Increasing Vaccination Rates in the Jerusalem Ultra-Orthodox Community

Group 14: Kayla Hay WC-SN, Reilly Patterson WC-SN, Allyssa Turner WC-SN

Introduction

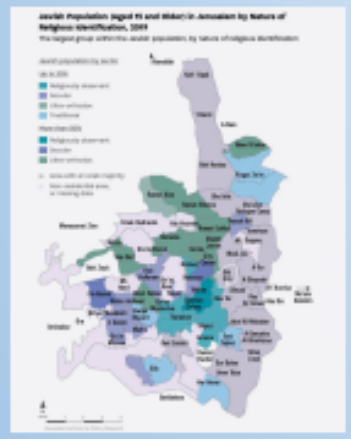
- The Haredi, or ultra-Orthadox, Jewish community in Jerusalem have a higher incidence of preventable disease outbreaks than the rest of the city(1)
- This is due to the undervaccination of this group, vaccination rates are consistently lower than those of the non Haredi Jerusalemite population (2)
- Lack adequate vaccination is due to undereducation, inaccessibility, and insufficient communication with these neighborhoods

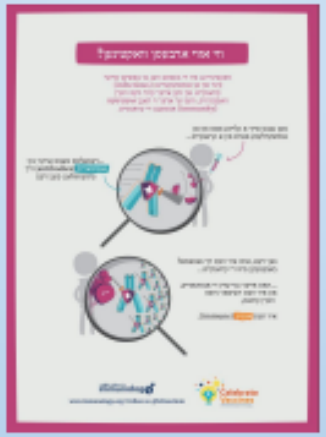
Target Community

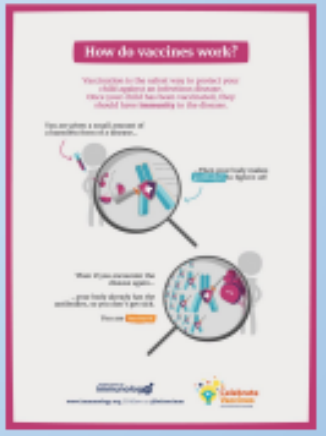
- Jerusalem is the most populated city in Israel, the ultra-Orthodox are 35% of this population, up 14% since 1996 (1)
- Young and rapidly growing community; the average family has 7 children, 40% are under 14 years old (1)
- 98% of this group live in low socioeconomic clusters, live in poor and densely populated areas (3)
- Mothers are primary breadwinners of the home and caretakers for children (1)
- Community is integral to this lifestyle, tight knit group. Intentionally isolate themselves from the greater Jerusalem community as well as other Haredi neighborhoods (4)
- Generally do not use technology such as internet and television; get information from papers, radio, and word of mouth. Preferred language is Yiddish as while the greater population uses Hebrew (5)
- Although Jerusalem has a comprehensive healthcare system; affordable care and free vaccinations it is difficult for the Haredi to access these services as they lie outside their community (1)
- Turn to religious leaders such as rabbis for advice on all matters rather than medical professionals or political leaders (4)

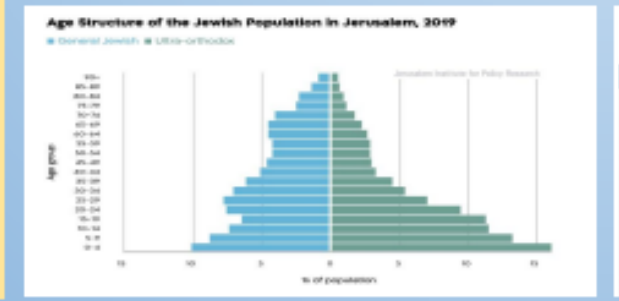
Problem

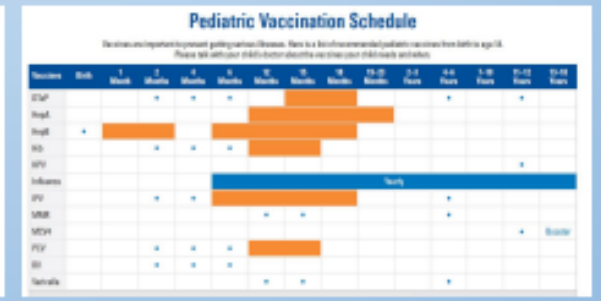
- Studies show that only 65% of ultra-Orthodox children were fully vaccinated in 2011, leading to severe outbreaks of diseases that could be prevented (measles, rubella, influenza) (2)
- In 2003, there were two outbreaks of measles in these Haredi neighborhoods, 90% of those affected were unvaccinated (4)
- No distribution of education materials in their preferred language and less than 49% of Haredi families have access to the internet (5)
- Due to the dense population diseases spread quickly in this community; 75% of Jerusalem's COVID cases were reported from ultra-Orthodox neighborhoods (5)
- Refers to religious belief rather than medical professionals for health promotion and guidance (4)
- Healthy People 2030 states goals that encourage children and at risk adults to get vaccinated to minimize further health complications











Solution: Have Faith in a Safe Community

- **Involving healthcare providers**
  - Direct communication with this population to foster trust and ensure adequate information is being provided
  - Healthcare providers who have already built a rapport with the population will be more successful in communicate the importance of vaccinations to them
- **Creating signage**
  - As this population does not use the internet, creating pamphlets and flyers is the best way to reach and educate them
  - This is a time effective way to spread information to a large population and the information will be in Yiddish as it is the preferred language of the ultra-Orthodox (3)
- **Educating rabbis**
  - The rabbis are the most trusted and relied upon members of the community. (1)
  - By educating them they can spread awareness and accurate information to the population.
- **Culturally competent care**
  - It is essential congruent care is provided that is both informative and culturally sensitive
  - Leininger's Culture Care Model provides a framework for our program; influential in bringing a focus to respecting and understanding the Ultra - Orthodox religion (6)
  - This framework allows us to create a solution that can be successfully implemented into the Jerusalem community

References

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