Outreach goals

- Disseminate information on mpox.
- Triage and respond to needs and requests from community.
- Reduce stigma of mpox on LGBTQ community, specifically gay and bisexual men, and other men who have sex with men (MSM).
- Collaborate with community partners.
Our partners

- MDH’s 23 HIV Testing and Prevention grantees
- Syringe service programs
- MDH-sponsored PrEP clinics
- Minneapolis Mpox Taskforce
- MDH sexual health partners/grantees
- COVID grantees (e.g., diverse media and community engagement contractors)
- LGBTQ+ community-serving organizations
- Other community leaders/partners

Timeline of mpox outbreak response in Minnesota

Presentations
Community meetings
Media interviews

- Initial vaccine guidance created and posted
- LPH outreach
- Weekly e-newsletter
- Hookup app ads
- Social media
- Trans Equity Summit
- MPR story

Posters

- STD/HIV partner engagement
- Vaccine algorithm created, guidance updated
- Advisory group convened
- 101 trainings
- Diverse media campaign
- Paid social media campaign
- Vaccine pop-ups start
- Vaccine palm cards
- Ryan White provider call

First case in MN
Outreach branch created
Community partner calls start
Palm cards

Materials created

- Poster
- Basic fact sheet
- Vaccine palm card
- Extra fact sheets we shared
- ASL video

Mpox vaccine doses administered

![Chart showing total JYNNEOS vaccine doses administered reported to CDC](chart.png)

- **First doses**
- **Second doses**

5/11/2023
Lessons learned

• Combating existing stigma, not adding to it
• Navigating vaccine availability and eligibility
  • Vaccine pop-up clinics with partners
• Creating and relying on our community advisory group
• Flexibility

Moving forward

• Integrating mpox work into our HIV/STD work
• Contract continues with MINI to offer vaccine at outreach events
• Relying on partners share any updates on mpox and encourage vaccination
Thank You!

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