

Responding to a Syphilis Outbreak: A Public Health Approach

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Maria Driscoll B.Comm, MBA, CMP





Objectives

Syphilis Outbreak

Partnerships

Public Health Response

Evaluation

Recommendations

ARE HELPING

STAMP OUT SYPHILIS

**STAMP OUT
SYPHILIS AND GONORRHEA**

**AS OLD AS
CREATION**

SYPHILIS
IS NOW CURABLE

CONSULT YOUR PHYSICIAN

TOWN OF HEMPSTEAD
W.H. BURDICK, M.D., HEALTH OFFICER

FEDERAL PROJECT

**CONGENITAL SYPHILIS
IS PREVENTABLE**

ALL TAKE
ING THE
GNANCY
F HEALTH

SYPHILIS

ALL OF THESE MEN HAVE
WOMEN: STAY AWAY FROM DANCE HALLS

SYPHILIS ...

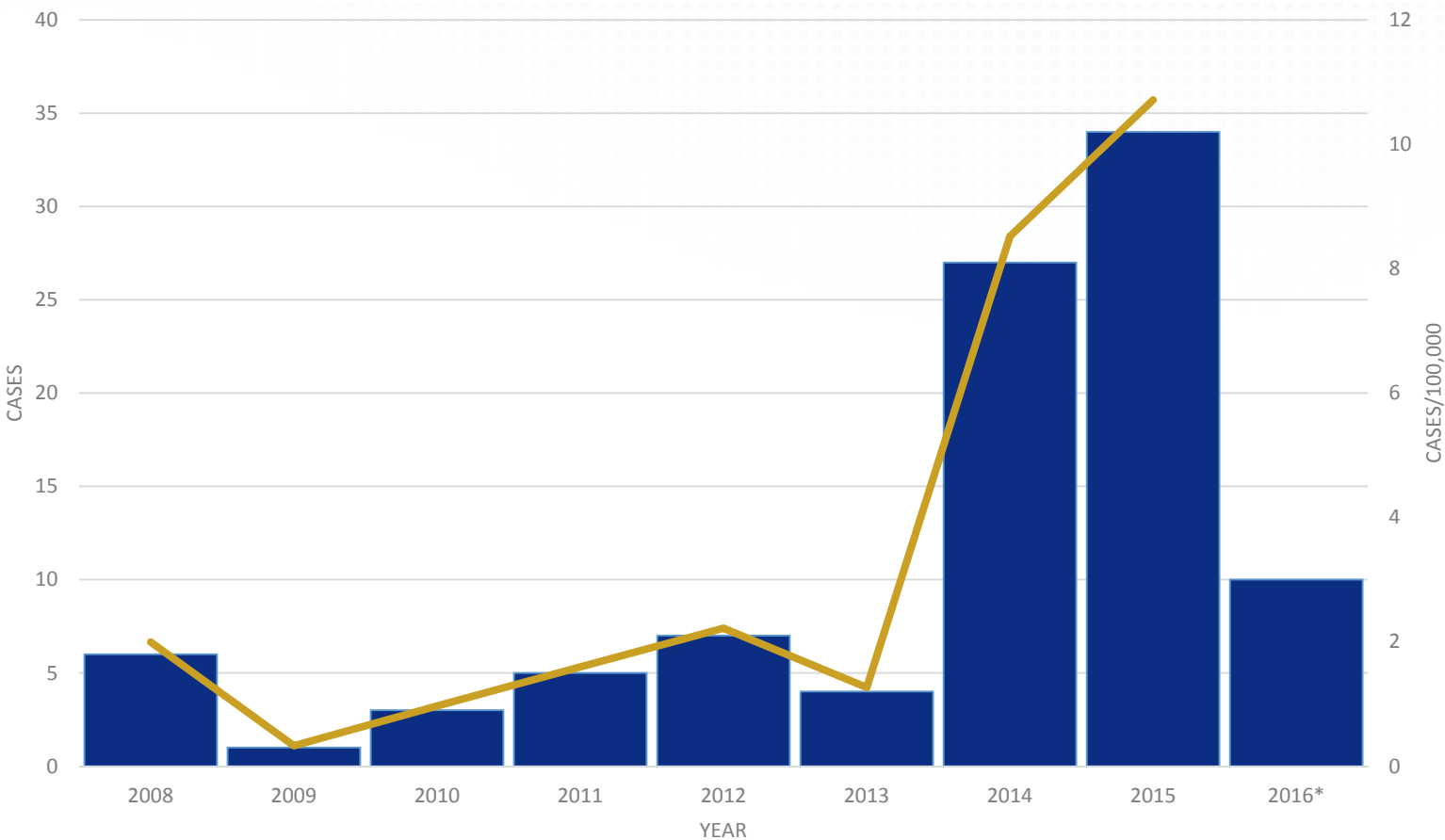
OUT OF TEN CURED

BECAUSE THEY DID NOT

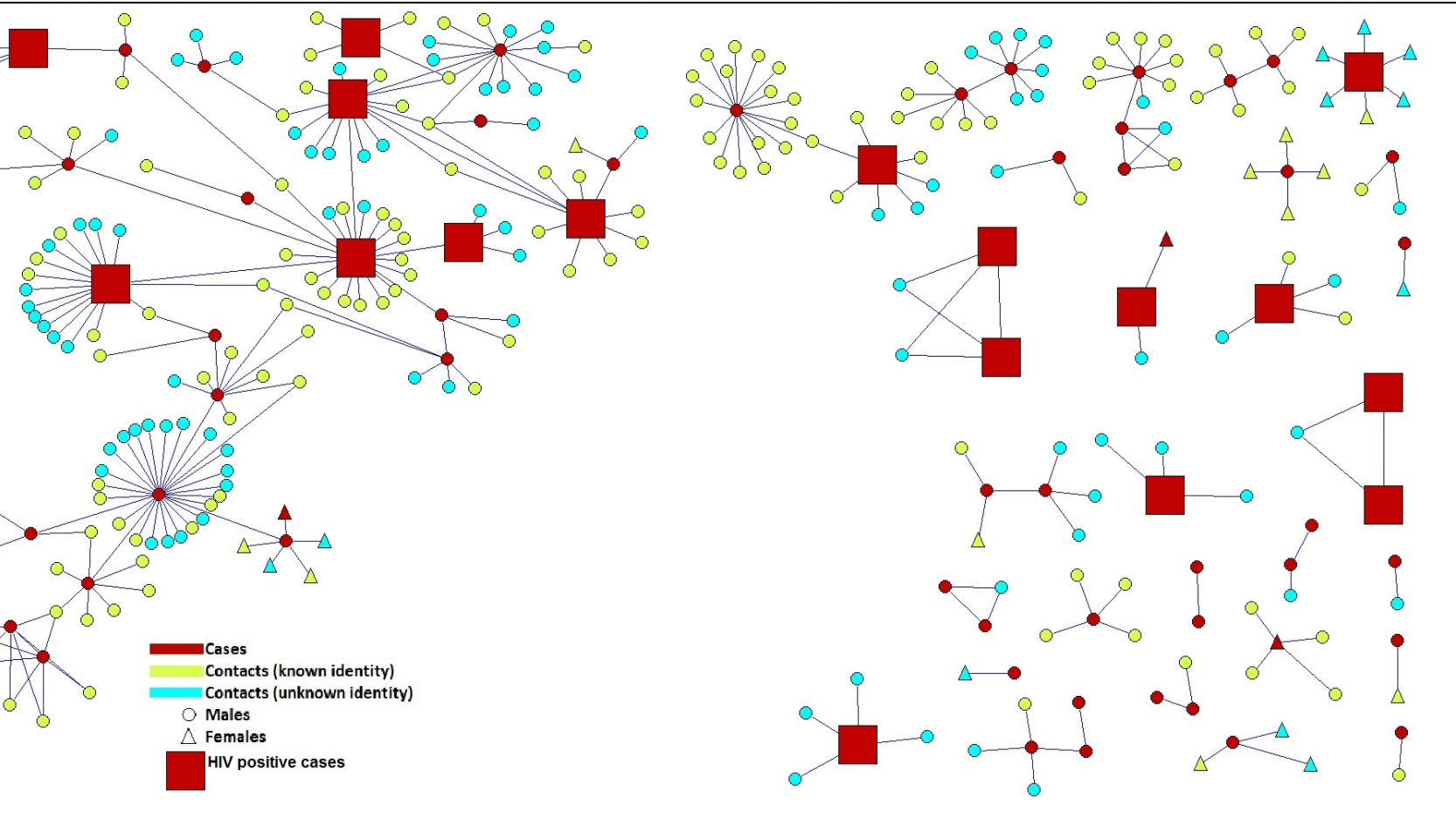
WAIT TOO LONG

Outbreak Identified

Case number and incidence rate per 100 000 population per year



Contact Tracing Map



Environmental Scan

SYPHILIS IS A SEXUALLY TRANSMITTED INFECTION.

IT IS CAUSED BY BACTERIA.

