National Hepatitis A Outbreak

- First cases in 2016—Michigan and San Diego, CA
- Transmission: person-to-person through contact with fecally-contaminated environments
- Population: mostly homeless and/or persons who use injection or non-injection drugs
- HAV Genotype: 1B

Symptoms are more likely to occur in adults than in children. They usually last fewer than two months, but some people can be ill as long as six months.
National Hepatitis A Outbreak

State-Reported Hepatitis A Outbreak Cases as of November 8, 2019
Indiana Hepatitis A Outbreak

- Active surveillance in August 2017
- Outbreak-related cases beginning December 2017, many linked to Jefferson County, Kentucky
- Increase in cases statewide, some counties are post-outbreak
- 78 counties with outbreak-related cases
  - At least 38 counties with a jail-associated case
- Many Indiana cases meet the risk factors:
  - Homelessness
  - Illicit drug use
  - Jail visit
  - Contact with an ill individual
Hepatitis A: Indiana Historical

Hepatitis A Cases by Year—Indiana, 2013-2017

Reported Cases by Year:
- 2013: 32
- 2014: 20
- 2015: 19
- 2016: 18
- 2017: 21

Trendline:
- Decline from 2013 to 2015
- Slight increase from 2016 to 2017
Hepatitis A: Indiana Outbreak

Hepatitis A Cases by Year—Indiana, 2013-2019

Reported Cases

Year


964 1064

*Current as of 9/18/19
Indiana Outbreak-Related Cases
as of 11/15/19

Outbreak Cases: 2,219
Outbreak Deaths: 4
Hospitalizations: 1,223

55% of Outbreak Cases
Number of Hepatitis A Outbreak Cases by County

- > 39 – 500
- > 19 – 39
- > 9 – 19
- > 4 – 9
- 0 – 4
**Epidemiological Summary for Hepatitis A Outbreak-Related Cases as of 11/15/19**

<table>
<thead>
<tr>
<th>Demographic Information</th>
<th>Number of Cases Reporting Demographic (n=2219)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of Cases (By Onset)</td>
<td>2219</td>
</tr>
<tr>
<td>Illness onset range:</td>
<td>12/1/2017 – 11/2/2019</td>
</tr>
<tr>
<td>Female, n (%)</td>
<td>885 (39.9%)</td>
</tr>
<tr>
<td>Hospitalized, n (%)</td>
<td>1223 (55.1%)</td>
</tr>
<tr>
<td>Deaths, n (%)</td>
<td>4 (0.2%)</td>
</tr>
<tr>
<td>Min Age (years)</td>
<td>3</td>
</tr>
<tr>
<td>Max Age (years)</td>
<td>90</td>
</tr>
<tr>
<td>Median Age (years)</td>
<td>37</td>
</tr>
</tbody>
</table>
## Epidemiological Summary for Hepatitis A Outbreak-Related Cases as of 11/15/19

<table>
<thead>
<tr>
<th>Risk Factor Information</th>
<th>Number of Cases Reporting Risk Factor (n=2219)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Any Illicit Drug Use, n (%)</strong></td>
<td>1150 (51.8%)</td>
</tr>
<tr>
<td><strong>Any Homelessness, n (%)</strong></td>
<td>170 (7.7%)</td>
</tr>
<tr>
<td><strong>Illicit Drug Use and Homelessness, n (%)</strong></td>
<td>142 (6.4%)</td>
</tr>
<tr>
<td><strong>No Illicit Drug Use or Homelessness, n (%)</strong></td>
<td>495 (22.3%)</td>
</tr>
<tr>
<td><strong>Correctional Facility Inmates, n (%)</strong></td>
<td>330 (14.9%)</td>
</tr>
<tr>
<td><strong>Men Who Have Sex with Men (MSM), n (%)</strong> (male cases only)</td>
<td>42 (1.9%)</td>
</tr>
<tr>
<td><strong>Close Contact with a Case, n (%)</strong></td>
<td>388 (17.5%)</td>
</tr>
<tr>
<td><strong>History of Hepatitis B (HBV), n (%)</strong></td>
<td>27 (1.2%)</td>
</tr>
<tr>
<td><strong>History of Hepatitis C (HCV), n (%)</strong></td>
<td>540 (24.3%)</td>
</tr>
<tr>
<td><strong>HBV &amp; HCV, n (%)</strong></td>
<td>47 (2.1%)</td>
</tr>
<tr>
<td><strong>Lost to Follow-up, n (%)</strong></td>
<td>926 (41.7%)</td>
</tr>
</tbody>
</table>
Thank you!

