## MEASLES OUTBREAK

### Cause Map

**Problem**

**What**
- Measles outbreak

**When**
- August 14, 2013 (church notified of first cases)

**Different, unusual, unique**
- Church against vaccination

**Where**
- Newark, Texas
- Eagle Mountain International Church
- Measles obtained during trip to Indonesia

**Impact to the Goals**
- Safety: 21 people contracted measles
- Environmental: Outbreak of measles
- Customer Service: Inadequate protection against measles

**Frequency**
- 159 cases of measles in US this year, only 55 in all of 2012

### Analysis

#### Basic Level Cause Map

1. **Safety Goal Impacted**
   - 21 people contracted measles
   - Inadequate protection against measles

#### More Detailed Cause Map

- Safety Goal Impacted
- 21 people contracted measles
- Inadequate protection against measles

- Environmental Goal Impacted
- Outbreak of measles
- Measles is highly contagious
  - Evidence: Spread by coughing, sneezing, close personal contact

- Customer Service Goal Impacted
- Inadequate protection against measles

### Solutions

- Although the potential risk of a vaccine may seem frightening, it is important to ensure that everyone in your family is fully vaccinated. Not only will this provide the best protection for each of you, it will also provide protection to those members of your community who cannot be vaccinated, and limit the spread of these diseases. Some communities are experiencing this the hard way. The Texas church involved in the outbreak has begun offering vaccination clinics for its members to attempt and stop the outbreak and protect against another one. 

> "There are only two ways you can develop specific immunity, either be infected by the natural virus or be immunized. A choice not to get a vaccine is not a risk-free choice, It’s a choice to take a different and more serious risk.”

- Dr. Paul Offit, Chief of the Division of Infectious Diseases,
  Director of the Vaccine Education Center,
  Children’s Hospital of Philadelphia

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**Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.**

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