Syphilis is back

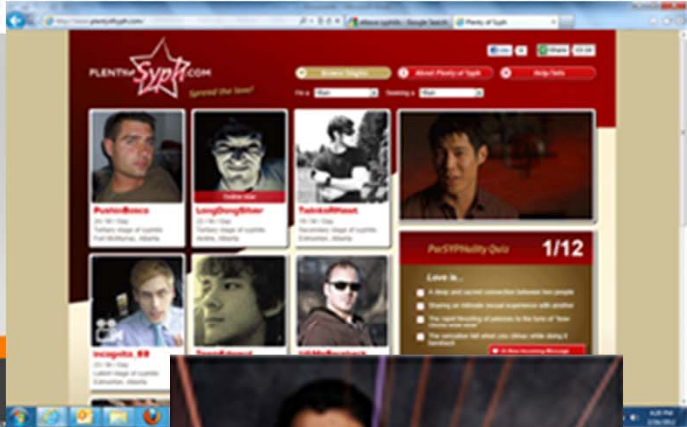
in Saskatoon.

A CONDOM CAN REDUCE THE RISK, BUT NOT ELIMINATE IT.

ANYONE CAN GET SYPHILIS.

Sexual Health Centre Saskatoon
210 - 2nd Ave. N
306-244-7969
Click "office hours" on the left

Avenue Community Health Centre
Sexual Health Clinic
#201-320 21st St. W
306-665-1224
Thurs 6-9 pm



Goal and Objectives

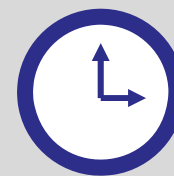
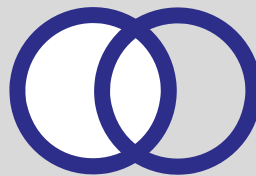
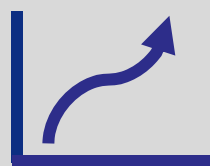
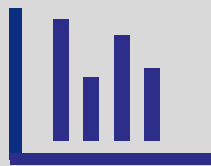
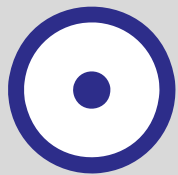
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Specific

Measurable

Attainable

Relevant

Time Based



Goal and Objectives

Goal	Improve sexual health of MSM living in the Eastern Region of Newfoundland and Labrador
Objective 1	Increase awareness of syphilis and testing
Objective 2	Increase syphilis testing by 20%



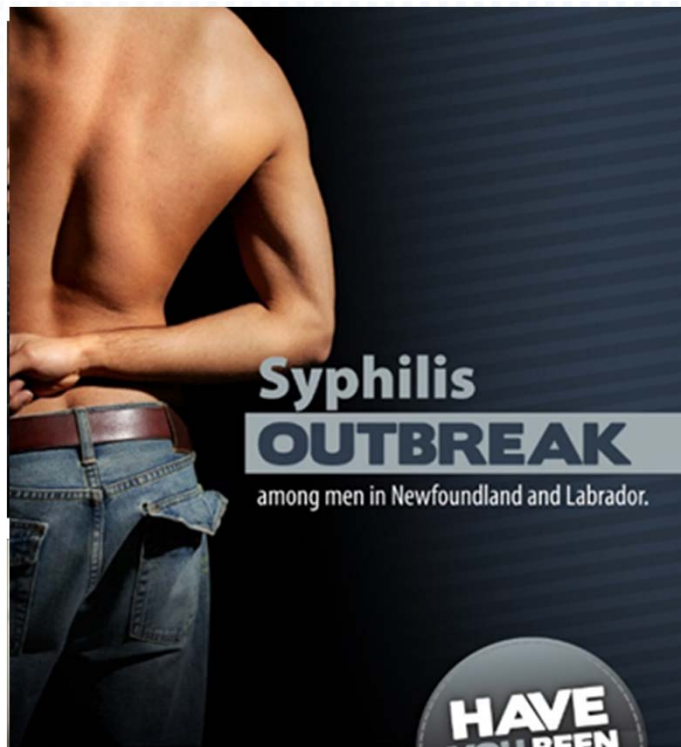
Clinical Response

Pre-Outbreak	Outbreak
6 clinics/month	12 + clinics/month
1.5 Sexual Health Nurses	3 Sexual Health Nurses
24 clients/month	64 clients/month