Nicole Stone, MPH
Enteric Epidemiologist
317-234-2898
NStone2@isdh.in.gov
Hepatitis A Outbreak Update

2019 Indiana Infectious Disease Summit

Lisa Pearson, LPN
Adult Immunization & Outbreak Response Coordinator
Immunization Division

Indiana State Department of Health
Vaccines Administered: 208,346
Includes public and private doses since Jan 1, 2018
Hep A Vaccination Efforts

Indiana has implemented several different approaches to protect Hoosiers since Jan. 1, 2018:

– Post-exposure Prophylaxis (PEP) of close/household contacts for positive cases
– Preventive Outbreak Response in counties that have large numbers or high potential for hepatitis A cases
– Strike Team Approach at local county jails, community-based service locations, STD Programs and syringe service program sites
Vaccine Administered

• Documentation for administered adult Hepatitis A vaccines has increased dramatically since January 1, 2018
  – In previous years, only approximately 7,500 doses were reported in the registry
  – As of November 1, 2019, 206,777 administered doses have been reported since the outbreak began in 2018
    • 25% of these doses have been administered with publicly funded doses through local health department, state agencies and strike team efforts
    • The remaining 75% of these doses have been administered with privately funded doses in local physician offices, pharmacies or in local health departments that bill private insurance
Target Populations

- Incarcerated/work release program
- Injectable drug use
- Non-injectable drug use
- Homeless
- Men who have sex with men (MSM)
August 2018 ISDH Launched an Outbreak Response Model

• No-cost vaccination clinic strike team
What is the Strike Team?

- Clinic manager & Nurses
- Provides all the necessary supplies for a vaccination clinic at no-cost to hosting facilities
- Mobile van fully stocked with all needed supplies
- Storage and handling units to ensure temperatures are maintained to safely transport vaccine
Where Will We Vaccinate?

- Jails
- Community clinics/events
- Food Pantries
- Shelters
- Outreach efforts
- Mobile clinics
- Parking lots
- Open to suggestions
Strike Team Hep A Response

• Since August 2018 the Strike Teams have conducted:
  – 191 total clinics consisting of:
    • 72 counties
    • 106 county jail clinics
    • 86 community clinics, including food pantries, soup kitchens, transitional living centers, homeless programs, SSP programs or recovery centers

• A total of 9,187 doses have been administered by the Strike Teams as of November 1, 2019
HEPATITIS A

Contagious
Liver Disease

Spread through

- Poor hygiene after using bathroom

Q: How can I prevent this?
A: Get vaccinated!

Q: What are the symptoms?
A: Fever, tiredness, don’t feel like eating, sick to the stomach, tummy aches
A: Dark urine (motor oil color) and yellow skin or eyes (jaundice)
A: Clay-colored poop

Q: Complications?
A: Sick for a long time
A: Death

Q: Who is most at risk:

- Drug users
- Homeless
- MSM
- People in jail
Strike Team Hep A Response

Strike Team Vaccination Updates (current as of 10/18/19):

Strike Team Administered Vaccine Per Week

Total Vaccine Administered

Vaccine Clinic Operational Period
Thank you!

Lisa Pearson, Adult Immunization & Outbreak Response Coordinator
Immunization Division
lpearson@isdh.in.gov
317.864.9992
Who Are We?

Erika Pitcher
Director

Laura Weaver
Nurse

Angela Klopfenstein
Nurse

Phil Steigerwald
Infectious Disease Specialist

Laura Sanchez
Infectious Disease Specialist
Early Prevention

- **Spring 2018** *(no confirmed cases)*
  - Educational Folders distributed to 20 homeless shelters/transitional living facilities
  - Hepatitis A Packet for Correctional Facilities distributed to Allen County Jail
  - Informational Letter Issued to Allen County Restaurant Establishments
Start of Hepatitis A Outbreak

Allen County Hepatitis A Outbreak

# of cases

| Month  | Jan '18 | Feb '18 | March '18 | April '18 | May '18 | June '18 | July '18 | Aug '18 | Sept '18 | Oct '18 | Nov '18 | Dec '18 | Jan '19 | Feb '19 | Mar '19 | Apr '19 | May '19 | Jun '19 | Jul '19 | Aug '19 | Sep '19 | Oct '19 |
|--------|---------|---------|-----------|-----------|---------|---------|---------|---------|----------|--------|-------|--------|---------|---------|--------|--------|-------|--------|--------|--------|--------|
|        | 0       | 0       | 0         | 3         | 1       | 3       | 7       | 13      | 13       |        |       | 0      | 0       | 0      |        | 0      | 0     | 0      | 0      | 0      | 2      |
Hepatitis A Response

