

MPV Messaging: Give the people what they need

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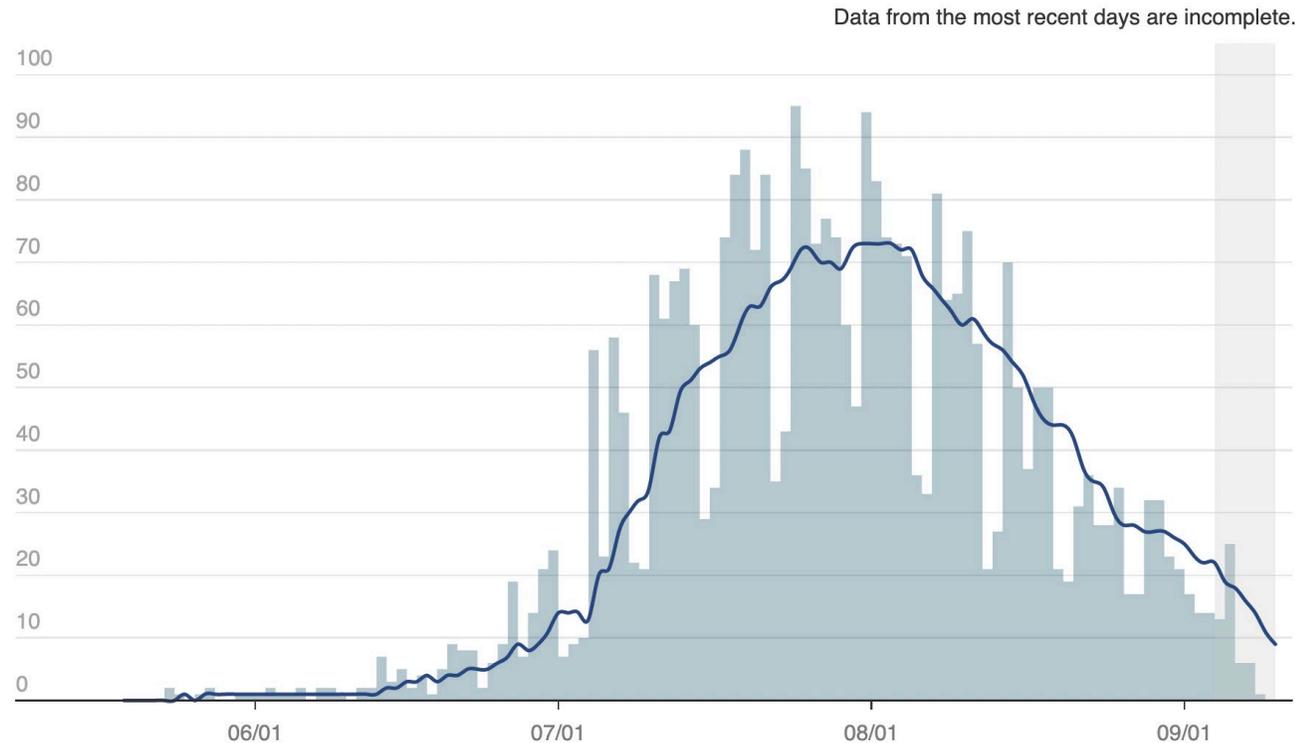
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New York City MPV case data: A Failure, then a Success

Daily New Cases

This chart shows the number of monkeypox cases that have been diagnosed each day since the NYC outbreak began in June.

