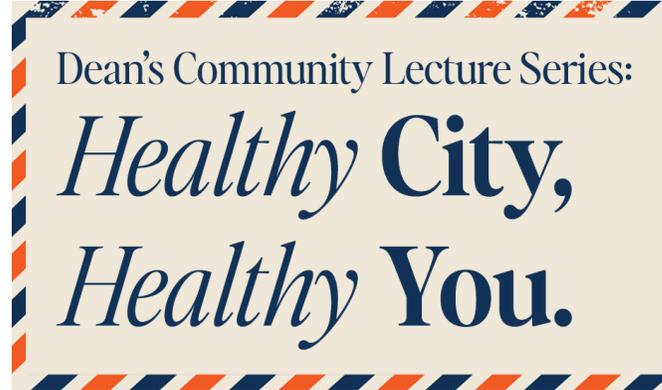


Collaborations & Events



April 4th

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



April 8th

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

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!

