



Lea Faka-Tonga 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 lea faka-Tonga 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

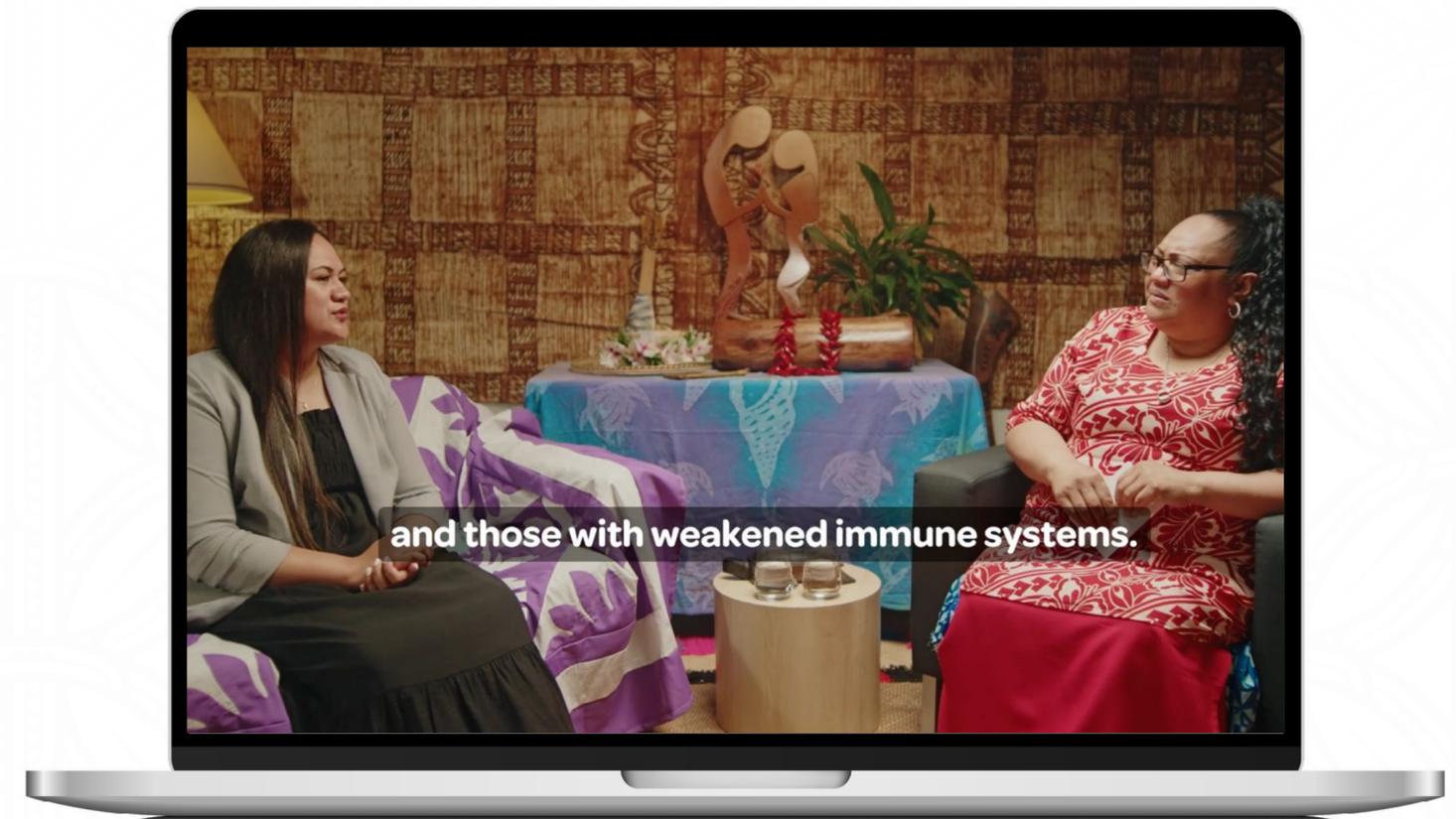
These resources have been created to support individuals, whānau and Tongan communities' efforts in building trust, confidence and in raising awareness of the risks of measles and the protective benefits of immunisation.

