



# Kiribati Measles Community Toolkit

Resources and  
Engagement Guide

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

**Health New Zealand**  
Te Whatu Ora

# Protecting our families and community against measles



## Introduction from the Director of Pacific Public Health

Health New Zealand | Te Whatu Ora (Health NZ) has released a new set of Pacific language measles awareness resources to support, build resilience and confidence amongst Pacific families and communities about measles.

Measles is very contagious, which means it can spread easily between people who are not immune.

Together as families and communities, we can take steps including promoting positive talanoa and discussions about how people can protect themselves against measles and how they can access trusted immunisation information and support.

The community toolkit and resources have been created to promote supported talanoa, discussions and awareness raising about measles.

We acknowledge the lived realities people and families experience and the complexities that exist within immunisation decision-making and hope the resources will be of value to our diverse Pacific communities in Aotearoa New Zealand.

We would like to thank our amazing Pacific clinicians and community leaders who have partnered with us to create these resources. We also thank you for your ongoing support to help protect our communities against measles.

**Director of Pacific Public Health – Api Poutasi**  
**National Public Health Service**

# What is in the Community Toolkit and who should use it?

This toolkit contains links to Kiribati language resources about measles and the MMR (measles, mumps and rubella) vaccine including:

- a series of videos featuring clinicians answering common questions
- social media tiles and story content
- print ready posters
- email signature banners

These resources have been created to support individuals, whānau and Kiribatin communities' efforts in building trust, confidence and in raising awareness of the risks of measles and the protective benefits of immunisation.

Please use and share these resources through your networks. They can be freely used by individuals, whānau, groups, churches, communities and organisations.”

# Video Content

A series of video resources filmed in Kiribati language featuring our amazing Kiribatin clinicians and leaders answering the following key questions:

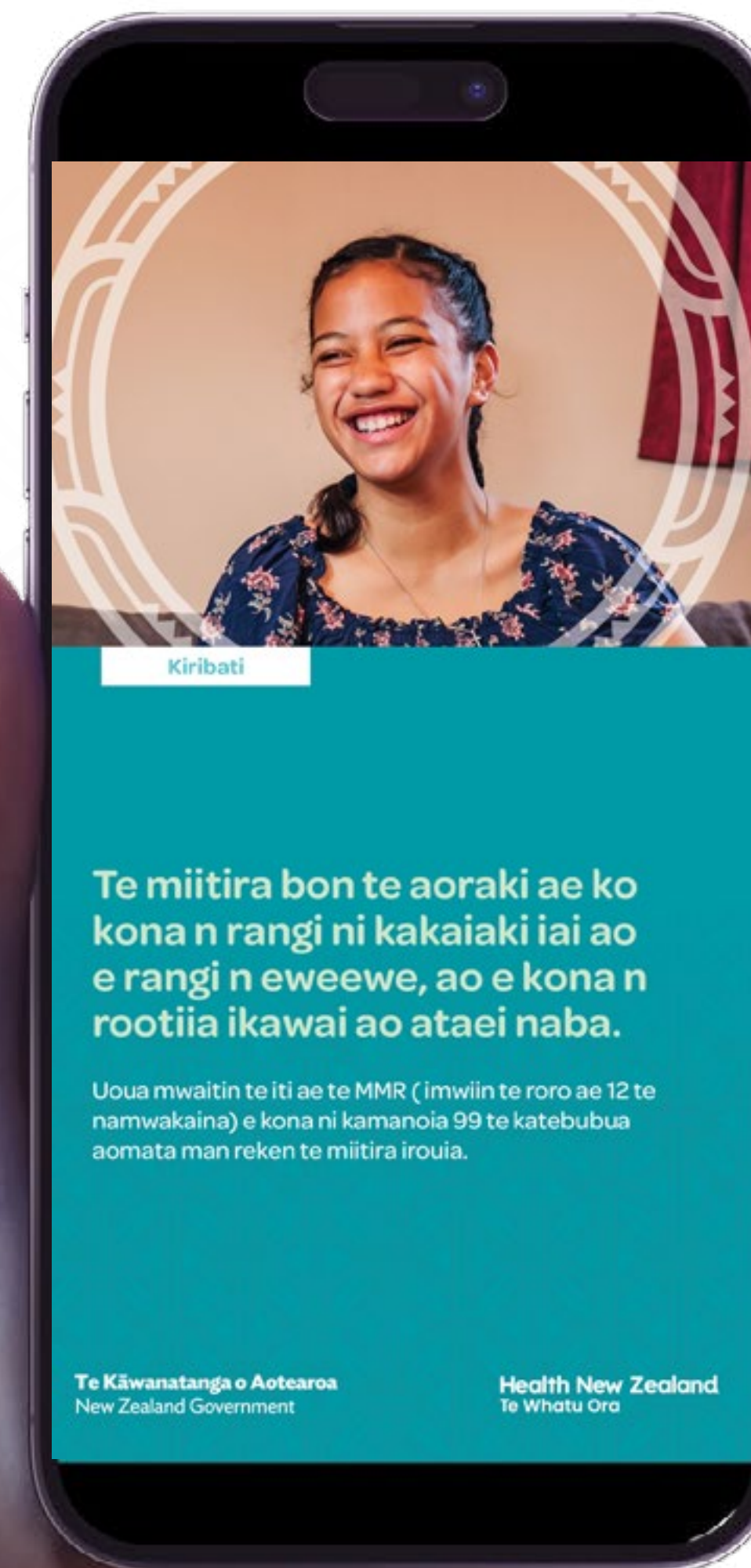
1. What is the measles and why is it concerning?
2. What are the symptoms and what do I do if my child or a family member has them?
3. What is the measles vaccine and what does it do?
4. Is the vaccine safe?
5. If there is measles in the community, is there anything I should know?
6. Where can I get more info about measles and the vaccine?



