



TRIAL AND ERROR IN UNDOING COMMUNITY-WIDE MISINFORMATION

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OBJECTIVES:

- Provide a portrait of the Orthodox Jewish community
- Provide overview of health trends & barriers to care in this community
- Discuss efforts in targeting misinformation and providing information
- Describe recommendations for improved vaccine confidence and uptake in insular communities

E.M.E.S. INITIATIVE FAST FACTS

- ❑ Formed in 2019 in response to NYC measles outbreak
- ❑ Nurse-led health outreach organization
- ❑ Non-profit organization providing health education and outreach to all with a distinct focus on insular ultra-Orthodox Jewish communities

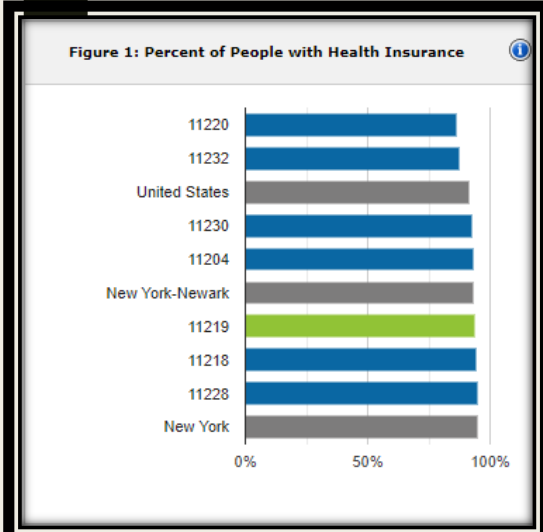
ORTHODOX JEWISH STATISTICS

- Nearly 1.09 million Jews live in New York
- Orthodox Jews make up approximately 500,000 people in the greater New York area, including Rockland County and Orange County
- Religion is a way of life
- Community is everything

(UJA Federation, 2015).

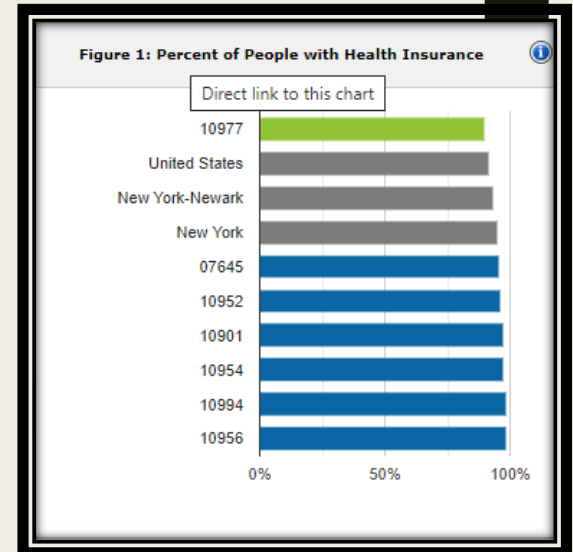
HEALTH ACCESS TRENDS

- Health insurance coverage and healthcare access are high
- Many religious and community organizations exist to help with existing medical problems
- Despite this engagement: Lower preventative medicine and screenings



←
Brooklyn

→
Rockland
County



PREVENTIVE HEALTH BARRIERS

Competing Priorities

- Large families
- Frequent Holidays & Sabbaths
- Long clinic wait times
- Stressful appointments



Health Literacy

- Flaws in perceived risks and benefits of vaccination
- Vaccines are victim of own success
- Poor access to accurate health information



Misinformation

- Vaccines unsafe
- VPDs are benign
- Targeted misinformation by “bad actors”



HEALTH MISINFORMATION

Vaccines Symposium

Highly informative night of science and discussion addressing your concerns, fears, and doubts.

Get all your questions answered from Nationwide acknowledged professionals!

THE ATRIUM BALLROOM
401 RT 59
MONEY, NY 10952
7:30 PM sharp

For \$20 donation: ENTER RAFFLE FOR WEEKEND AT ARLINGTON HOTEL!

Suggested Donation \$12

Speakers include: Dr. Leonard Palfrey, Dr. Jeffrey M. Shaman, Dr. Andrew Wakefield, Dr. Robert Malone.

HOW MANY MORE WILL GO ON THE ALTAR?

WHAT CAN YOU DO TO SAVE LIVES?
SUNDAY JUNE 12 @ 1:00 PM EDT

LIVESTREAM
tinyurl.com/TruthSavesLives
Zoom Meeting ID: 952 175 3151
Passcode: 1818

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FDA APPROVED: SAFE FOR KIDS?

OUR BABIES AND CHILDREN ARE AT GRAVE RISK!

IS THERE ANOTHER SIDE?

THURSDAY, JANUARY 20, 1:00 PM EST
LIVESTREAM EVENT: EVENT #2

LIVESTREAM EVENT WITH TOP EXPERTS: WHAT'S REALLY GOING ON!

Speakers include: Dr. Scott Jensen, MD, Dr. Jessica Rowe, PhD, John O'Leary, Steve Kirsch.

Join by Zoom: Meeting ID: 952 175 3151 Passcode: 911
Call in: 929-205-6099 and enter above meeting ID and passcode
Livestream: www.tinyurl.com/IsThereAnotherSide

SHOT? OR NOT?

DO YOU GIVE YOUR KIDS THE COVID VACCINE?
WHAT ARE THE ACTUAL RISKS OF COVID TO CHILDREN?
DO THEY POSE TO ADULTS AROUND THEM?
SHOULD YOU GET THE SHOTS, OR THE BOOSTERS?
WHAT ABOUT PREGNANCY?
ARE THERE TREATMENTS FOR COVID?
WHAT ARE THE TRUE RISKS OF COVID VS. THE SHOTS?

THIS THURSDAY @ 8:30PM ON ZOOM!

EMERGENCY MEETING OF RABBINIM AND DOCTORS
Open to all Community Members

OUR BABIES AND CHILDREN ARE AT GRAVE RISK!

YOU CAN MAKE A DIFFERENCE!

TUESDAY, JUNE 21 @ 7:30 PM EDT
In person at the **Anah Sefard Hall**
1370 45th St. off corner of 14th Ave. Boro Park

Livestream: at tinyurl.com/TruthSavesLives
Or Enter Zoom meeting ID 952 175 3151 and passcode 1818
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Speakers include:
Rabbinim with expertise in the medical field
Investigator **James Roguski**
Dr. Max Balmucki, MD Community Pediatrician 40+ Years
Rabbi Jonathan Rietti
Dr. Pierre Kory, MD Top World ICU Doctor
Dr. Ryan Cole, MD Among World's Foremost Covid Treatment Experts

Despite the data showing greatly **INCREASED** risk of death to covid vaccinated people, the FDA and CDC authorized the covid shots for babies from 6 months of age and soon they will attempt to mandate them CHV to attend day care and school.

The recording will be available afterwards at truth613.substack.com and RefIntentional.org and on **THE NEW COMMUNITY HOTLINE** (929) 277-2700

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E.M.E.S. FORMATION

- Measles outbreak in **2018-2019**, >1,200 cases reported, thousands unreported
 - *MMR uptake in Rockland County in 2017 was **77%** (2017-2018 New York State School Immunization Survey)*
- Formation of E.M.E.S. Initiative to combat misinformation and provide health education
 - *Grand rounds in NYC hospitals*
 - *Vaccine education seminars for local Jewish providers*
 - *Health fairs in Rockland County and Brooklyn*
 - *In-house vaccine education workshops*
 - *Creation of P.I.E. magazine (100,000 copies of abridged version mailed in 2019, full version completed recently)*

ODA Primary Care Network and EMES Initiative present

VACCINE HESITANCY WORKSHOP FOR PROVIDERS

The 2-hour workshop is accredited for 2 CMEs and 2 nursing CEUs

LOCATION:

ODA, 377 Flushing Avenue, Brooklyn NY 11249

DATE:

February 5th, 2020
8pm - 10pm

FEE:

Live presentation: \$30,
including light dinner, networking, and print materials

Dial in via Zoom conference: \$20

This two-hour session will provide medical professionals with:

1. Evidence-based communication tips for speaking to vaccine-hesitant parents
2. Answers to common and uncommon vaccine concerns
3. Tools and studies to take home and share with parents, patients, or other providers

RSVP at Eventbrite.com

Reservations are required!

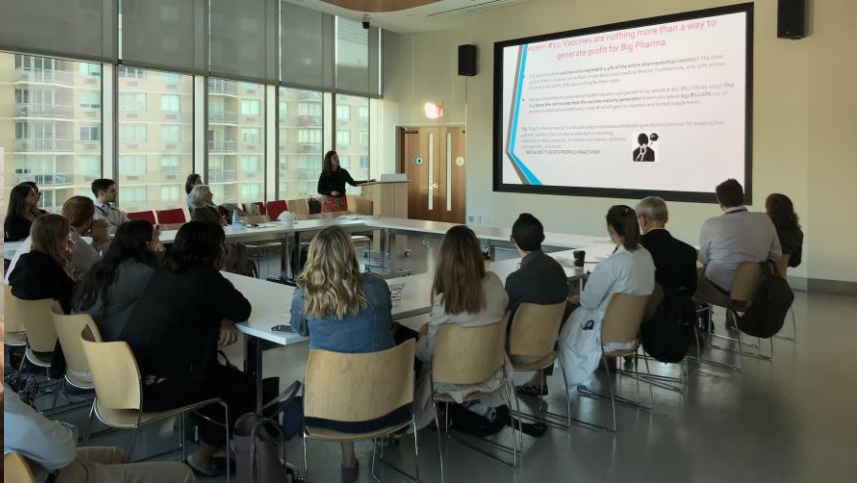
QUESTIONS?

email info@emesinitiative.org



The EMES Initiative presents

VACCINE EDUCATION FOR



Why U.S. Vaccines are Cheaper than a Way to generate profit for Big Pharma

• The cost of a vaccine is determined by a 1% of the total development cost. The cost of a vaccine is determined by a 1% of the total development cost. The cost of a vaccine is determined by a 1% of the total development cost.

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P.I.E.

Parents Informed and Educated

Current and Reliable
Vaccine Information
for Frum Families

A PROJECT OF THE EMES INITIATIVE

46 | Parents Informed and Educated

SHOT BY SHOT: Hepatitis B

The hepatitis B (hep B) vaccine is an example of a cancer-preventative vaccine. The American Cancer Society says one of the ways to lower your risk for liver cancer is to get the hepatitis B vaccine.
Source: ACS, 2019

What is hepatitis B and how does it spread?

Hepatitis B is a viral infection that causes the liver to become inflamed and can hurt its function. It can be a mild illness lasting only a few weeks, but it can also become a lifelong disease, causing serious liver damage. The younger a person is, the greater the chance of progressing to chronic (lifelong) liver disease. Of all infants infected at birth with hepatitis B, 90% develop chronic hepatitis B. Healthy adults who contract hepatitis B fare better; only 5% go on to have it as a chronic infection.
Source: CDC, 2019a

Current and Reliable Vaccine Information for Frum Families | 27

OVERALL VACCINE SAFETY
AND APPROVAL SYSTEMS

VACCINE

DEVELOPMENT, TESTING,
REPORTING, AND COMPENSATION



How are vaccines developed?

Traditional vaccine development and approval is a lengthy process that can take decades. Vaccines are treated like any other biologic or drug. Vaccine development prior to testing in humans lasts five to six years. Basic laboratory research and pre-clinical studies must be performed. Many potential vaccines don't make it past the research phase due to a lack of immune response in laboratory testing.