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 lea faka-Tonga language featuring our amazing Tongan 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.

Lea Faka-Tonga



'Oku 'i ai e hisitōlia lelei 'o e huhu malu'i MMR pea kuo faka'aonga'i 'i Nu'u Sila' ni talu mei he 1990'. Hangē ko e ngaahi huhu malu'i kotoa pē 'oku faka'aonga'i 'i Nu'u Sila ni', ko e huhu malu'i MMR kuo 'osi fakapapau'i 'oku hao mo malu 'a hono ngāue'aki pea 'oku hokohoko atu 'a hono toutou fakapapau'i 'oku malu 'a hono ngāue 'aki.

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Ko e Mīsele'ko ha mahaki 'oku pipihi pea 'e lava ke puke ai 'a e kakai lalahi' pea pehē ki he fānau'.

Ko e huhu malu'i tu'o ua MMR (hili 'a e māhina 12) te ne malu'i 'a e peseti 'e 99 'o e kakai mei he Mīsele.

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Ko kinautolu na'e fā'ele MMR 'a e 1999 na'e 'ikai ke huhu malu'i tu'o ua ki he Mīsele hili ho māhina 12 pe 'oku 'ikai ke nau lava 'o fakapapau'i pe kuo nau 'osi puke he Mīseleé. 'Oku totonu ke nau fakakakato 'a e huhu malu'i 'oku 'iloa ko e Measles, Mumps and Rubella (MMR).

'Oku 'ikai ke 'i ai ha palopalema 'o kapau 'e to e tānaki atu hao huhu malu'i MMR tukukehe kapau 'oku'ke feitama pe vaivai 'a e kau sōtia malu'i ho sino'. Kātaki 'o toki talanoa mo ho'o toketā fakafāmilii'.

info.health.nz/measles

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Te Whatu Ora



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Ko kinautolu na'e fā'ele'i hili 'a e 1969 na'e 'ikai ke huhu malu'i tu'o ua ki he Mīsele hili ho māhina 12 pe 'oku 'ikai ke nau lava 'o fakapapau'i pe kuo nau 'osi puke he Mīseleé. 'Oku totonu ke nau fakakakato 'a e huhu malu'i 'oku 'iloa ko e Measles, Mumps and Rubella (MMR).

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Lea Faka-Tonga

'Oku ta'etotongi pē 'a e huhu malu'i MMR ki he taha kotoa 'i Nu'u Sila' ni si'i hifo he ta'u 18. 'Oku tatau ai pē pe 'oku' ke nofo fonua pe 'ikai.

'E lava ke ke alea'i ha taimi pau ke ma'u ai 'a ho huhu malu'i pea mo e fale talavai (pharmacy), ko ho'o toketā, neesi, pe toketā fakafāmilii. Vakai ki he uepisaiti info.health.nz/bookavaccine ki he lisi 'o e ngaahi feitu'u 'oku tu'u ai'.

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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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Ki ha ngaahi fakamatala fekau'aki mo hono vakai'ī pe 'oku 'osi kakato 'a ho huhu malu'ī ki he Mīsele', vakai ki he info.health.nz/measles pe ko ho'ō tā ki he Vaccination Helpline 0800 28 29 26.

'Oku faingamālie pē 'a e Helpline mei he 8.30am ki he 5pm, Mōnite ki he Falaite (tukuhehe ki he ngaahi 'aho malōlō). 'Oku faingamālie mo e kau fakatonu' lea pea 'oku 'a lava pē ke ke fili ke lea ki he tokotaha fale'ī 'a e kau Mau'ī', tokotaha fale'ī fakau'aki mo e faingata'a'ia fakasino pe ko kinautolu 'oku nau faka'aongari' 'a e NZ Relay.

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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

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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

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