The below data will be updated every weekday



Data as of: 09/09/2022

- Acquired immunity through infection
- Immunity through vaccination
- Behavioral changes, particularly involving sex

MPV prevention

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- Immunity through vaccination



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Messaging should consider each intervention

- Acquired immunity through infection



- Immunity through vaccination



- Behavioral changes, particularly involving sex

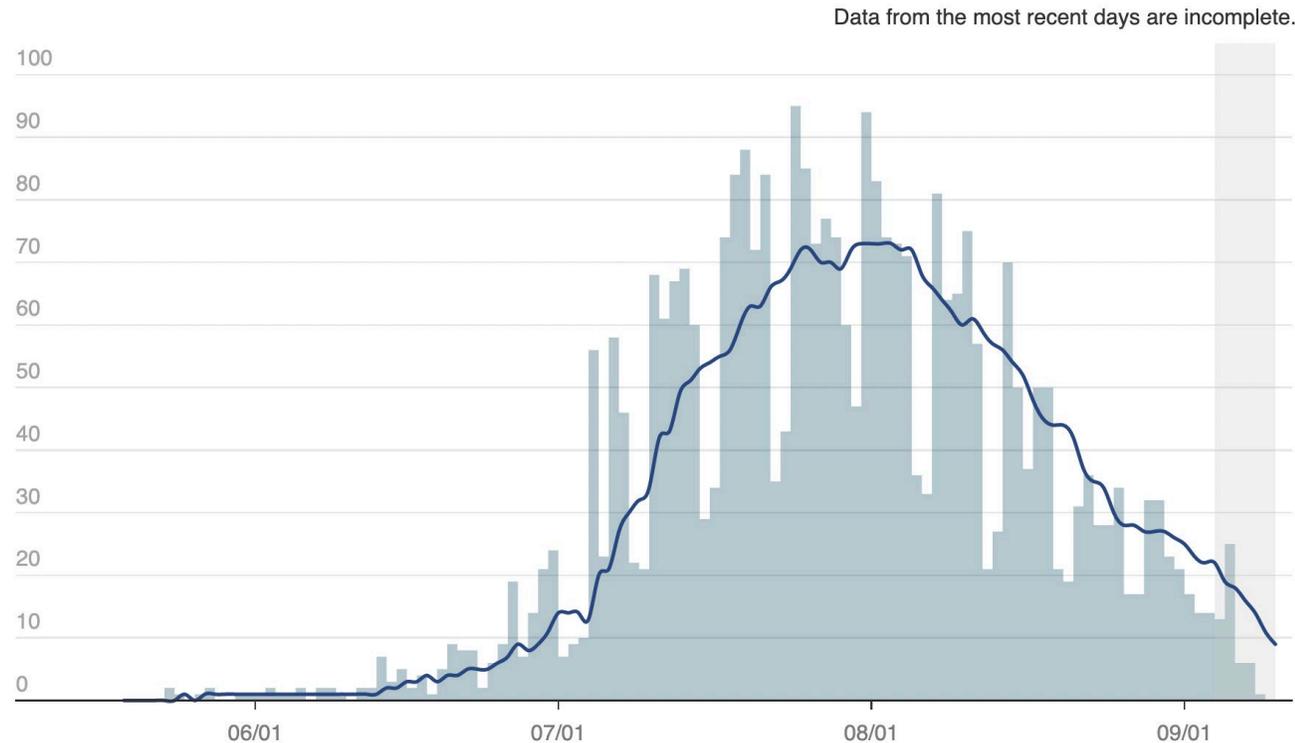


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OPINION
GUEST ESSAY

To Fight Monkeypox, Remember the Lessons of Covid and H.I.V.

