



Mpox crisis communications response

Allison Thrash, MPH – Hennepin County Public Health

Learning objectives

- Explain three ways to help ensure equity in access to information for the LGBTQ+ community.
- Outline steps to ensure beneficial media engagement during outbreaks.
- Explain the difference between “organic” social media campaigns and paid advertising on apps, and the pros and cons of each.



About Hennepin County Public Health

- Public Health Clinic and Red Door Services
- 53 years of Red Door in the Twin Cities LGBTQ+ community
- How our programs work together to address outbreaks



Mpox overview

- About mpox
- Outbreak timeline
- People affected
- Hennepin County's response activities



Things you can do
to protect yourself and partners
against Monkeypox (MPX)

Consider changing some behaviors until
two weeks after your second dose of vaccine

Talk with your partners



- Exchange contact information
- Discuss what you and your partners are comfortable with for prevention steps
- Ask how they're feeling and if they have any new symptoms

Limit skin-to-skin contact



- Wear clothes while having sex and at sex parties
- Masturbate together or have phone sex
- Use condoms, gloves, and dental dams

If you think you have MPX

Avoid these things



- Sex of any kind (oral, anal, vaginal)
- Touching each other's bodies and rash
- Kissing or exchanging spit
- Sharing towels, bedding, toothbrushes, fetish gear, and sex toys

Red Door recommends condom use, withdrawal (pulling out), and non-penetrative sex for 8 to 12 weeks after the MPX rash has healed completely.

Mpox comms objectives

- Ensure all people in Hennepin County affected had the information needed to protect their health
- Ensure equity in access to information about testing and vaccine
- Coordinate with partners to assess barriers for receiving communication
- Prevent stigma by ensuring all messages were reviewed through an equity lens
- Avoid fear-based messaging and ensure all messages were based on the best available science
- Offer messaging via trusted messengers, using channels preferred by the LGBTQ+ community

Prevent stigma & advance equity

- Involve people with lived experience in all aspects of planning and response
- Engage with community partners and seek their input and feedback
- Focus on trusted messengers and community-specific channels
- Respect people's autonomy by offering options

Monkeypox (Mpox)



Get the vaccine to protect yourself and others

Red Door is offering testing, treatment, and vaccine.



For more information or to schedule an appointment
612-543-5555
reddoorclinic.org/monkeypox



RED DOOR
Sexual health care for all people

About the vaccine



- It is a two-dose series; 28 days apart.
- The vaccine can be given in the forearm, shoulder, or upper back near the shoulder blade.
- Eligibility has expanded and Red Door has same-day appointments.

Who can get the vaccine



- People exposed to Mpox
- People living with HIV
- Men who have sex with men
- Transgender people
- Others who are at high risk

After care



- Your injection site might be red, swollen, and itchy.
- Loosely cover with a bandage to keep from scratching.

Evaluation overview

- Hennepin County Public Health's mpox response received a high degree of media engagement.
- Messaging targeted to social media accounts preferred by the LGBTQ+ community performed well.
- Hook-up apps were a useful tactic for reaching the impacted community.
- The targeted, multipronged communications strategy helped end the outbreak.

Traditional media

- Goals:
 - Respond to multiple media requests
 - Share a new/unique angle
 - Demonstrate that Red Door is an inclusive space
 - Share prevention messages and vaccine info
- 13 total stories