syphilis Outbreak Response Team



Campaign Images

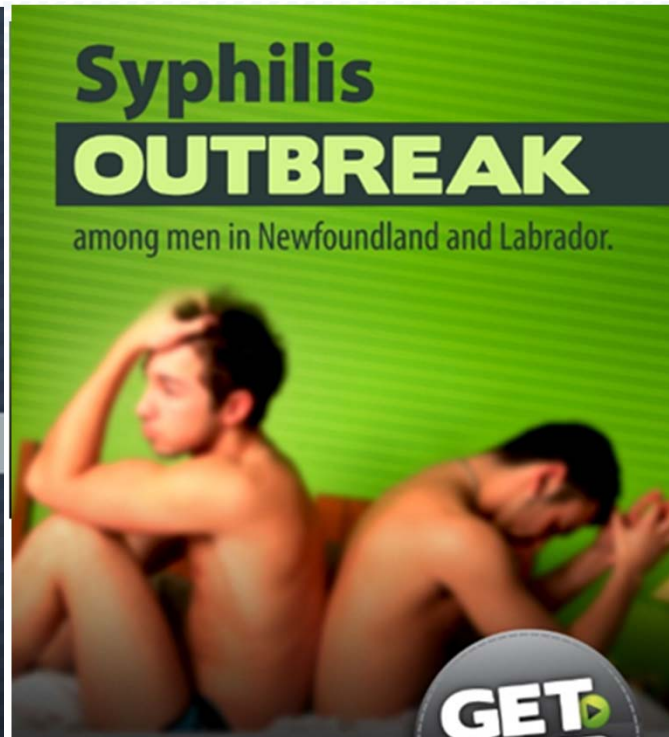


A simple blood test can detect syphilis.
If detected early, it can be treated and cured.
To book a confidential appointment:

Call: 1-877-752-4358 (toll-free)
Email: sexualhealthclinic@easternhealth.ca
Visit: www.easternhealth.ca/syphilis


**Newfoundland
Labrador**

The campaign is a collaboration between the Government of Newfoundland and Labrador and the Department of Health Services.



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Syphilis Webpage

Healthy People, Healthy Communities

home careers tenders give for health professionals contact us

Our Services Your Health About Us News Centre

Healthy Living A to Z



You Are: Home | Your Health | A to Z: Healthy Living | A to Z listing | Syphilis

Index 

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Syphilis

Syphilis is a sexually transmitted infection (STI) that can be spread through vaginal, anal and/or oral sex. You can also become infected through sharing of equipment for injection or snorting drugs. Infection can also occur following deep, wet kissing. During pregnancy, a mother infected with syphilis can spread the infection to the developing fetus.

Cause:

A bacterium called *Treponema palladium*.

Symptoms:

Many people have no symptoms at all but can still transmit syphilis and are at risk for complications. Syphilis infection occurs in three stages:

Primary Syphilis: A painless sore (chancre) appears in the genital area or



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APPOINTMENT:
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Email: sexualhealthclinic@easternhealth.ca

Share 110

Tweet

TELL A FRIEND



Online Appointment Form

Healthy People, Healthy Communities

home	careers	tenders	give	for health professionals	contact us
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Our Services **Your Health** **About Us** **News Centre**

Healthy Living A to Z



You Are: <<< | [A to Z: Healthy Living](#) | [A to Z listing](#) | [Syphilis](#) | [Get tested for syphilis](#) Index 

Get tested for syphilis

Syphilis is a very contagious bacterial infection that you can catch by having unprotected oral, anal and/or vaginal sex. If untreated, it can cause serious damage to the body and internal organs. To learn more, please visit our [syphilis](#) page.

If you're sexually active, make an appointment today - It's easy and confidential!

Please complete the short form below, and someone will contact you to book an appointment.

Name: (optional)

Telephone and/or E-mail:

 and/or

We make every effort to respond to all inquiries within 48 hours.

You may also book an appointment via email at: sexualhealthclinic@easternhealth.ca.



To book a confidential
APPOINTMENT:

Call: 1-877-752-4358 (toll-free)
Email: sexualhealthclinic@easternhealth.ca

Online Hook-up Sites

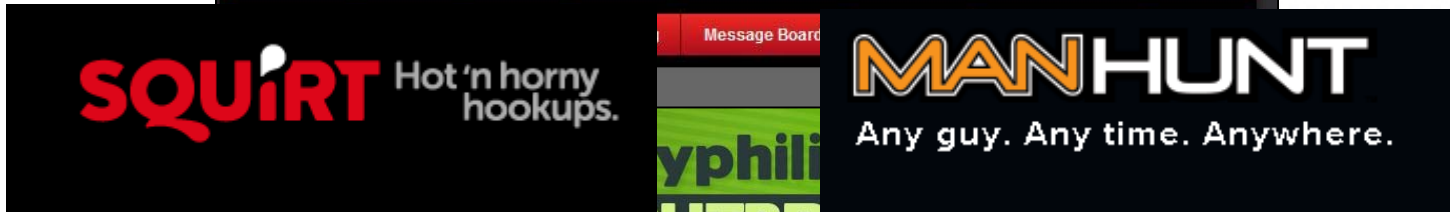


SQUIRT
Hot 'n horny hookups.

