



# Communication Resources: Preventing measles spread



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## In this package

This is a collection of resources that can be used to talk with your community members about measles, measles prevention, and increasing measles vaccination rates. Resources were created by Indigenous Services Canada (ISC), the Public Health Agency of Canada (PHAC), and health partners from across the region. All resources are provided in English.

## Formatting

Resources are divided into categories and sections based on what type of product they are, who created them, and whether they have branding.

Each section comes with suggestions and tactics you can use alongside the resources to help others learn how to prevent measles.

Tous les produits inclus dans ce document sont également disponibles en français. Veuillez contacter : [ontario-communications@sac-isc.gc.ca](mailto:ontario-communications@sac-isc.gc.ca)

## How to open & save

All images sources are underlined in blue. They work as a link. To open a full-sized version of resources, click on the link. It may open in a new internet tab.

To save an image from OneHealth, click on the underlined blue link. Right-click on the image and choose “Save as” or “Save image as.”

To save from Google Drive, click “Download” at the top-right of your screen.

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## Images

Images in this collection are divided into two categories: graphics and posters. For a PDF version of images, please contact the [ISC Ontario Communications](#) team. For more products from the Sioux Lookout First Nations Health Authority (SLFNHA), visit their [social media](#) or their [website](#).

### Graphics

**What:** Images for online use, such as social media and websites

**Sizing:** Made to fit social media like Facebook, Instagram and Twitter.

**Suggestions:** These images can be posted as is, or printed as smaller posters. The following tactics may help you reach more people.

- Post images with simple text of the most important points to know
- Post when people are awake and active online (varies from place to place)
- Use social media sites that are popular with your community
- Add your own branding whenever possible so community members know the information comes from a trusted source

#### SLFNHA: BRANDED GRAPHICS

1) Title: [Nice catch!](#)

Theme: Getting every child caught up on routine vaccines (including measles)

2) Title: [You can try to outrun Kokum](#)

Theme: Only vaccines can help prevent illnesses

3) Title: [Routine vaccines keep everyone safe](#)

Theme: Getting vaccinated helps keep everyone healthy

4) Title: [Triple threat! Version 1](#) / [Version 2](#)

Theme: Make sure children vaccinated against measles, mumps and rubella



*Example of SLFNHA graphic #2*

## ISC: UNBRANDED GRAPHICS

1) Title: [The 90s are making a comeback](#)

Theme: Make sure you're up to date on your measles vaccinations

2) Title: [Community Immunity](#)

Theme: Making sure we're vaccinated against measles helps us restore herd (community) immunity

3) Title: [Did you know? Immunity in Community](#)

Theme: The more people vaccinated against infectious diseases (like measles), the better chance everyone has of protection.

4) Title: [Healthy travel checklist](#)

Theme: To lower your risk of getting sick, remember to practice healthy habits while travelling.

5) Title: [Family Preparedness Plan Image 1](#) / [Image 2](#)

Theme: You/your family *may* need to isolate one day if you get sick, and preparing ahead of time can help

\* Note: this is a pair, intended to be shared together

### DO YOU HAVE A FAMILY PREPAREDNESS PLAN?

A Family Preparedness Plan (FPP) is a set of all the information you may need to communicate, if someone in your family or household needs to isolate because of a contagious infection, like measles. Your FPP should include personal information, supplies you'll need while recovering, and anything else that's helpful to know while you isolate.

Check out the next slide for some ideas you can add to your own plan!

For more information about family preparedness plans and measles, contact your nursing station, health care provider, or local health unit.



### WHAT GOES IN AN FPP?

Here are two lists to get you started. Add more information based on your needs. For example, do you have a caregiver?