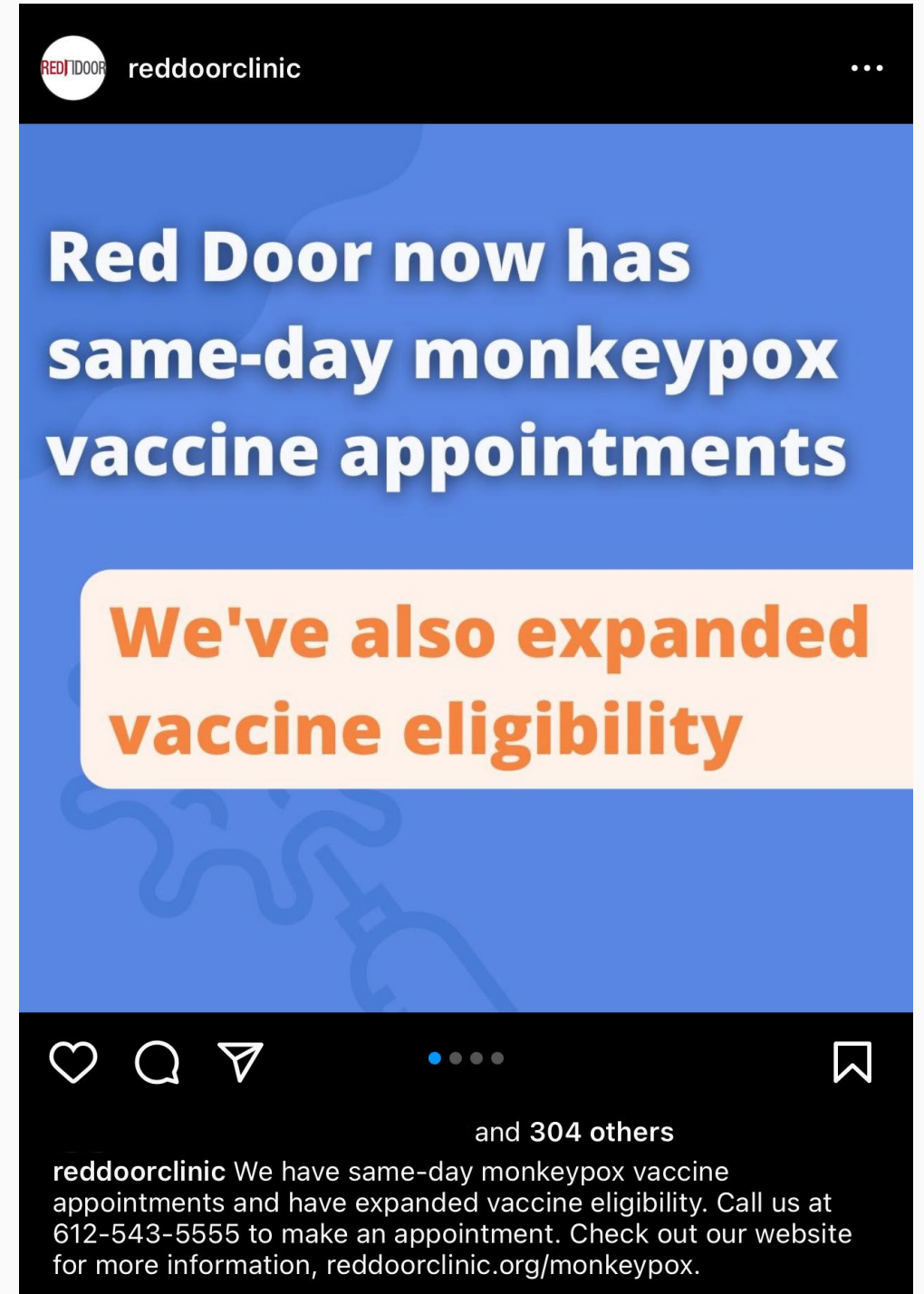
Ensuring beneficial media engagement

- Building positive media relationships
 - Provide equal access to information.
 - Give reporters what they need.
 - Preparation saves relationships.
- Reporters want a front seat to the action and all information NOW.



Social media

- Combo of “organic” and paid social posts
- Goals:
 - Reach people at high risk
 - Share prevention, treatment and vaccine messages
 - Amplify partners’ mpox content
- 52 mpox posts across three channels



Hook up apps & paid ads

- Hook up apps:
 - Grindr
 - Jack'd/Scruff
 - Sniffies (new in 2023)
- Paid ads:
 - \$6400 spent on digital campaign
 - High click through rate