Get Unlimited Squirt!
Upgrade to Fan Club Membership

Welcome, testads Membership: Basic Settings | Logout

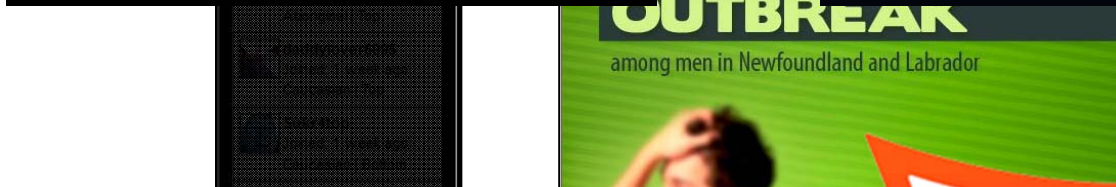
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SQUIRT Hot 'n horny hookups.

Message Board

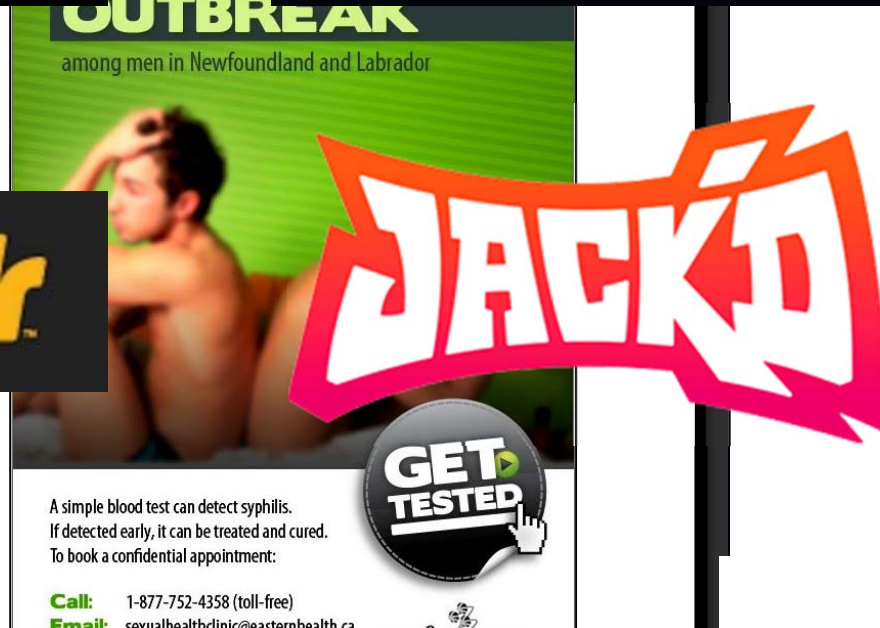
MANHUNT
Any guy. Any time. Anywhere.



syphilis
OUTBREAK
among men in Newfoundland and Labrador



Grindr



JACK'D

GET TESTED

A simple blood test can detect syphilis.
If detected early, it can be treated and cured.
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Call: 1-877-752-4358 (toll-free)
Email: sexualhealthclinic@easternhealth.ca

