



Rotuman 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 Rotuman 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

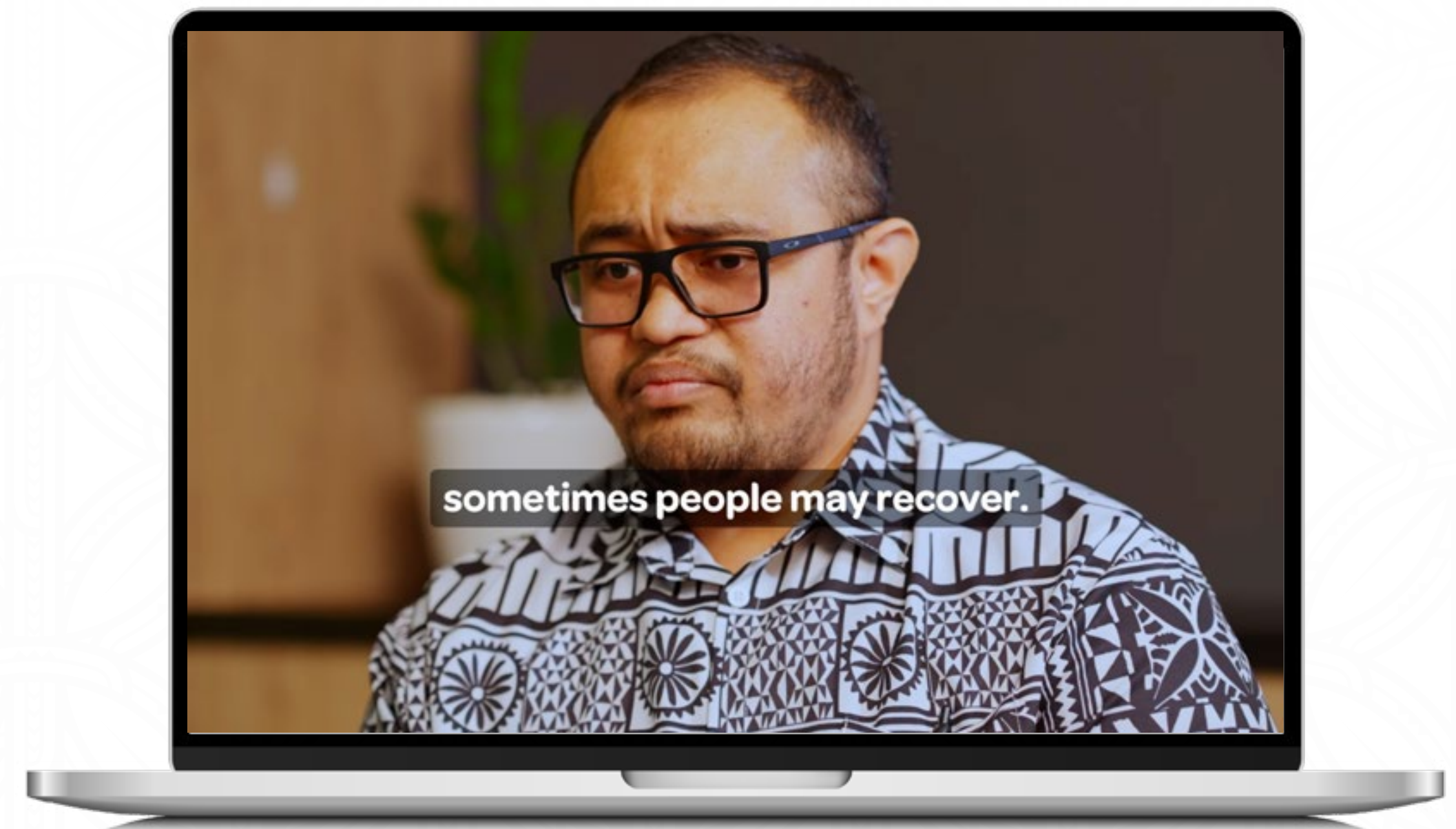
These resources have been created to support individuals, whānau and Rotuman communities' efforts in building trust, confidence and in raising awareness of the risks of measles and the protective benefits of immunisation.

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 Rotuman language featuring our amazing Rotuman 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.





Rotuman

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Ko ne misial ta (MMR vaccine) ta kat tög ra 'e NZ, ia sãe se iris ne fau 18 se lopo. 'Inea ne tes tãe 'ae po puk la noh 'e NZ ne 'igke'.

Ae la po la puk 'ou ko ta 'e ta ri vai (pharmacy) ne 'ou tak ta, nas ta ne 'e utut ne mata' se famor 'af'afa, ne la' se info.health.nz/bookavaccine nono ka pa 'inea ut ma'oi ne ko ta a'sok 'e taonot ne hanuet ne 'ae nohoe.

Rotuman

Iris ne a'su 'e vahiag ne 1969, ka kat seminte ko a'rua ra 'e ko ne misial ta 'e vahiag ne 'oris fau ta, ne iris ne kat po ra la a'hãe'ak ne iris po vãh 'e misial ta ne 'igke', far'ak la figalelei ma la' la ko 'e ko ne misial ta MMR vaccine.

Nono ka le'et ko a'ma'ma'oi 'e ko ne misial ta ma kat 'es teet ra, ia kat mamar ra se for ta, fita' ma la haian 'ef mafua ne le'et ne po 'e 'af'af raksa' ne po la mane'ak 'on immune system kat ko ra 'e ko te'is. Figalelei ma kel

Rotuman



'E NZ, kamatama 'e 1990, iris rãe ma aier'ak ne vai te'is MMR ta ne ko la pãrea misial ta ia vai leleit ka 'es'ao pau la garue'ak, vai te'is kal po ra la mane'ak for ta ne hõ'pefã' se ta le'et. Fak se vai 'atakoa ne na se famori 'e NZ, tape'ma se ko ne misial ta, iris ne garue 'e maj ne vai sakior a'taution ma aier'ak vah 'on 'es'ao la garue'ak se

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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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Nono ka le'et pa 'inea ne 'on ko ta 'atakoa 'e ko ne misial ta ma 'io se info.health.nz/measles ne he' se nampa te' ne haiasoag se vaccination 'e hanue te'is - 0800 28 29 26.

Haiasoag te'is sūe la he' 'e mijaran ta kamati 'e 8.30 se 5 heta 'e asoah ta. Manre ta se Riam Liam ta (pa 'e terān mane'a). Ma 'on famōr la po la hōi'ak fōeaga se 'os fōeag Rotuam ta, nono ka le'et pa fōeag se ris ne garue se maj ne famōr fup 'af'afa ne pa or ma le'et 'e Maori advisor ma la po pau la far'ōk.

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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 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/.
- 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 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

alexa.masina@tewhatuora.govt.nz

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