• May 2018
  – Infectious, active TB case + an uptick in Hepatitis A cases affecting very a similar population
  – Put together a strategic plan to offer both TB testing and Hep A vaccines through various outreach activities
Summer/Fall 2018 Response

- Local Homeless Shelters
  - Went several different times during meals to offer vaccines (6a, 12p, 6p)

- Public Library
  - A lot of daytime homeless activity, set up a booth 3 different times

- Drug Treatment Centers
  - Go on each unit monthly to offer vaccines

- Night Clubs
  - Went on several occasions to local clubs with known MSM population (10p-1:00a)
More Outreach

- Allen County Syringe Services Program
  - Offered to participants every week
- Hotel/Motels
  - Set van up roadside to offer vaccine (once a week x 3 weeks)
- High Risk STD patients in Medical Annex
  - Encouraged all patients with high risk behaviors to get vaccine while in clinic
- Allen County Jail weekly vaccinations
  - Vaccinated inmates every Friday
# 2018 Hepatitis A Vaccinations

<table>
<thead>
<tr>
<th>Location</th>
<th># of Vaccinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shelters/Drug Treatment Facilities</td>
<td>159</td>
</tr>
<tr>
<td>Allen County Jail</td>
<td>687</td>
</tr>
<tr>
<td>Syringe Services Program</td>
<td>162</td>
</tr>
<tr>
<td>High Risk Clinic Patients</td>
<td>226</td>
</tr>
<tr>
<td>Misc. High Risk Locations</td>
<td>99</td>
</tr>
<tr>
<td>Contacts</td>
<td>64</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,397</strong></td>
</tr>
</tbody>
</table>
Other Prevention Activities

• ACDOH asked Parkview, Lutheran and St. Joseph hospital laboratories to call and report positive cases immediately, even if it was at 2am!
• Dr. McMahan issued weekly public health messaging/updates to providers and healthcare professionals throughout our community
• $5 McDonald’s gift cards purchased to use as incentives during several events
Did it work?
Allen County Hepatitis A Outbreak

Early Prevention

Strategic Outreach
We thought so!

• Stopped Allen County Jail Outreach in January 2019
• Stopped homeless shelter/known hangout outreach during winter
• Continued vaccination in STD clinic, Syringe Services Program and Drug Treatment Facilities
Slight Uptick in Spring 2019

Allen County Hepatitis A Cases by Risk Factor

- Homeless
- Jail
- MSM
- Drug Use
- Contact
- Unk/Other
Continued 2019 Vaccination Efforts

<table>
<thead>
<tr>
<th>Location</th>
<th># of Vaccines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allen County Jail</td>
<td>646</td>
</tr>
<tr>
<td>Syringe Services Program</td>
<td>95</td>
</tr>
<tr>
<td>Drug Treatment Centers</td>
<td>20</td>
</tr>
<tr>
<td>Contacts/High-Risk</td>
<td>92</td>
</tr>
<tr>
<td>High Risk Clinic Patients</td>
<td>468</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,321</strong></td>
</tr>
</tbody>
</table>

2,718 total vaccinations!
Biggest Impacts

- FLEXIBILITY!!!
- Public Health Messaging
- Immediate Reporting
- Jail Vaccinations
- SSP Vaccinations
Biggest Challenges

- Several early/late hours
- Physically demanding (hot/cold, large set-ups)
- Highly untrusting group of people
- Many people uninterested in their own health
- VERY long outbreak!
Thank You!