May 29, 2022



Dado Ruvic/Reuters

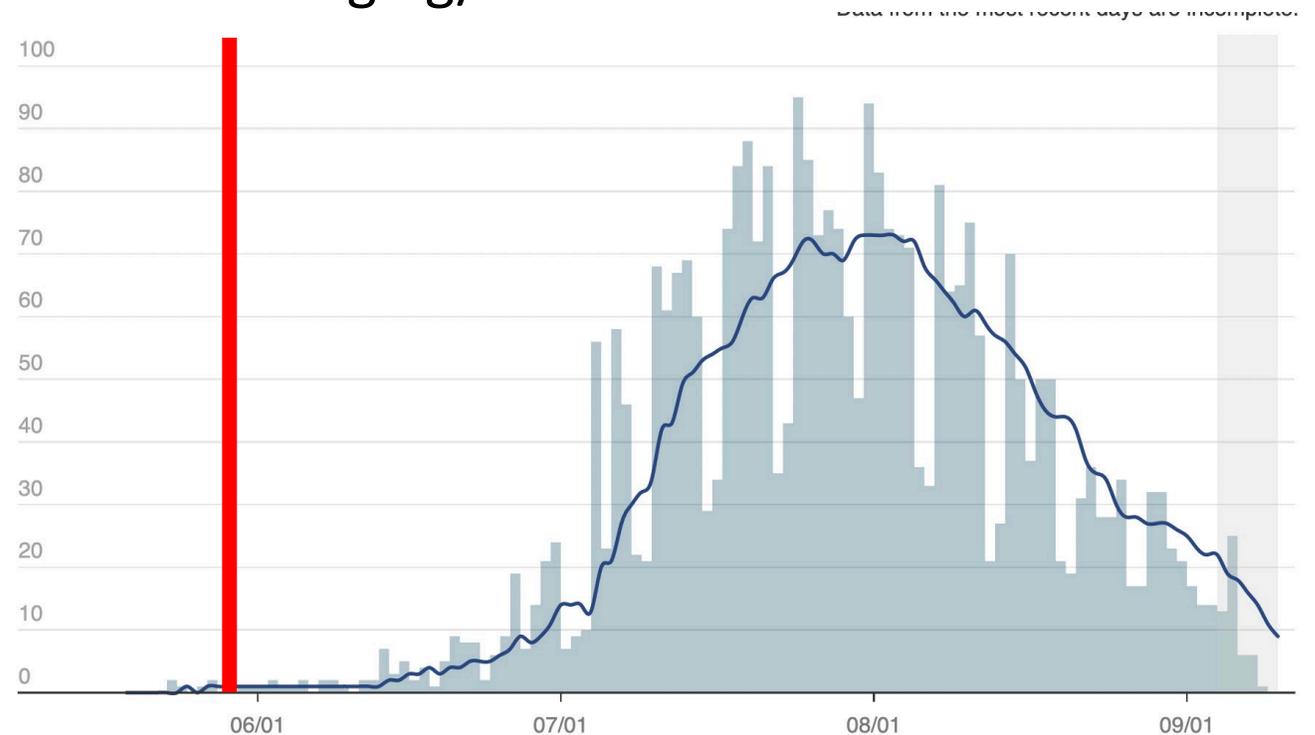


By James Krellenstein, Joseph Osmundson and Keletso Makofane

Mr. Krellenstein, Dr. Osmundson and Dr. Makofane are public health experts and advocates focused on infectious disease prevention.

May 29: A multi-racial group of community experts lays a policy framework for MPV tests and vaccinations

- **Messaging isn't enough without biomedicine**
- Biomedicine isn't enough without messaging/communication and **access**