To begin testing on humans:

1. An application for clinical trials must be submitted to the FDA. The application includes all available

information, such as safety, results of animal testing, and the proposed method for clinical trial.

2. Pre-licensing testing is done in three stages (Phases 1-3), and each stage is closely monitored. In each stage, a larger group of people is tested. The final stage includes thousands of participants. The FDA may stop the trial at any point if there are potential safety concerns.

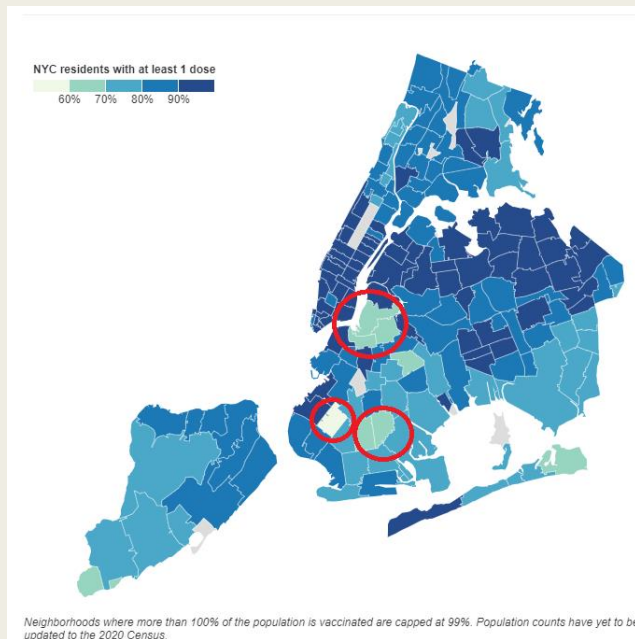
3. Once the three-step clinical trial is successfully completed, an application for licensing is submitted. The application is reviewed by a multidisciplinary team including biostatisticians, scientists, and physicians. This committee is separate from the FDA

and makes a recommendation to the FDA on whether or not to allow licensing of the vaccine.

4. After the vaccine is licensed, the FDA continues to oversee every step of the production. Complete transparency is required, and any information must be turned over if requested. Each batch of the vaccine is tested to ensure that it is potent, pure, and sterile.

5. As long as the license is active, the vaccine continues to be monitored and studied. This is considered Phase 4 of clinical trials, post-market studies.
Source: FDA, 2018a; History of Vaccines, 2018

COVID VACCINATION RATES



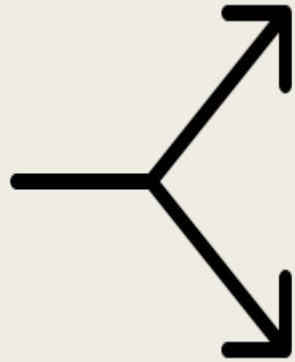
- In Orthodox zip codes 11219, 11230, 11211, 11206, 11249:
- 71% of adults are fully vaccinated, compared to citywide 88%
- 19% to 33% of children 5-17 are fully vaccinated compared to citywide 60%

CURRENT PUBLIC HEALTH BELIEFS

- Loss of trust in government
- Loss of trust in public health
- Loss of personal freedoms
- Feeling targeted
- Increase in anti-Semitism



Ongoing Work: Two-Pronged Efforts



- **Tailored immunization programming:** target feasible barriers to vaccination, including *access, education, vaccine experience*
 - *Increase communal engagement to normalize and encourage immunizations*
 - *Use mobile/home vaccination, vaccine clinics, health fairs, incentives*
- **Vaccine hesitant:** Shift vaccine education to the web for scalability
 - *COVID increased web accessibility for many*
 - *Create content to be used as adjunct to P.I.E Magazine and allow for interactive learning and Q&A*

GOALS



- Improve **trust** in public health
- Improve **access** to immunizations
- Improve immunization **experience**
- Improve health **education** and **dissemination**
- **Normalize** immunizations



Questions?

