



Tokelau 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 Tokelau 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

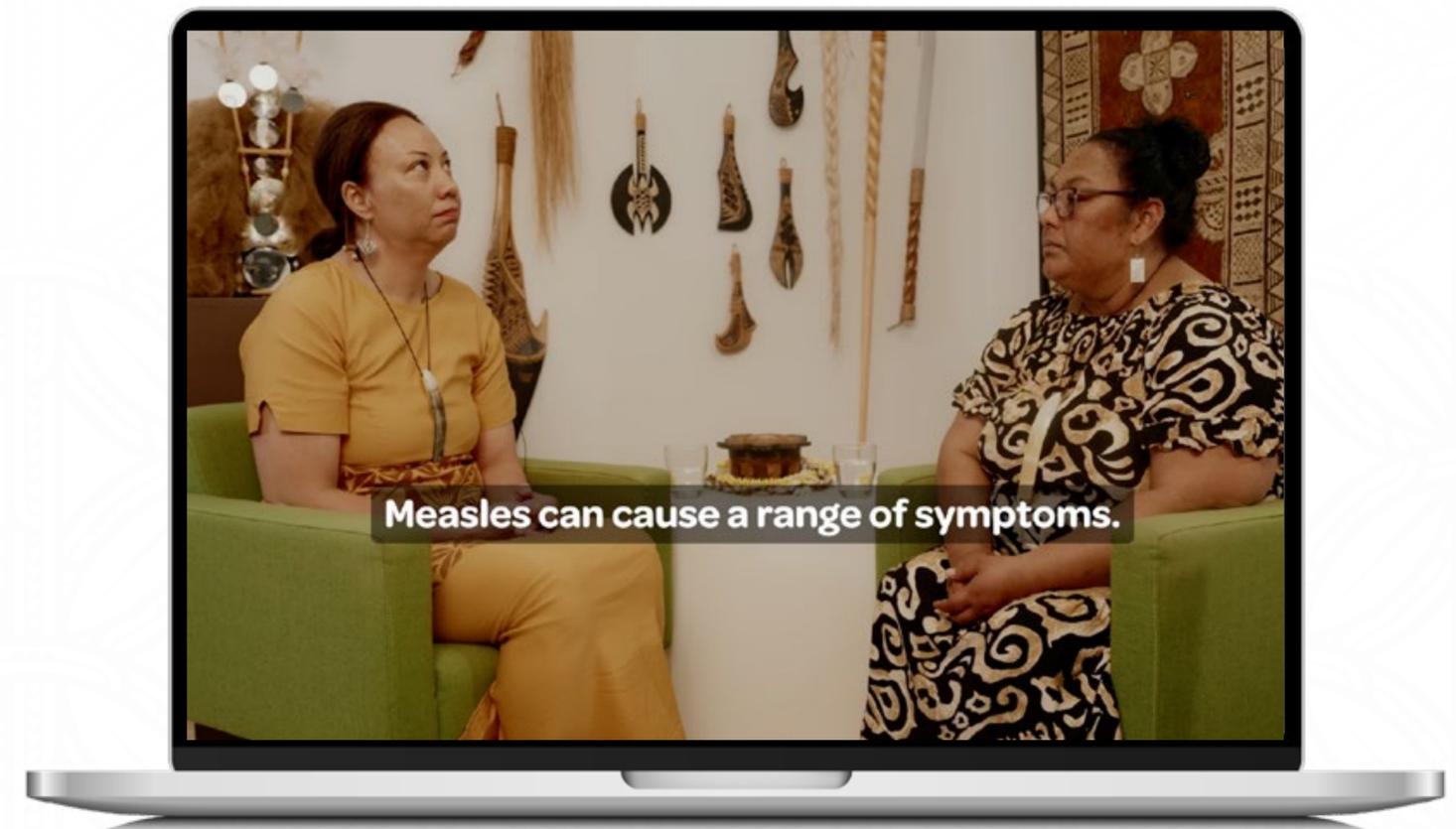
These resources have been created to support individuals, whānau and Tokelau communities' efforts in building trust, confidence and in raising awareness of the risks of measles and the protective benefits of immunisation.