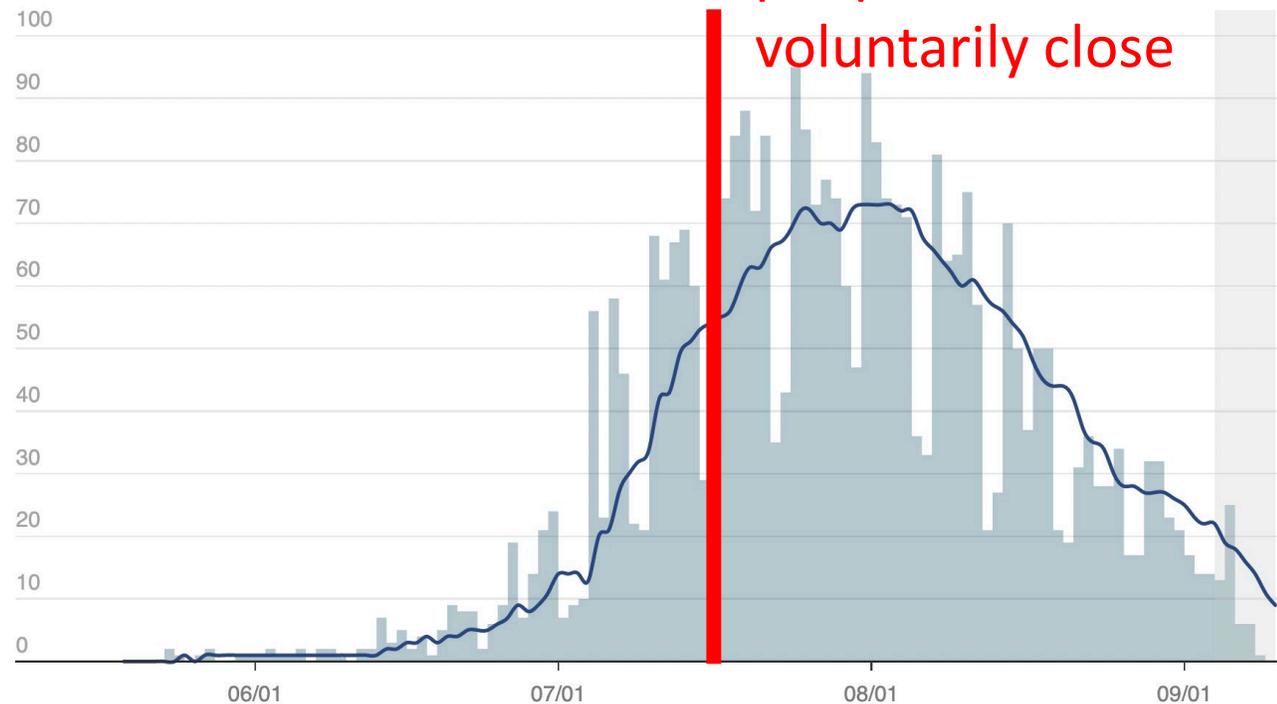
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Behavioral changes

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Data as of: 09/09/2022



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Deon Black via Unsplash

OPINIONS

Six Ways We Can Have Safer Sex in the Time of Monkeypox

How dressing like Kim Kardashian could lower your risk.

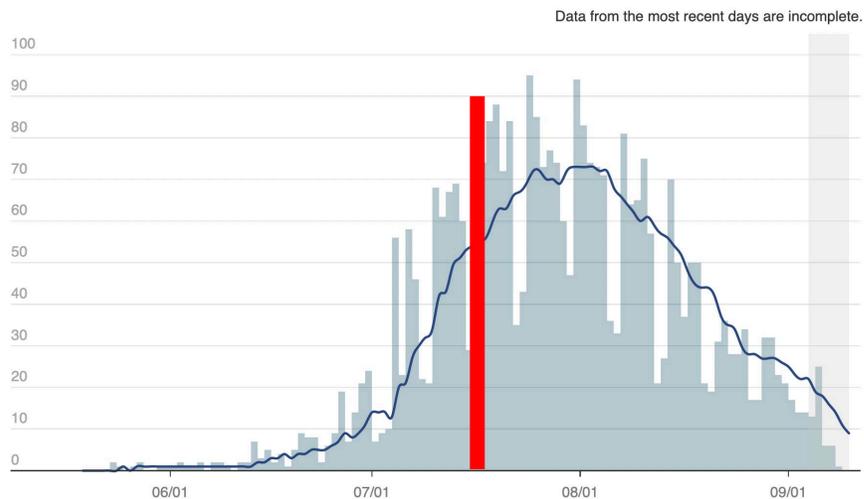
July 21, 2022 • By Nicholas Diamond, Joe Osmundson and Grant Roth

Behavioral changes: **TEMPORARY**

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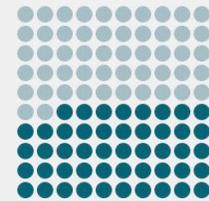
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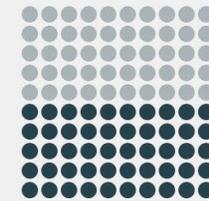


Gay, bisexual, and other men who have sex with men are taking steps to protect themselves and their partners from monkeypox.