Get the shot

Shoot your shot



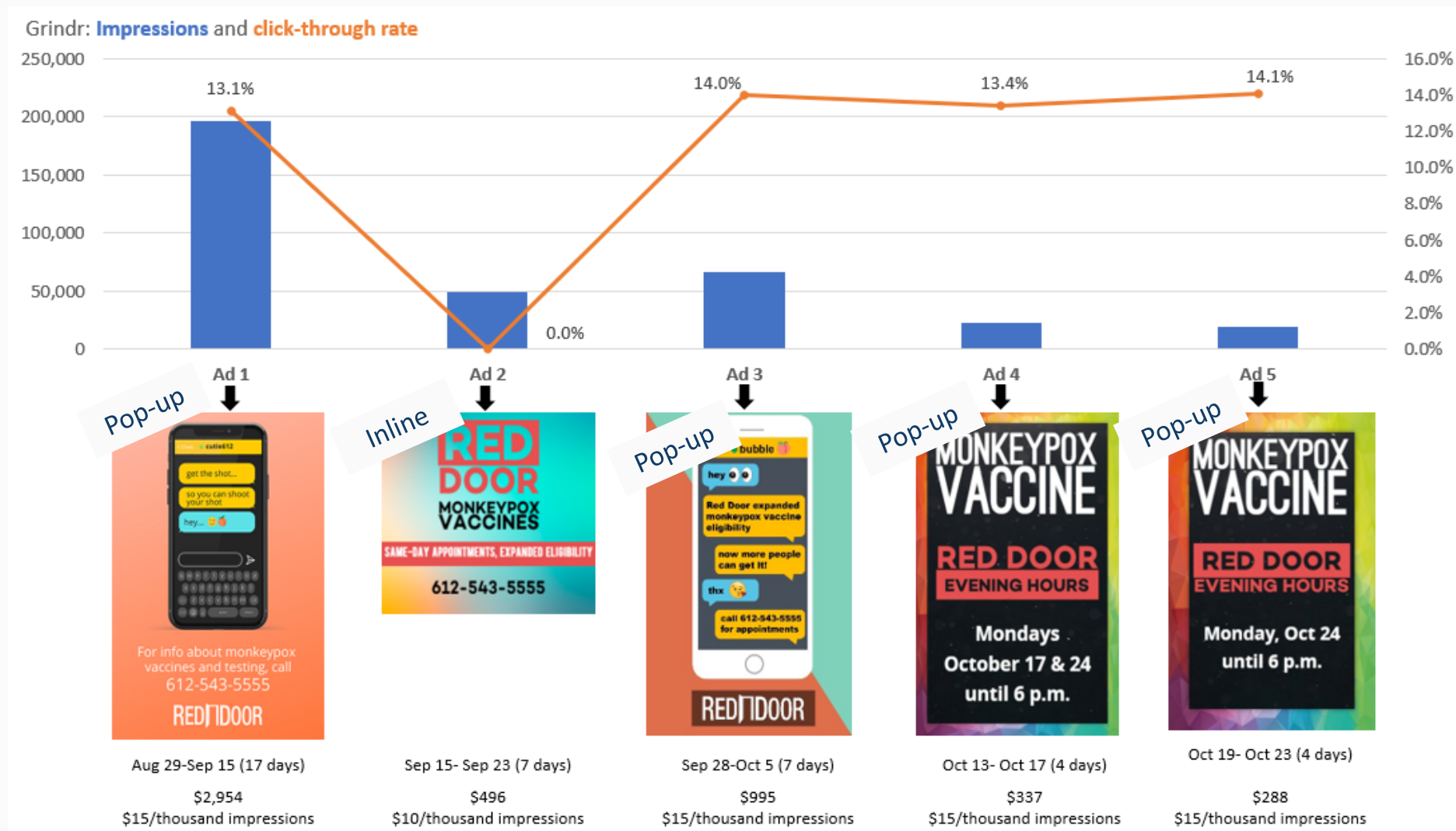
**Mpox vaccines at
Red Door Clinic**

RED DOOR

How much engagement was there?

Grindr ad impressions ranged from about 20K (4-day ads) to almost 200K (17-day ad)

Grindr ad click-through rates ranged from 0% (inline ad) to 14% (pop-up ads)



Evaluation results

- Our targeted, multipronged communications strategy helped end the outbreak.
- How did you hear about Red Door?
 - 47% family and friends
 - 22% social media
 - 8% hook up apps



Mpox comms – what's next?

- 2023 – nine new cases to date
- Evolving the message
- Pursuing funding for a new campaign
- Mpox work is ongoing

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