Help share the videos to raise measles awareness or use the questions to support further measles talanoa or discussion after watching the videos.

# Social Media Resources

A range of social media tiles and story content for you to share and use throughout your social media channels.





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Kiribati

**Aomata ake a bungiaiki imwiin 1969 ake a tuai koro 2 itiaa ibukin totokoan te miitira, imwiin koron aia ririki ae 12 te namwakaina, ke a aki naba kona ni kamatoa bwa e a tia n reke te miitira irouia rimoa ngkoa, a kaungaaki bwa a na itinaki n te iti ibukin te Miitira, Mumps ao te Rubella (MMR) vaccine.**

Angiin te tai ao e bon raioiroi naba ngkana e raka mwaitin itim te MMR ma e aki raioiroi irouia ake a bikoukou ke e keerikaki tautian rabwataia. Taiioka maroro ma naake a tataraura maurim ao marurungim.

Kiribati

**E aki kabooaki te iti ae te MMR nakoia aomata nako iaon New Zealand ake a bwaka aia ririki ni maeu iaan 18 te ririki. E aki akaaka bwa tera beeban kariaiakan tikum ao bukin rokom iaon New Zealand.**

Ko kona ni kabaea am tai n iti ma te tabo n anga bwai n aoraki (pharmacy), am taokita, neeti ke naake ko kakawariia ibukin am tutuo ibukin aorakim. Nakon info.health.nz/bookavaccine ibukin karekean rongorongon taboo ake a angaanga te iti n am tabo ae ko mena iai.

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info.health.nz/measles

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# Poster Resources

To support wider talanoa, promotion and engagement, we have posters available in A4 & A3 formats for you to print out and place in reception areas, church and community halls, window fronts, on notice boards, etc.



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Ibukin kakaean rongorongona bwa ko mano raoi man te miitira, kawara te [info.health.nz/measles](http://info.health.nz/measles) ke tareboonia te Vaccination Helpline 0800 28 29 26.

E tatauaoi te Helpline man 8.30am nakon 5pm, te Moanibong nakon te Kanimabong (ao tiaki n tain te motirawa ae taabangaki). A tauraoi taan rairitaeka ao ko kona n rineia bwa ko na maroro ma te tia anga te Ibuubuoki ae kaaini Maori (Maori Advisor) ka nake a tabakiniia aomata aika iai toaraan rabwatala (Disability advisor), ke kamanenaa NZ Relay.

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# Email Banners

We've developed email signature banners which you are welcome to use and share – please link the email signature banner image through to the official Health New Zealand landing page – [info.health.nz/measles](http://info.health.nz/measles) for more information.



# How can I help?

## Sharing Content in the Community

### Build awareness and provide information to help hesitant whānau:

- Use content in 1:1 talanoa with hesitant whānau and / or raise awareness through events or gatherings with Pacific peoples
- Use the email signatures in emails and link the image through to the official Health New Zealand landing page – [info.health.nz/measles/](http://info.health.nz/measles/).
- Print posters and put them up in your local churches, GP/health clinics and community halls

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# How can I help?

## Please Share This Content Online

### Share and amplify the content to raise awareness:

- Share videos and social media resources on your social media channels
- Include a link to [info.health.nz/measles](https://info.health.nz/measles) for more information in your newsletters and communications
- Like, comment, and share with your networks



### Help us champion safe spaces online:

We're grateful to our amazing Pacific clinicians and community leaders helping us promote wellness in our communities. If you manage social media channels and reshare the content please help us maintain a safe and respectful space online. Our social media moderation team is active daily on Health New Zealand social media channels, but your support is vital.

- Write positive comments to outweigh any negative sentiments
- If you are sharing from a Facebook business page, consider enabling Moderation Assist
- If your Facebook comments cannot be closely monitored, consider turning comments off

# How do I access the resources?

## Downloading the resources

All resources can be accessed through the links below. If you require any assistance, please do not hesitate to reach out.



**In-language Videos**



**Social Assets**



**Email Signatures**



**Posters**

**Let us know if you need help accessing  
resources or have questions.**

**Email:**

**[pacificpublichealth@tewhatuora.govt.nz](mailto:pacificpublichealth@tewhatuora.govt.nz)**

**[alexa.masina@tewhatuora.govt.nz](mailto:alexa.masina@tewhatuora.govt.nz)**

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