Promotional Plan

overcast

St. John's
Newfoundland's Alternative Newspaper



facebook

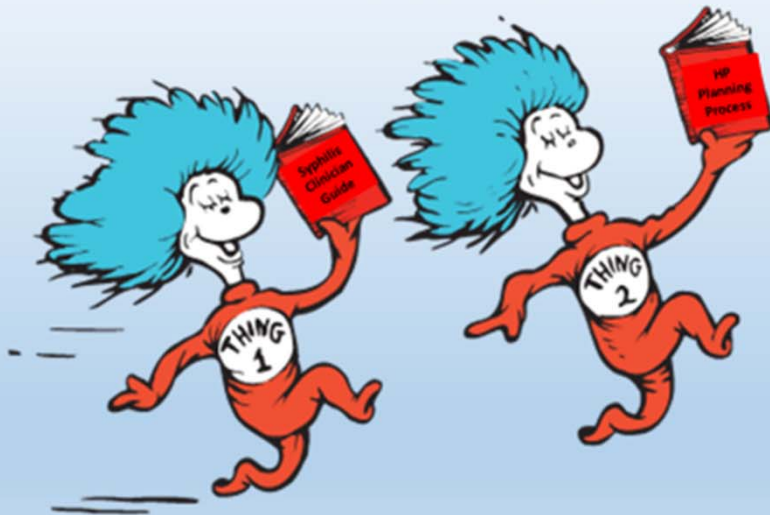
The Muse

Community Events



Professional Education

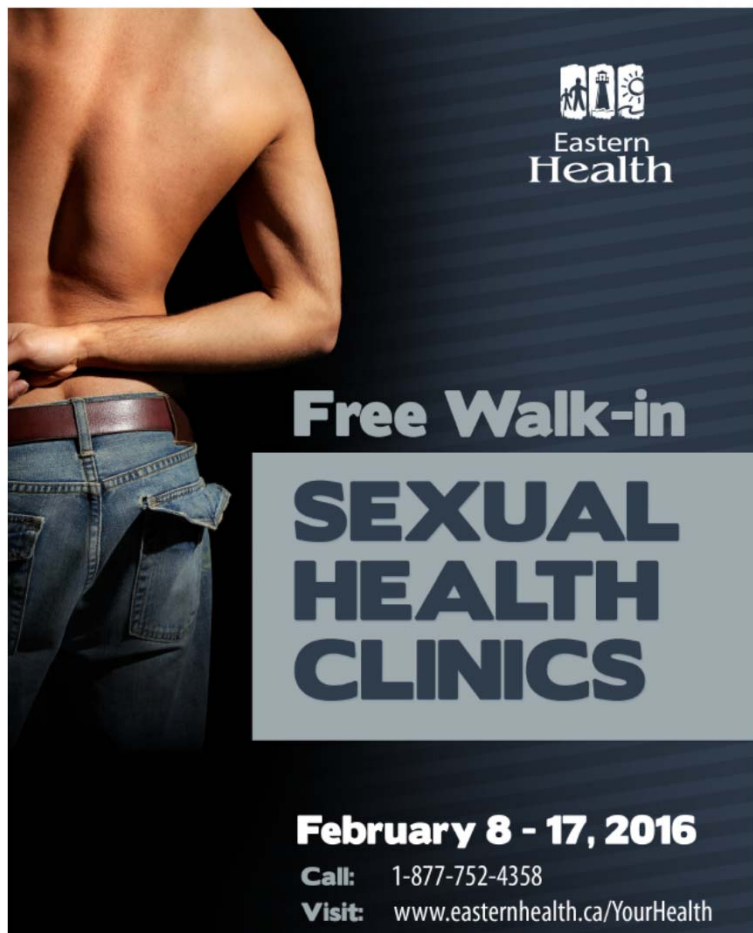
Communicable Disease Control and Health Promotion




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Phase II




Eastern
Health

Free Walk-in
**SEXUAL
HEALTH
CLINICS**

February 8 - 17, 2016
Call: 1-877-752-4358
Visit: www.easternhealth.ca/YourHealth



Free Walk-in
**SEXUAL
HEALTH
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February 8 -14, 2016


Eastern

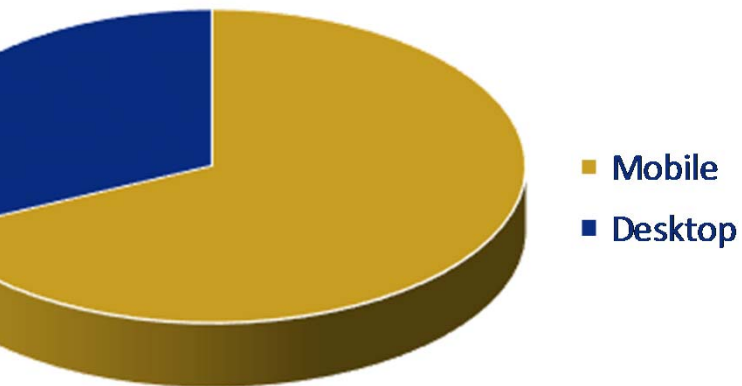
STI Testing Blitz



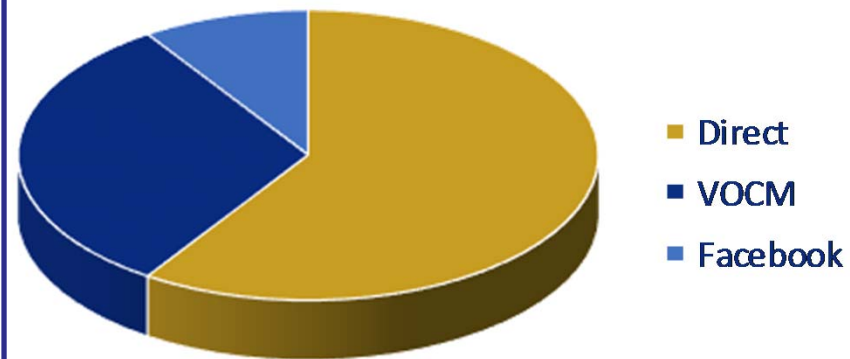
Evaluation

Website Analytics – Phase I (July – Dec 2015)