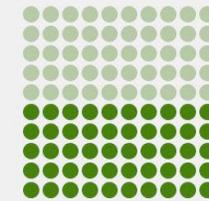
48%

reduced number of sex partners



50%

reduced one-time sexual encounters



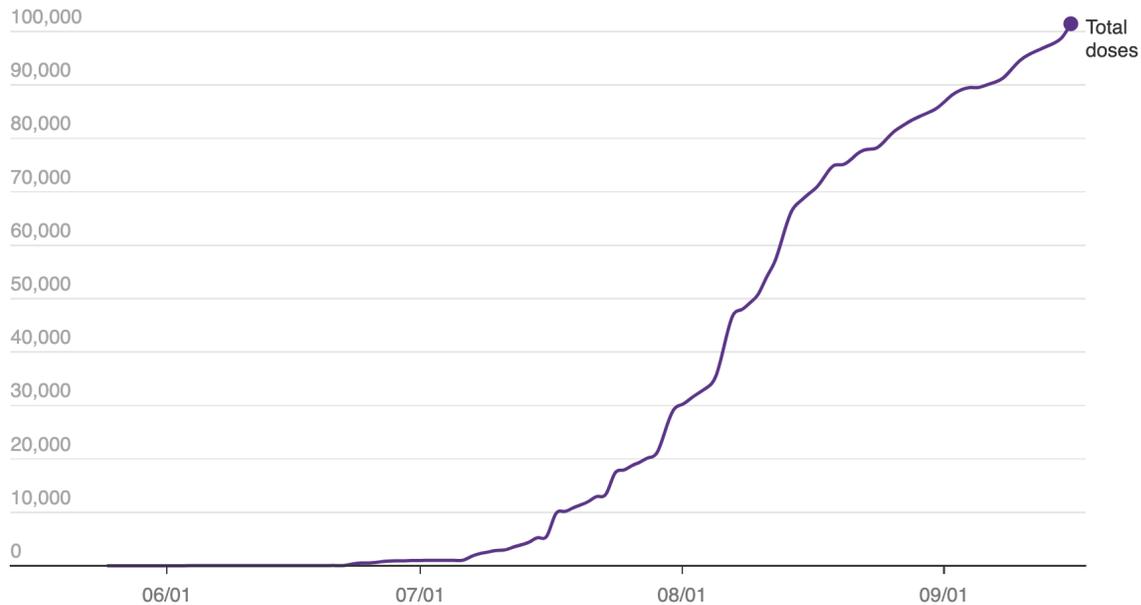
50%

reported reducing sex with partners met on dating apps or at sex venues

In an online survey of gay, bisexual, and other men who have sex with men conducted during August 5-15, 2022, respondents reported changing their behavior because of the monkeypox outbreak: 48% reported reducing their number of sex partners, 50% reported reducing one-time sexual encounters, and 50% reported reducing sex with partners met on dating apps or at sex venues.