#### Supplies

- Cleaning items
- Soaps (hand, laundry, dish)
- Disinfectant for surfaces
- First aid kit with a thermometer
- Waste container + plastic liner
- Disposable gloves
- Disposable masks (3 layers)
- Hand sanitizer (> 70% alcohol)
- Tissues and paper towels

#### Information

- Health information, such as OHIP number, date of birth, and medications
- Medical conditions and allergies
- Dietary restrictions / intolerances
- Pet information, like their vet and diet
- Emergency contact, including their name and a phone number
- Household details, like: what rooms do you and your family share?



Example of paired ISC graphics #5

## PHAC: BRANDED GRAPHICS

- 1) Title: [Help make routine childhood vaccines easier](#)  
Theme: Support families and guardians to vaccinate children
- 2) Title: [Confirm your child's vaccinations](#)  
Theme: Make sure your little ones are up-to-date on their vaccines
- 3) Title: [Disease prevented by routine vaccinations](#)  
Theme: Many diseases have been prevented by getting fully vaccinated
- 4) Title: [Measles symptoms](#)  
Theme: Signs of measles to look out for
- 5) Title: [Protect them from measles](#)  
Theme: Protect children from measles
- 6) Title: [Talk to a healthcare provider before travelling](#)  
Theme: Get vaccinated against measles before travelling
- 7) Title: [Vaccination is the best way to prevent measles](#)  
Theme: Get vaccinated against measles
- 8) Title: [Vaccines prevent serious diseases from spreading](#)  
Theme: Get vaccinated against measles
- 9) Title: [Vaccines work](#)  
Theme: Multiple diseases have been eradicated or limited by vaccines

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# Posters

**What:** Educational pictures that can be printed or posted online.

**Size:** Made to fit a standard letter and standard home printer, but can be printed in larger sizes.

**Suggestions:** These images can be used on their own. Below are tactics that may help catch people's attention.

- Put up posters in multiple, high-traffic places in your community
- If possible, put up posters where they will be protected from the weather
- Put up posters at an average eye-level, so people are drawn to see it
- Upload posters online to improve visibility

## ISC: UNBRANDED POSTERS

1) Title: [Measles is extremely contagious](#)

Theme: Measles is different than other respiratory illnesses, so additional precautions are strongly encouraged to protect yourself and your family

2) Title: [Stay safe from measles this spring](#)

Theme: There are a number of steps you can take to lower your risk of getting measles, including vaccination and not sharing personal items

3) Title: [Not just a disease from the past Version 1](#) / [Version 2](#)

Theme: Measles still exists and poses a real public health threat, so know the signs and get vaccinated

4) Title: [Myths vs facts about the MMR vaccine](#) / [PDF](#)

Theme: The MMR vaccine is safe and offers good protection against measles

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## Scripts

These scripts can be used in any recorded or live broadcast format, such as radio, Facebook Lives, and town halls. They are formatted as public service announcements (PSA), but they can be presented however works best for your community.

**What:** Scripts for spoken information about measles in a short format.

**Length:** Spoken at an even pace, the scripts are 30 to 60 seconds long.

**Suggestions:** Below are tactics that may help catch people's attention.

- For radio, air these scripts during popular shows or times of day when the most people will be listening
- Personalize the non-health info with your greeting and sign-off

## Radio/PSAs

### 30-second script

**Title: Reducing the spread of measles** (short version)

- As the seasons change, so do the risks of respiratory infections like measles.
- Protect yourself and loved ones. Remember to:
  - Make sure you're fully vaccinated;
  - Stay home when you're sick;
  - Air out indoor spaces;
  - Wash your hands;
  - Cover coughs and sneezes; and
  - Disinfect surfaces that are touched often, like doorknobs
- Let's stay safe and healthy. Together, we can reduce the spread.
- Call **[Insert # for your specific NURSING STATION, HEALTH UNIT, ETC]** for more information.