Traffic Type



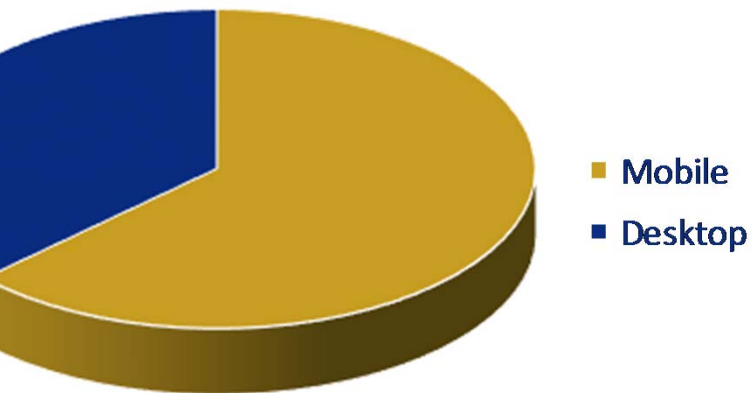
Traffic Source



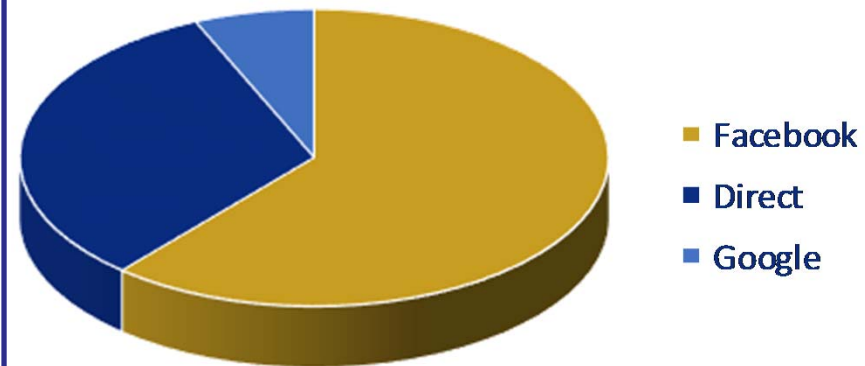
Evaluation

Website Analytics – Phase II (Jan – Mar 2016)