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

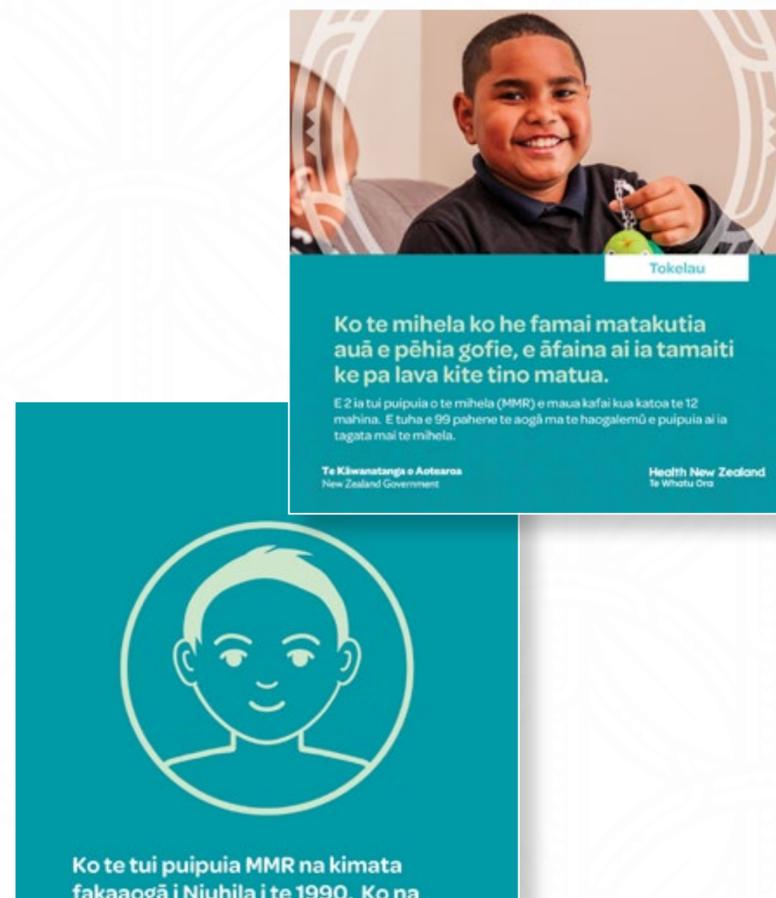
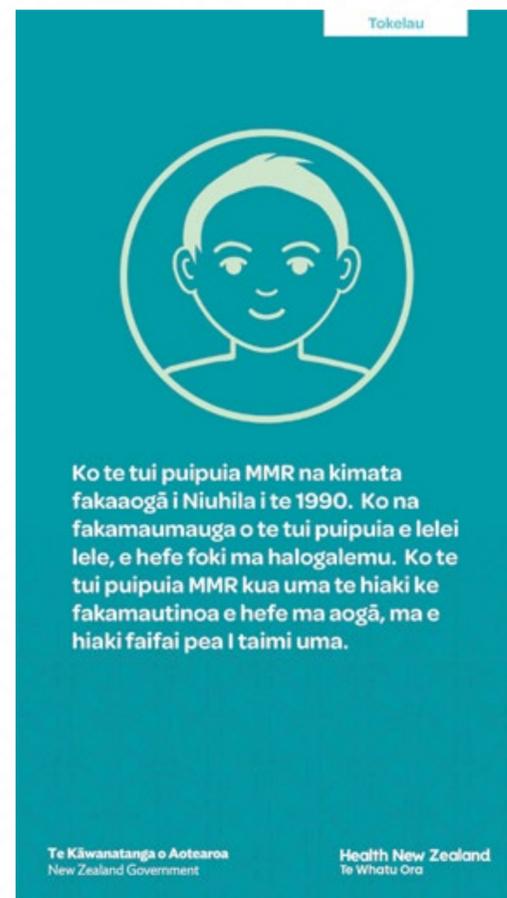
1. What is the measles and why is it concerning?
2. What are the symptoms and what do I do if my child or a family member has them?
3. What is the measles vaccine and what does it do?
4. Is the vaccine safe?
5. If there is measles in the community, is there anything I should know?
6. Where can I get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





Tokelau

Ko te mihela ko he famai matakutia auā e pēhia gofie, e āfaina ai ia tamaiti ke pa lava kite tino matua.

E 2 ia tui puipua o te mihela (MMR) e maua kawai kua katoa ai tona 12 mahina te matua, pe hē mautinoa foki pe na fai ni ona tui i he taimi kua teka, e fautuagia ke fai loa hona tui i te tui fakapitoa ko te MMR, ke puipua ai ia mai te mihela, te mami ma te lupela.

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Tokelau

Ko ho he tino na fanau i tua atu ote tauhaga 1969, e heki faia hona tui puipua i te mihela ka kua katoa ai tona 12 mahina te matua, pe hē mautinoa foki pe na fai ni ona tui i he taimi kua teka, e fautuagia ke fai loa hona tui i te tui fakapitoa ko te MMR, ke puipua ai ia mai te mihela, te mami ma te lupela.

