

SyphAware campaign

The Oregon Health Authority (OHA) launched a syphilis awareness campaign this month. Infectious syphilis in Oregon has increased from 26 reported cases in 2007 to 414 cases in 2014, and we are continuing to observe an increase in 2015 (cases are up 25% compared to 2014).

While Oregon's syphilis epidemic primarily affects men who have sex with men (MSM), cases among women have increased steadily (33 cases in 2014), and congenital (mother-to-child) cases have become a serious concern. The SyphAware campaign was developed in response to these data, using input from the Oregon HIV/Viral Hepatitis/Sexually Transmitted Infection Integrated Planning Group (IPG).

The campaign has four components:

- Ads on the MAX light rail and TriMet buses serving Multnomah, Clackamas and Washington counties;
- A campaign website (www.SyphAware.org) with basic information about syphilis transmission, symptoms, testing and treatment;
- Cards promoting the campaign website, for distribution by local health departments and community-based organizations throughout the state; and
- A webpage for providers with clinical information and resources related syphilis testing and treatment (www.healthoregon.org/std).

The SyphAware campaign seeks to increase knowledge about syphilis and encourage discussions about syphilis with loved ones and with health care providers. The campaign is intended to reach a broad audience, inclusive of MSM and other populations, complementing other local and state initiatives focused solely on MSM. Are you interested in helping raising awareness? To request cards promoting www.SyphAware.org, email Josh at joshua.s.ferrer@state.or.us.

PORTLAND
nationally we're...
#1 for coffee
#1 for fitness
#5 for syphilis

GET
INFORMED
- SyphAware.org

Oregon
Health
Authority
Centers for Disease Control and Prevention-Funded Campaign

Transit ad example

Upcoming events

World AIDS Day

Dec. 1

Find or register an event at
www.worldaidsdaynw.org.

National HIV Prevention Conference

Dec. 6–9

Atlanta, GA

Learn more at www.cdc.gov/nhpc.

Daily PrEP reminders

Oregon Reminders now offers free text message reminders to take pre-exposure prophylaxis (PrEP) medication.

Signing up takes less than a minute. Interested clients can visit www.OregonReminders.org and use the quick sign up feature at the bottom of the page.

A quick sign up option is also available for people who want text message reminders to test for sexually transmitted infections every three months.



Online ad promoting PrEP reminders

State- and county-level HIV data reports

Do you know how many people are living with HIV in your county? Can you name the racial/ethnic group with the highest HIV rate in your community? It's now easier than ever to get the most current data.

You can now find one-page reports listing the number and demographic characteristics of HIV cases in Oregon and in each county. To view these reports, visit the OHA HIV Data and Analysis Program webpage (<http://1.usa.gov/HIVdataOR>) and click

on the county of interest within the map of Oregon. These reports will be updated quarterly.

We hope these data will help local health departments and community-based organizations assess the extent to which clients served reflect the populations most affected by HIV, plan programs and raise community awareness.

Similar reports on syphilis will be available soon.

Outbreak response plan

The HIV and hepatitis C outbreak in rural Indiana this year (see <http://bit.ly/CDCiho>) alarmed both the public and health officials across the country. Stakeholders in Oregon have voiced concerns that this type of outbreak could occur in our state. This article highlights steps local health departments and community-based organizations can take to help prevent an outbreak and procedures to respond to an outbreak, should one occur.

Preventing an outbreak: There are many evidence-based interventions for reducing a community's risk for HIV and viral hepatitis infections. These interventions include:

- Targeted testing;
- Routine screening;
- Partner services;
- Linkage to medical care;
- Linkage to mental health services and substance abuse treatment; and
- Access to sterile syringes through pharmacy sales or syringe service programs.

Responding to an outbreak: State and local staff monitor HIV data on an ongoing basis. If an increase in cases is observed, staff will implement a response plan that includes the following steps:

- Meet with key partners to discuss the potential outbreak;
- Analyze surveillance, clinical, risk factor and laboratory data to understand factors associated with the potential outbreak;
- Evaluate changes and needs related to disease investigation, clinical and laboratory services;
- Interview stakeholders and affected populations to gather additional information; and
- Develop, implement and evaluate interventions to interrupt the chain of transmission.

OHA and our local partners have already taken such steps in response to the increase in syphilis cases. OHA remains ready to activate this response plan if needed in the future.