Traffic Type

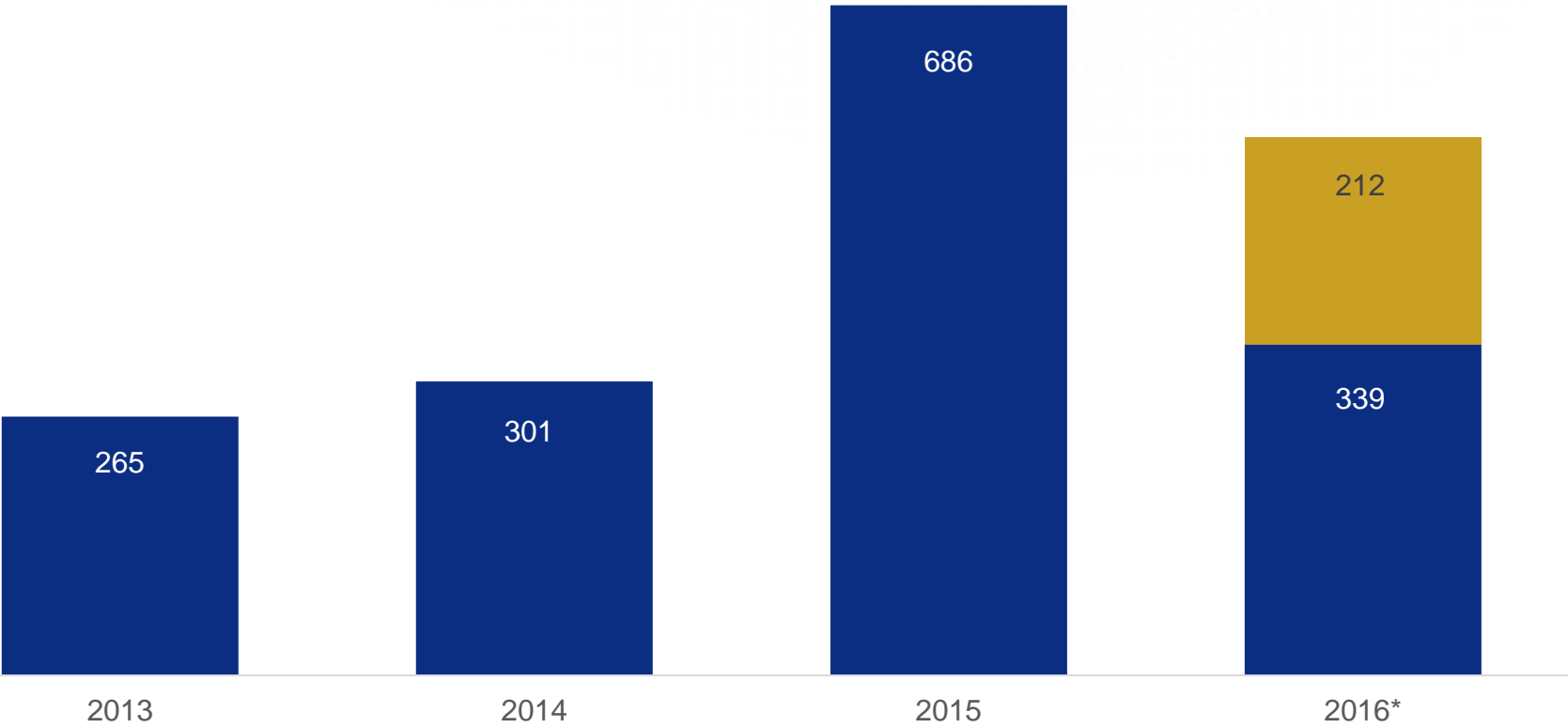


Traffic Source



Evaluation

Clinic Visits

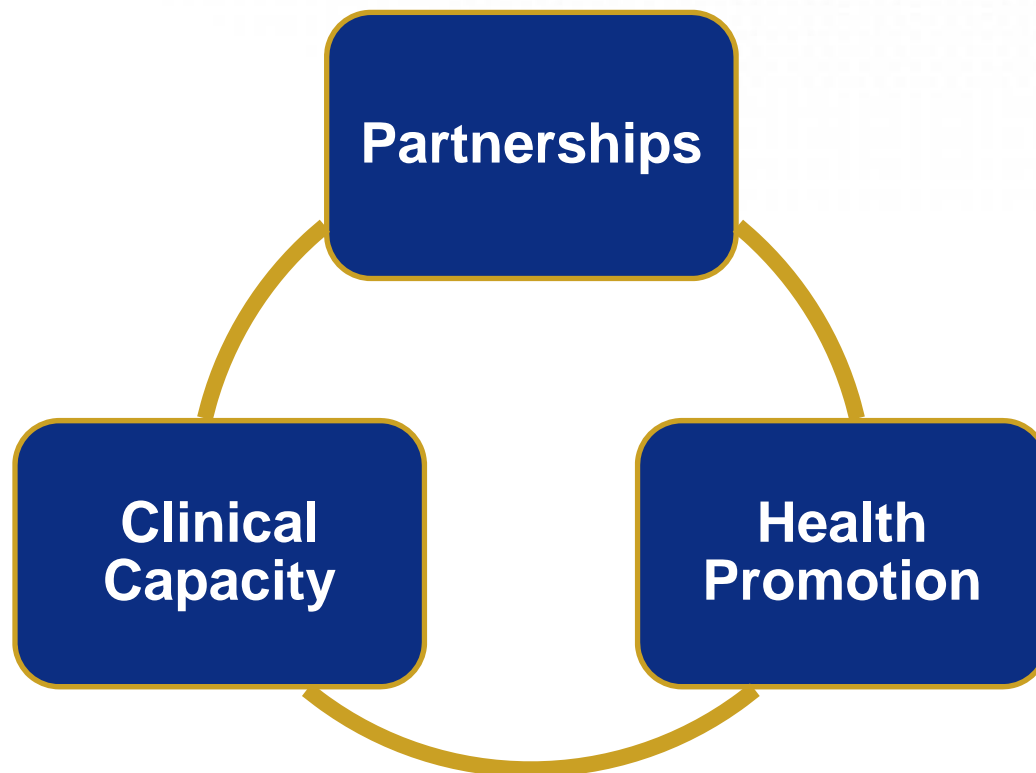


Evaluation

Testing Blitz Results

Clinics	Clients	Gender	First Time Testers	STI Diagnosed
13	212	Males 53% Females 47%	46% (n=92)	12 Chlamydia 1 HSV-1 2 Hep C 1 Syphilis (pending)

Recommendations



Questions...