Erika Pitcher
Erika.pitcher@allencounty.us
(260) 449-4838
Hepatitis A Outbreak: STD Disease Intervention Specialist’s Role in a New Epidemic

Brandon Halleck
*Linkage to Care Manager*
HIV/STD/Viral Hepatitis Division

Indiana State Department of Health
Objectives

- Need
- Disease Intervention Specialist
- Outreach
- STD/HIV/HCV integrated testing
Need

• Indiana has 2190 cases of Hepatitis A
  – 26.7% Co-Infected with hepatitis C (HCV)
  – 0.4% Co-Infected with HIV
  – 1.8% MSM
  – 6.4% Homelessness and illicit drug use
  – 45.5% Illicit Drug use
  – 51.9% Any illicit drug use
  – 1.3% Homelessness only
  – 7.7% Any homelessness
  – 14.8% Correctional facility inmates
Need

• Increase the number of people receiving the HEP A vaccination

• Strike teams are targeting:
  – Homeless
  – Persons Who Inject Drugs (PWID)
  – Men who have sex with men (MSM)
  – Incarcerated population
Disease Intervention Specialist

• The main focus of a DIS is to prevent the spread of disease for STDs:
  – Work for federal, state, or local health departments in STD/HIV programs
  – Receive specialized training from CDC in chlamydia, gonorrhea, syphilis, and HIV, and interviewing techniques
  – Usually function within an STD clinic
  – Assist providers and labs to meet their legal reporting requirements
  – Discuss infection with patients
  – Ensure treatment of patients and their partners
Disease Intervention Specialists

• Why use the State Disease Intervention Specialist (DIS)?
  – They are able to be mobilized quickly
  – Their purpose in their job description is to assist with outbreak response
  – Able to offer addition services for co-morbidities
Outreach

• Strike Team identifies location of clinic
• Contact each clinic location to identify where the target population are located
• DIS are deployed to provide street outreach to those target areas
• DIS canvass the areas identified to provide education material and offer HIV/STD testing
  – DIS provide outreach too
    • Homeless Camps
    • Door to Door
    • Gas Stations
    • Parks
    • Public Bathrooms
    • Any other place that the local clinic identifies
Free Health Screening and Vaccination

Hepatitis A Vaccination & HIV, STD, and Hepatitis C testing

Shelby County
Thursday, October 18
Salvation Army
136 East Washington St
Shelbyville, IN 46176
10:30am—1:30pm

What are the symptoms of Hepatitis A?

- Not everyone has signs of hepatitis A.
- They can take 2-6 weeks to appear, and last between 2-6 months.
- People at increased risk for hepatitis A infection include men who have sex with men, users of injection and non-injection drugs, sharing used needles, those traveling to or working in developing countries, and people with clotting factor disorders or chronic liver disease.
- For more information, contact your local health department.
HEPATITIS A
Highly contagious. Highly preventable.

What is hepatitis A?
Indiana is experiencing an outbreak of hepatitis A, a highly contagious liver infection caused by the hepatitis A virus. It can range from a mild illness lasting a few weeks to a severe illness lasting a few months.

What are the symptoms?
Not everyone has signs of hepatitis A. If symptoms do develop, they usually appear two to six weeks after infection and can include:

- Abdominal pain
- Fever
- Dark urine
- Nausea
- Vomiting
- Jaundice (yellowing of the eyes)
- Pale stools (poop)
- Loss of appetite
- Joint pain
- Diarrhea
- Fatigue

Symptoms are more likely to occur in adults than in children. They usually last fewer than two months, but some people can be ill as long as six months.

What should I do if I have symptoms?
Anyone who has symptoms should contact a healthcare provider immediately and should not prepare food for others. People with symptoms should avoid work or school while ill.

How do I know if I have hepatitis A?
A doctor can confirm someone has hepatitis A with a blood test.

Who is most at risk during this outbreak?
Hepatitis A is usually spread person-to-person when someone accidentally consumes stool (poop) of someone with hepatitis A or by consuming contaminated food or water. Although anyone can get hepatitis A, those most at risk in this outbreak are people who use illicit drugs, homeless individuals, men who have sex with men, and those who are in jail or prison.

What can I do to prevent hepatitis A?
Get Vaccinated! A hepatitis A vaccine is readily available from healthcare providers and pharmacies. Good handwashing with soap and running water, especially before preparing food and after using the restroom, can also help prevent the spread of hepatitis A.

For more information
Talk to your healthcare provider or visit hepAfacts.isd.in.gov for more information on the hepatitis A outbreak in Indiana.
Outreach numbers

Outreach

<table>
<thead>
<tr>
<th>Location</th>
<th>Face to Face</th>
<th>Flyers Left of Doors</th>
<th>Posted in High traffic Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terre Haute</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owen County</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelby County</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Outreach Testing

• Provided free/low cost STD/HIV testing at Hep A Vaccination Clinics
  – Incentivize people to get vaccinated
  – Look for incidence of co-morbidities
STD/HIV/HCV Integrated testing

Testing numbers

- Terre Haute
- Owen County
- Shelby County

HIV test
Hepatitis C test
Chlamydia and Gonorrhea tests
HIV/HCV/STD Testing Numbers

HEP A Clinic Testing numbers

- Syphilis
- Gonorrhea
- Chlamydia
- HCV
- HIV

Previous Positive, Positive, Number of person tested
Incentives
HEPATITIS A
Highly contagious. Highly Preventable.

