



Gagana Samoa 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 Samoan 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 Samoan 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 Samoan language featuring our amazing Samoan 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.

Gagana Samoa



O le tui puipui o le MMR ua faamauina le sili ona saogalemu ma na fa'aaogāina e Niu Sila mai le 1990. E pei o le tele o tui puipui i totonu o Niu Sila, o le tui puipui o le MMR ua uma ona iloiloaina i lona saogalemu ma lona aogā tele ma le mataiaina fai fai pea.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

So'o se tasi na fanau i tua atu o le 1969 ma e le'i faia tui puipui e lua o le misela ina ua atoa le 12 masina, pe e le mafai ona faamaonia sa maua i le misela i le taimi ua te'a, e fautuaina le faia o a latou tui o le Measles, Mumps and Rubella (MMR).

A sili atu ou tui puipui o le MMR e saogalemu lava mo le toatele o tagata se'i vagana o e ma'itagape e lē malosi lou tino e tetee atu i faamai. Faamolemole talanoa le tulaga lea ma lau auunaga faalesoifua maloloina.

info.health.nz/measles

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

Gagana Samoa

O le tui faagata o le MMR e leai se tologi mo i latou uma i Niu Sila e i lalo o le 18 tausaga. E agavaa i latou uma ia tusa pe lē o oe o se tagata nuu Niu Sila.

E mafai na faatonu le taimi e fai ai lou tui puipui i se fale talavai, o lau fomai, tausi soifua, po o le auunaga faalesoifua maloloina. Asiasi i le upegatafailagi info.health.nz/bookavaccine mo le lisi o nofoaga e faia ai tui faagata e lata ane ia te oe.

Te Kāwanatanga o Aotearoa
New Zealand Government

Gagana Samoa

O le tui faagata o le MMR e leai se tologi mo i latou uma i Niu Sila e i lalo o le 18 tausaga. E agavaa i latou uma ia tusa pe lē o oe o se tagata nuu Niu Sila.

E mafai na faatonu le taimi e fai ai lou tui puipui i se fale talavai, o lau fomai, tausi soifua, po o le auunaga faalesoifua maloloina. Asiasi i le upegatafailagi info.health.nz/bookavaccine mo le lisi o nofoaga e faia ai tui faagata e lata ane ia te oe.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

Gagana Samoa

So'o se tasi na fanau i tua atu o le 1969 ma e le'i faia tui puipui e lua o le misela ina ua atoa le 12 masina, pe e le mafai ona faamaonia sa maua i le misela i le taimi ua te'a, e fautuaina le faia o a latou tui o le Measles, Mumps and Rubella (MMR).

A sili atu ou tui puipui o le MMR e saogalemu lava mo le toatele o tagata se'i vagana o e ma'itagape e lē malosilou tino e tetee atu i faamai. Faamolemole talanoa le tulaga lea ma lau auunaga faalesoifua maloloina.

Te Kāwanatanga o Aotearoa
New Zealand Government

Gagana Samoa

So'o se tasi na fanau i tua atu o le 1969 ma e le'i faia tui puipui e lua o le misela ina ua atoa le 12 masina, pe e le mafai ona faamaonia sa maua i le misela i le taimi ua te'a, e fautuaina le faia o a latou tui o le Measles, Mumps and Rubella (MMR).

A sili atu ou tui puipui o le MMR e saogalemu lava mo le toatele o tagata se'i vagana o e ma'itagape e lē malosilou tino e tetee atu i faamai. Faamolemole talanoa le tulaga lea ma lau auunaga faalesoifua maloloina.

info.health.nz/measles

Health New Zealand
Te Whatu Ora

Gagana Samoa



O le tui puipui o le MMR ua faamaonia le sili ona saogalemu ma na fa'aaogāina e Niu Sila mai le 1990. E pei o le tele o tui puipui i totonu o Niu Sila, o le tui puipui o le MMR ua uma ona iloiloaina i lona saogalemu ma lona aogā mataiaina.

Te Kāwanatanga o Aotearoa
New Zealand Government

Gagana Samoa



O le tui puipui o le MMR ua faamaonia le sili ona saogalemu ma na fa'aaogāina e Niu Sila mai le 1990. E pei o le tele o tui puipui i totonu o Niu Sila, o le tui puipui o le MMR ua uma ona iloiloaina i lona saogalemu ma lona aogā mataiaina fai fai pea.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

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.



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Mo nisi faamatalaga mo le mautinoa o lo e matua puipuia mai le misela, tagai ane i le upegatafailagi info.health.nz/measles pe valaau le Vaccination Helpline 0800 28 29 26.

O le Helpline e tatala mai le 8:30 i le taeao se ia pa'ia le 5:00 i le afiafi, Aso Gafua i le Aso Faralile (seivagana aso malolo a le malo). O lo'o iai i latou e Faalili Upu ma e mafai ona e talanoa i se Fauafautua Māori, o se faufautua mo e iai manaoga faapitoa pe fa'aaoga le NZ Relay.

Te Kāwanatanga o Aotearoa
New Zealand Government

info.health.nz/measles

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Mo nisi faamatalaga mo le mautinoa o lo e matua puipuia mai le misela, tagai ane i le upegatafailagi info.health.nz/measles pe valaau le Vaccination Helpline 0800 28 29 26.

O le Helpline e tatala mai le 8:30 i le taeao se ia pa'ia le 5:00 i le afiafi, Aso Gafua i le Aso Faralile (seivagana aso malolo a le malo). O lo'o iai i latou e Faalili Upu ma e mafai ona e talanoa i se Fauafautua Māori, o se faufautua mo e iai manaoga faapitoa pe fa'aaoga le NZ Relay.

Te Kāwanatanga o Aotearoa
New Zealand Government

info.health.nz/measles

Health New Zealand
Te Whatu Ora

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



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Mo nisi faamatalaga mo le mautinoa o lo e matua puipuia mai le misela, tagai ane i le upegatafailagi info.health.nz/measles pe valaau le Vaccination Helpline 0800 28 29 26.

O le Helpline e tatata mai le 8:30 i le taioalo se ia pe i le 5:00 i le atafu. Aso Ga'ua i le Aso Faralito (senegata aso malolo a le matu). O lo'o iai i latou e Faailu Upe ma e mafai ona e talanoa i le Faufautua Māori, o se faufautua mo e ai mautuaga faapitoa pe fa'asogā i le NZ. Aso.

Te Kāwanatanga o Aotearoa
New Zealand Government

info.health.nz/measles

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora



Gagana Samoa

O le misela o se faama'i ogaoga ma pipisi vave ma e aafia ai tagata matutua ma tamaiti.

O le lua o tui puipui o le MMR (ina ua atoa le 12 masina) e puipuia ai pe a ma le 99 pasene o tagata mai le misela.

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

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

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora