





Measles vaccine campaign



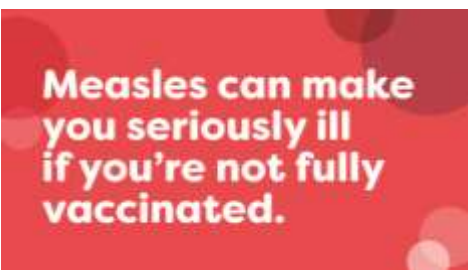
Partner communications pack
February 2024

Audiences – who do we want to reach?

1. Parents of children aged 12 months to 17 years.
2. Young people aged 18-26, who are less likely to have been vaccinated as children due to the concern over links between MMR and autism, following a study which has since been disproved.
3. Other adults who may have missed one or both MMR doses.
4. Targeted communications and outreach is ongoing with refugee and asylum seekers.



Asset <i>12 months to 17 years</i>	Alt text	Post copy
	<p>Pink graphic with white writing that says 'Measles cases are increasing in London. Has your child had two doses of MMR?' Photo shows smiling toddler sitting with her dad.</p>	<p>Measles cases are increasing in London and spreading quickly in schools and nurseries. There is no cure for measles.</p> <p>Two doses of the MMR vaccine is the only protection against the most severe forms of measles. MMR is safe, effective and free on the NHS.</p> <p>👉 camden.gov.uk/measles</p>
	<p>Pink graphic with white writing that says 'The best protection against measles is 2 doses of the MMR vaccine'</p>	<p>Every child needs two doses of MMR for the best protection against measles at age:</p> <ul style="list-style-type: none"> • 1 year • 3 years and 4 months <p>If your child has missed either or both of these vaccines, it's not too late to catch up.</p> <p>👉 camden.gov.uk/measles</p>
	<p>Pink graphic with white writing that says 'measles can make kids really ill.'</p>	<p>Measles is a very contagious disease that can make kids seriously unwell if they're not fully vaccinated.</p> <p>Check if your child is up to date on their measles vaccinations by looking in their Red Book, and find out how to book a free vaccine appointment at camden.gov.uk/measles</p>
	<p>Pink graphic with white writing that says 'Is your child vaccinated against measles? It's never too late to catch up.' Photo shows image of smiling boy.</p>	<p>Check if your child is up to date on their measles vaccinations by looking in their Red Book. If you're not sure, or to book a free vaccine appointment, contact your GP. You can find more free vaccine appointments near you at camden.gov.uk/measles</p>

Asset <i>Young people aged 18-26</i>	Alt text	Post copy
	<p>Red graphic with white text that says 'Measles cases are increasing in London. Are you fully vaccinated?' A photo shows a smiling young woman, with the date 14/2/01 next to it.</p>	<p>Measles cases are increasing in London and if you're not fully vaccinated, it can make you seriously unwell. Ask your GP if you have had both doses of the measles, mumps and rubella (MMR) vaccine and book a free vaccine appointment if you need one.</p> <p>👉 camden.gov.uk/measles</p>
	<p>Red graphic with white text that says 'Were you born between 1998 and 2004? Check you have had both doses of MMR.' A photo shows a smiling young woman, with the date 23/4/04 next to it.</p>	<p>Are you fully vaccinated against measles? The MMR vaccine is safe and effective and the only protection against the most severe forms of measles.</p> <p>It's never too late to catch up. The MMR vaccine is always free on the NHS, whatever your age.</p> <p>👉 camden.gov.uk/measles</p>
	<p>Red graphic with white text that says 'measles can make you seriously ill if you're not fully vaccinated.'</p>	<p>Measles is a very contagious disease that can make you seriously unwell if you're not fully vaccinated.</p> <p>Contact your GP to check if you have had both doses of the MMR vaccine and book a free vaccine appointment if you need one.</p> <p>👉 camden.gov.uk/measles</p>



Newsletter copy – parents of children aged 12 months to 17 years

Is your child fully vaccinated against measles?

Measles is a very contagious disease that can make kids seriously unwell if they're not fully vaccinated, and cases are increasing in London.

The only protection against the most severe forms of the disease is two doses of the measles, mumps and rubella (MMR) vaccine, which every child can get for free at their GP.

Check if your child is up to date on their measles vaccinations by looking in their Red Book or vaccine record. If you're not sure, and to book a free vaccine appointment, contact your GP. It's never too late to catch up.

If your child is at primary or secondary school in Camden, you can also book a free vaccine appointment with the school aged immunisations service by calling **020 3317 5076**.

Find more free vaccine appointments near you at camden.gov.uk/measles

Newsletter copy – young people aged 18-26

Check that you are fully vaccinated against measles

Measles is a very contagious disease that can make you seriously unwell if you're not fully vaccinated, and cases are increasing in London.

The only protection against the most severe forms of the disease is two doses of the measles, mumps and rubella (MMR) vaccine, which everyone can get for free at their GP.

Check if you are up to date on your measles vaccinations by checking your vaccine record. If you're not sure, and to book a free vaccine appointment, contact your GP. It's never too late to catch up.

If you were born between 1998 and 2004 it's especially important to check that you have had two doses of MMR, as you are less likely to have been vaccinated against measles when you were a child. This is because of a 1998 study that linked the measles, mumps and rubella (MMR) vaccine with autism. This study has been disproven – there is no link between MMR and autism.

Find more free vaccine appointments near you at camden.gov.uk/measles



Thank you

Thank you for your support in sharing this important message with Camden's communities.

If you have any feedback on how people receive our existing materials or how we could better engage with target groups please contact Lucy Lee at lucy.lee@camden.gov.uk