Ko te tokalahiga o tagata e hē āfaina kawai e hilia ni ona tui puipua, vaganā ai ko koe e fai tama pe hē malohi foki na hiamā i to tino ke teteke kehe na tauale pēhia. Fakamolemole talanoa ki to famai pe ko te Fale e fano koe ki ei mo to ola malōlō lelei.

Tokelau

E heai he totogi o te tui puipua MMR mo na tino i Niuhila ko heki katoa te 18 tauhaga. E tuha pe ko koe he tagatā nuku pe heai.

E mafai ke fai ho avanoa ke fai ho tui puipua i he Fale Talavai, i to Fomai pe ko te teine fomai, pe ko te Fale e fano koe ki ei mo to ola malōlō lelei. Hiaki loa te info.health.nz/bookavaccine mo he lihi o te koga io tafa e fai ai na tui puipua.

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info.health.nz/measles

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Ko te tui puipua MMR na kimata fakaaogā i Niuhila i te 1990. Ko na fakamaumauga o te tui puipua e lelei lele, e hefe foki ma halogalemū. Ko te tui puipua MMR kua uma te hiaki ke fakamautinoa e hefe ma aogā, ma e hiaki faifai pea i taimi uma.

Tokelau



Ko te tui puipua MMR na kimata fakaaogā i Niuhila i te 1990. Ko na

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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Kawai e fia maua e koe ni fakamatalaga pe kua katoa o tui puipuia i te mihela, hiaki loa te info.health.nz/measles pe telefoni ki te Laina Fehoahoani o na Tui puipuia (Vaccination Helpline) i te numera 0800 28 29 26.

Ko te tamaiti e maua ai e koe te Helpline ko te 8.30am i te taaiao ki te 5.00pm i te ahiahi, Aho Gaifua ki te Aho Fakalei (vaganā ai na aho maōiō).

E maua te fehoahoani mai na tino fakaliliu kupu pe tautala i tau gagana, e filiāi foki e koe he tino Maoli Faufautua (Maori Advisor) pe ko he tino Faufautua i na tauale hē katoatoa (Disability Advisor), pe fakaaogā foki te 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 for more information.

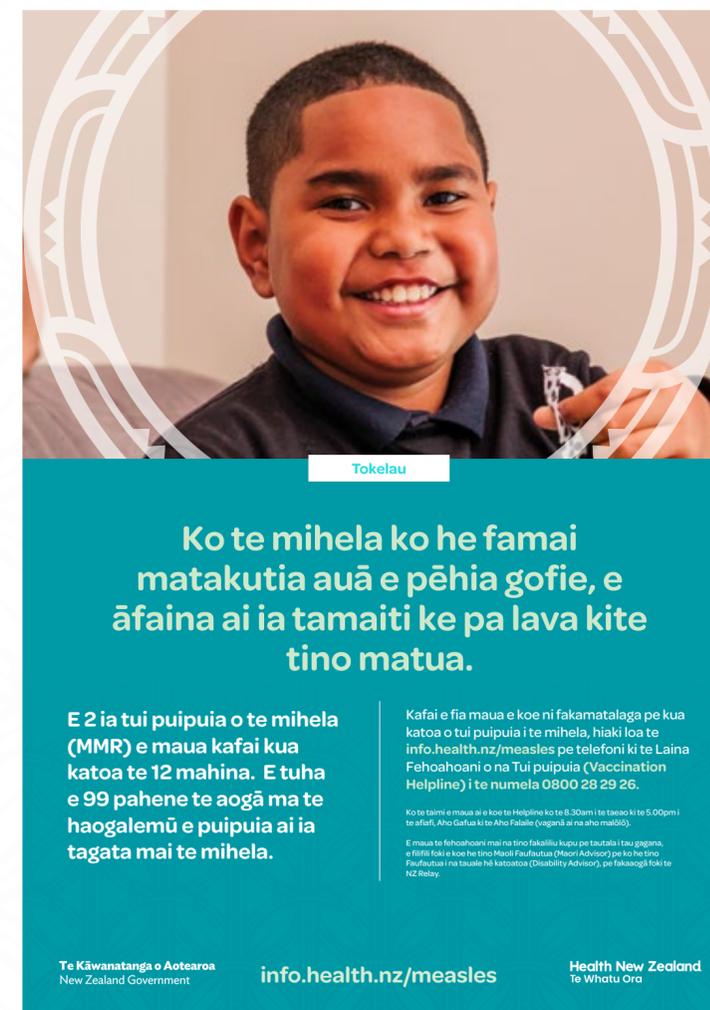


How can I help?

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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