Free
- Hepatitis A vaccination
- HIV testing
- Hepatitis C testing

Get a $10 gift cards with vaccine and HIV test!

4 - 7 p.m. Sept. 3
Albany United Methodist Food Pantry
125 N. Broadway
Albany

Who’s at risk:
+ Experiencing homelessness
+ Recently in jail
+ Illicit drug use
+ Close contact with infected person

GET THE FACTS>
hepAfacts.isdh.in.gov
Incentive HIV/HCV/STD Testing Numbers

- **HIV**
- **HCV**
- **Chlamydia**
- **Gonorrhea**
- **Syphilis**

![Bar Chart]

- **Y-axis:** Infectious Condition Types
- **X-axis:** Number of Persons Tested
- **Legend:**
  - Previous Positives
  - Positives
  - Number of persons tested

- **HIV** has the highest number of persons tested.
- **HCV** and **Chlamydia** have significantly lower numbers.
- **Gonorrhea** and **Syphilis** have the lowest numbers.
Lessons Learned

• Canvassing efforts were not as effective, and not cost effective

• Local businesses/organizations were ready to help but ill prepared

• Those seeking vaccines were not always seeking STD/HIV testing

• Limited access to private/confidential areas for testing
Successes

• Provided access to STD/HIV testing
• Finding co-morbidity
• Increased education
  – Distributed educational materials
  – Face-to-face interactions increased awareness
• Positive responses from local business owners
  – Receptive to the information
  – Ready to help
Best Practices Utilizing DIS for Public Health Response

• Can be used in other disease investigations and outbreaks
  – Efforts should be highly coordinated
  – Targeted outreach to populations most at risk
  – Not canvas testing or advertising

• Applicable skill sets:
  – Phlebotomy
  – Motivational interviewing
  – Complex disease investigation
  – Working in difficult environments
  – Interacting with high-risk populations
  – Street outreach

• Deployment periods for high impact responses should be short
Questions
Hepatitis A Outbreak: Public Awareness and Media Campaign

2019 Infectious Disease Summit
Health Department Toolkit

- Press releases – one for general education and a second with clinic information
- Social media messaging
  - Can be used on Facebook or Twitter
  - Links to the ISDH outbreak webpage
  - Can localize by adding specific clinic information
- Poster – Template to customize with clinic time, date and place
- Media talking points and tips
- All materials available on hepAfacts.isdh.in.gov
  - Case counts updated every Friday
Mirror Clings

- 93 local health departments
- INDOT put at rest stops
- Mailed to community partners
- Distributed at the state fair
- Still have supply available at no charge
HEPATITIS A
Highly contagious. Highly preventable.

What is hepatitis A?
Indiana is experiencing an outbreak of hepatitis A, a highly contagious liver infection caused by the hepatitis A virus. It can range from a mild illness lasting a few weeks to a severe illness lasting a few months.

What are the symptoms?
Not everyone has signs of hepatitis A. If symptoms do develop, they usually appear two to six weeks after infection and can include:
- Abdominal pain
- Fever
- Dark urine
- Nausea
- Vomiting
- Jaundice (yellowing of the eyes)
- Pale stools (poop)
- Loss of appetite
- Joint pain
- Diarrhea
- Fatigue (extreme tiredness)

Symptoms are more likely to occur in adults than in children. They usually last fewer than two months, but some people can be ill as long as six months.

What should I do if I have symptoms?
Anyone who has symptoms should contact a healthcare provider immediately and should not prepare food for others. People with symptoms should not attend work or school while ill.

How do I know if I have hepatitis A?
A doctor can confirm if someone has hepatitis A with a blood test.

Who is most at risk during this outbreak?
Hepatitis A is usually spread person-to-person when someone accidently consumes stool (poop) of someone with hepatitis A or by consuming contaminated food or water. Although anyone can get hepatitis A, those most at risk in this outbreak are people who use illicit drugs, homeless individuals, men who have sex with men and those who are in jail or prison.