Vaccination: NYC only giving ONE DOSE until early September

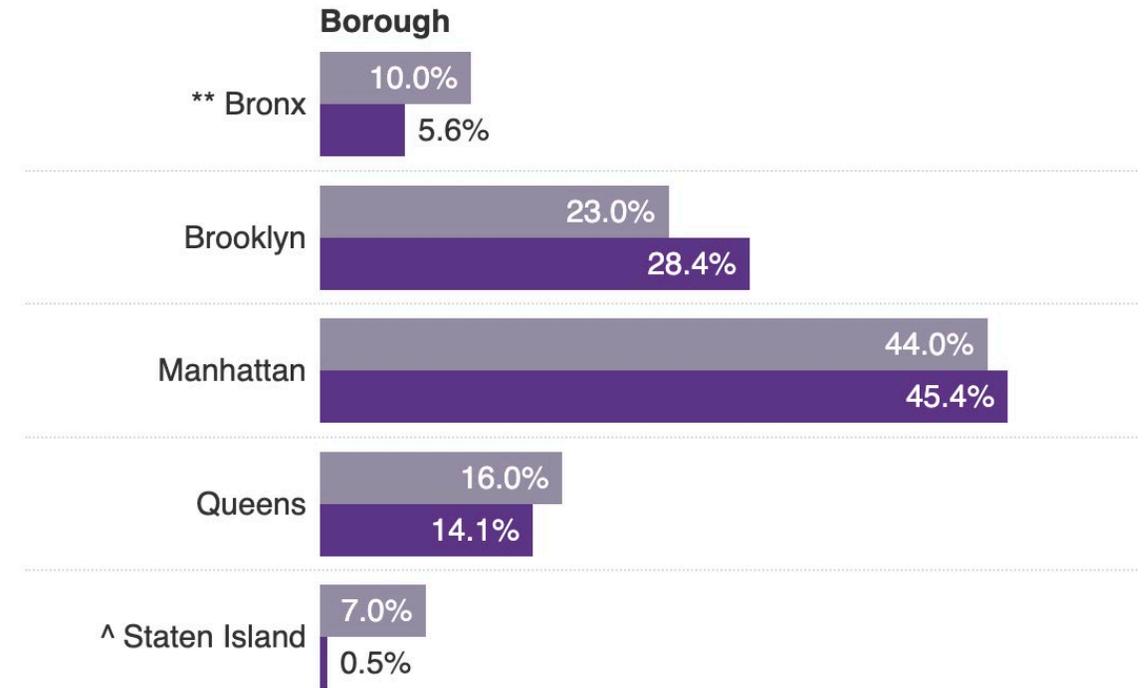
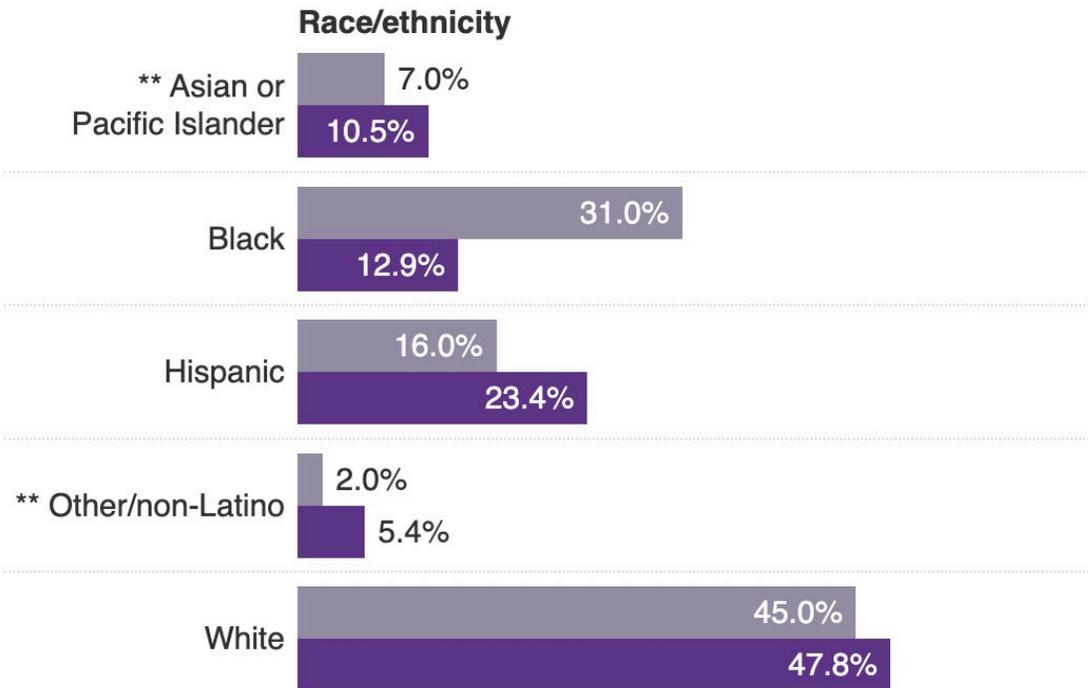
Total number of doses administered in NYC



Data updated each weekday at 3:45 p.m.

