



# English 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 English 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 English 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 English language featuring our amazing English clinicians and leaders answering the following key questions:

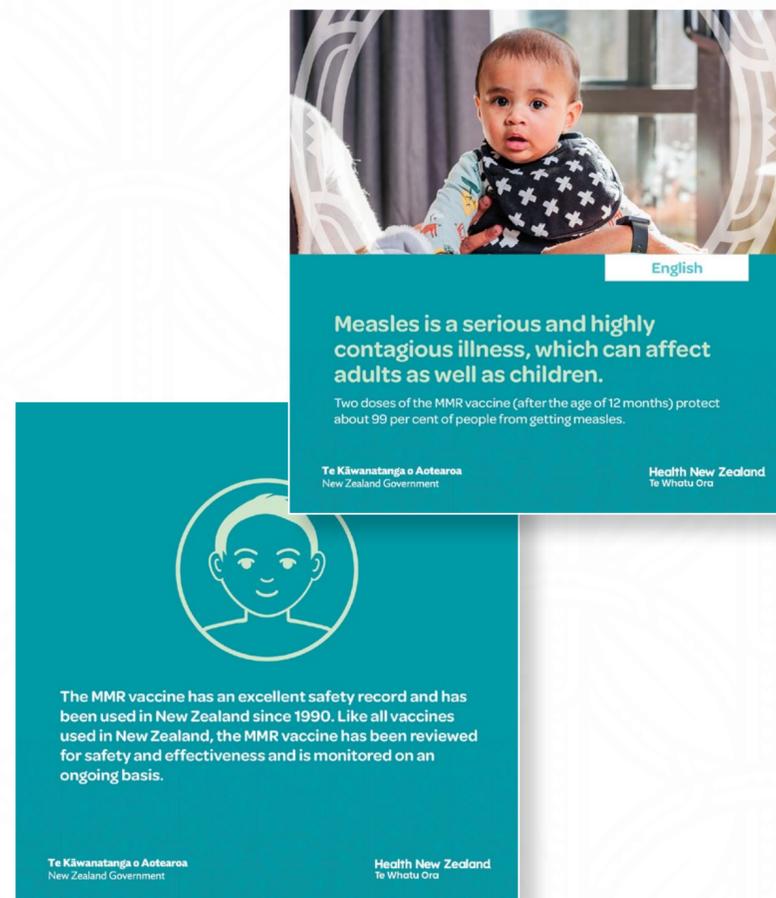
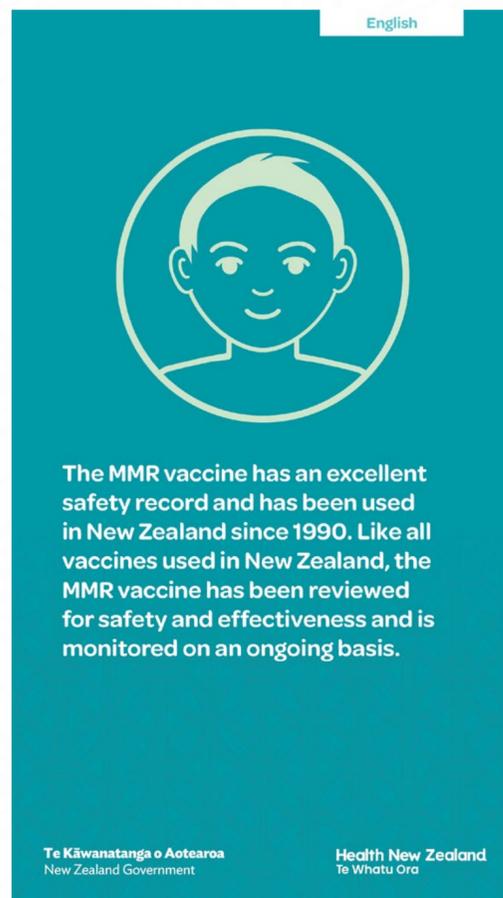
1. What is the measles and why is it concerning?
2. What are the symptoms and what do I do if my child or a family member has them?
3. What is the measles vaccine and what does it do?
4. Is the vaccine safe?
5. If there is measles in the community, is there anything I should know?
6. Where can I get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





English

## Measles is a serious and highly contagious illness, which can affect adults as well as children.

Two doses of the MMR vaccine (after the age of 12 months) protect about 99 per cent of people from getting measles.

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Te Whatu Ora

English

## The MMR vaccine is free for everyone in New Zealand under the age of 18. It doesn't matter what your immigration status is.

You can book a vaccination appointment with a pharmacy, your doctor, nurse, or healthcare provider. Visit [info.health.nz/bookavaccine](http://info.health.nz/bookavaccine) for a list of vaccination sites in your area.

English

## Anyone born after 1969 who has not had two vaccinations against measles after the age of 12 months, or who cannot confirm if they had measles in the past, is recommended to be immunised with the Measles, Mumps and Rubella (MMR) vaccine.

Extra MMR doses are safe for most people unless you are pregnant or immuno-compromised. Please discuss with your healthcare provider.

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[info.health.nz/measles](http://info.health.nz/measles)

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English



The MMR vaccine has an excellent safety record and has been used in New Zealand since 1990. Like all vaccines used in New Zealand, the MMR vaccine has been reviewed for safety and effectiveness and is monitored on an ongoing basis.

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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.



# 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/](https://info.health.nz/measles/).
- Print posters and put them up in your local churches, GP/health clinics and community halls



English

**Measles is a serious and highly contagious illness, which can affect adults as well as children.**

Two doses of the MMR vaccine (after the age of 12 months) protect about 99 per cent of people from getting measles.

For information about checking if you are fully protected against measles, visit [info.health.nz/measles](https://info.health.nz/measles) or call the Vaccination Helpline 0800 28 29 26.

The Helpline is available from 8.30am to 5pm, Monday to Friday (except public holidays). Interpreters are available and you can choose to speak with a Māori advisor, a disability advisor, or use NZ Sign.

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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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