What can I do to prevent hepatitis A?
Get Vaccinated! Hepatitis A vaccine is readily available from healthcare providers and pharmacies. Good handwashing with soap and running water, especially before preparing food and after using the restroom, can also help prevent the spread of hepatitis A.

For more information
Talk to your healthcare provider or visit www.hepAfacts.isdh.in.gov for more information on the hepatitis A outbreak in Indiana.

HEPATITIS A
Altamente contagiosa. Altamente prevenible.

¿Qué es la hepatitis A?
El estado de Indiana está experimentando un brote de hepatitis A, una infección del hígado altamente contagiosa causada por el virus de la hepatitis A. Puede variar desde una enfermedad leve que dura unas semanas hasta una enfermedad grave que puede durar meses.

¿Cuáles son los síntomas?
No todas las personas presentan señales de hepatitis A. Si los síntomas se desarrollan, usualmente aparecen de dos a seis semanas después de la infección y pueden incluir:
- Dolor abdominal
- Fiebre
- Orina oscura
- Náusea
- Vómito
- Enrojecimiento de la piel y el área de las articulaciones
- Enrojecimiento de los párpados (pupila)
- Pérdida de apetito
- Dolor de las articulaciones
- Diarrea
- Fatiga (extremadamente)

Los síntomas son más frecuentes en adultos que en niños. Por lo general, duran menos de dos meses, pero algunas personas pueden enfermarse hasta por seis meses.

¿Qué debo hacer si tengo los síntomas?
Cualquier persona que presente síntomas debe contactar a un proveedor de atención médica inmediatamente y no debe preparar comida para otras personas. Quienes tengan los síntomas no deben presentarse al trabajo o escuela mientras estén enfermos.

¿Cómo puedo saber si tengo hepatitis A?
Un doctor puede confirmar si tiene hepatitis A realizando un examen de sangre.

¿Quién está en mayor riesgo durante este brote?
Usualmente la hepatitis A se contagia de persona a persona cuando alguien accidentalmente consume excremento (poop) de alguien más con hepatitis A. También si consume comida o agua contaminada. Sin embargo, cualquier persona puede contraer hepatitis A. Las personas que están en mayor riesgo son quienes usan drogas ilícitas, indigentes, los hombres que tienen relaciones sexuales con otro hombre y las personas que están en la cárcel o prisión.

¿Qué puedo hacer yo para prevenir la hepatitis A?
¡Vacúntese! La vacuna contra la Hepatitis A está disponible en consultorios de proveedores de salud y farmacias. Tener un buen hábito de lavarse las manos con jabón y agua, especialmente antes de preparar comida y después de usar el baño, puede también ayudar a prevenir que se contagie la hepatitis A.

Para más información
Hable o visite www.hepAfacts.isdh.in.gov a su proveedor de salud para más información acerca del brote de hepatitis en Indiana.
HEPATITIS A
Highly contagious. Highly Preventable.

- Hepatitis A vaccination
- HIV/STD testing
- Hepatitis C testing

Get a $10 Speedway gift card with HIV test!

3 - 5 p.m., June 26
Blood n Fire
300 N. Madison St.
Muncie

Who’s at risk:
+ Experiencing homelessness
+ Recently in jail
+ Illicit drug use
+ Close contact with infected person

GET THE FACTS
hepAfacts.isdh.in.gov
ISDH Media Campaign

• Radio
• Transit
• Digital
Media Campaign: Radio

• 30-second spot ran in April, May and June
• Included stations in Indianapolis, Terre Haute, Lafayette, Muncie-Marion and Southeast Indiana
• Variety of station formats, from country to alternative
Media Campaign: Transit

• 15 Transit shelters
• 5 “King Kong” buses
• 6 Transit hub displays
Media Campaign: Transit
HEPATITIS A
Highly contagious. Highly preventable.

KNOW THE RISKS:
+ Experiencing homelessness
+ Recently in jail
+ Illicit drug use
+ Close contact with infected person

☑ Get vaccinated!
☑ Wash your hands!

GET THE FACTS >>
hepAfacts.isdh.in.gov
Media Campaign: Digital

- Paid search
- Programmatic display
- Facebook

Results (Jan.-June 2019)
- Served more than 22.4 million impressions
- 48,320 ad clicks
- 18,000 new users to the hepatitis A
Contact Information

Greta Sanderson
Senior Communications Manager
317-233-7254
gsanderson@isdh.in.gov