[About the data for this chart](#) [Get the data](#)

Vaccination: **Equity issues**, and questions about **those at most risk** getting vaccinated



Vaccine messaging: A two-way street

- Unmarked vaccine ‘vans’ for MPV vaccine distribution
- NYC first shot only policy in place
- Community partnerships on locations

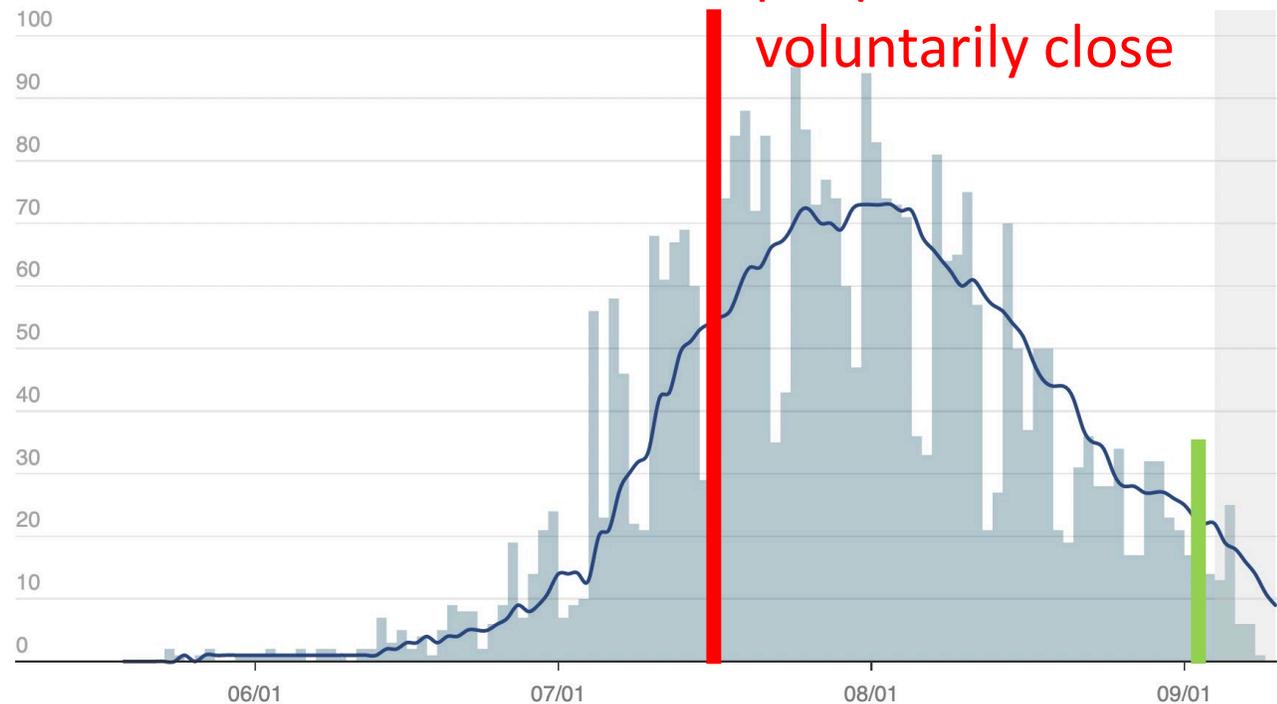


MPV Vaccine Vans at Places People Meet for Sex

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July 14: Places where people meet for sex voluntarily close

Sept 2: Places where people meet for sex re-open with 1st MPV dose access

Messaging

- About **interventions** not just **information**
- Hyper-local, hyper-flexible, **invite people in to research and implementation**
- **MPV vaccine vans could become a trusted on-site pop-up sexual healthcare provider**
 - PEP/PrEP
 - HIV and STI testing
 - Vaccines (hep, meningitis, MPV, ???)

Acknowledgements

- Community of event planners and attendees
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- Keletso Makofane, RESPND-MI Study