## 60-second scripts

### 1) Reducing the spread of measles (long version)

- This spring has seen an increase of measles cases in Ontario.
- As with any other contagious infection, our response to measles matters.
- We need to protect ourselves and our loved ones by reducing the spread of measles.
- You can do your part by:
  - Making sure you're fully vaccinated;
  - Staying home when you're sick;
  - Washing your hands often;
  - Covering your coughs and sneezes;
  - Opening windows to air out your space; and
  - Disinfecting any surfaces that are touched often, like doorknobs
- These choices can make a real difference for ourselves, our families, and our friends.
- Call **[Insert # for your specific NURSING STATION, HEALTH UNIT, ETC]** for more information.
- They can talk to you about your vaccine history, and any doses you may need to get up-to-date protection.
- Let's stay informed, look out for one another, and keep our community safe and healthy.
- Together, we can slow the spread of measles.



*Image courtesy of the Canadian Internet Registration Authority.*





## 60-second scripts

### 2) Title: Measles and vaccines

- Hello, this is **[Insert NAME]**, from **[Insert ORGANIZATION, COUNCIL, or COMMUNITY]**.
- Measles cases have been confirmed in Ontario, with more expected from international travel.
- Vaccines have protected us from these outbreaks for decades.
- Unfortunately, the pandemic disrupted and delayed important healthcare, like measles vaccinations.
- Measles is extremely contagious, and you may not know if you've been exposed.
- Vaccination offers the best protection against measles through immunity.
- 9 in 10 people without immunity get sick when they are exposed to the virus. 1 in 5 of those people are hospitalized.
- Wearing a mask is not enough to protect yourself.
- Measles germs are tiny, and can get through most store-bought masks, even medical-grade disposable ones.
- So if you are travelling this year, or plan to attend large gatherings like pow wows, make sure you're vaccinated against measles before you go.
- Ask your healthcare provider or your community nurse about getting vaccinated today.
- Thank you **[or insert your choice of word/language]**.

*Image courtesy of the Canadian Internet Registration Authority.*

## 60-second scripts

### 3) Title: Protecting yourself and your community

- Protect yourself, your family and your community from measles by getting vaccinated.
- Measles is highly contagious and can lead to severe complications, especially among children under 5 years of age, pregnant individuals, and those with a compromised immune system.
- The measles vaccine is safe and effective, providing almost 100% protection after all recommended doses.
- Vaccines save lives. Talk to your local healthcare provider or public health department to find out where you can get vaccinated.
- Learn more on Don't Wait, Vaccinate at Canada.ca [for your reference: <https://www.sac-isc.gc.ca/eng/1572296191088/1572296260775>]

### 4) Title: Prevent measles while travelling

- Are you planning to travel outside of Canada? Make sure you're protected against measles with these essential tips:
  - Review travel health notices for measles for the country you are travelling to.
  - Make sure your routine vaccinations are up to date.
  - Infants who will be travelling can receive the MMR vaccine as young as 6 months of age.
  - Consult a healthcare provider or visit a travel health clinic at least 6 weeks before your trip.
- If you develop measles symptoms during your trip or after returning, seek medical help immediately. Talk to your local healthcare provider or public health department to find out where you can get vaccinated.
- Learn more on Don't Wait, Vaccinate at Canada.ca [for your reference: <https://www.sac-isc.gc.ca/eng/1572296191088/1572296260775>]

## Messaging

The following key points and resources can be shared on their own or with other resources. You can pair images from the Graphics section with information from the key points below in the caption of a Facebook post, for example.

To help people better understand and remember public health guidance about measles:

- Keep messaging simple and direct, otherwise people may tune out
- Focus the messaging on who you are most trying to communicate with, such as guardians of young children
- Try to connect with others by using personal wording, like “our” or “your”

## Key Points

### General info

- Measles is an extremely contagious and serious respiratory illness.
- The measles virus can survive in the air for up to 2 hours.
- If an infected person was in a room within the last 2 hours, it is possible to contract measles even after they’ve left.
- It can take 7 to 21 days to develop symptoms after being exposed to measles.

### Measles symptoms

- Staying home when you’re sick with measles is critical to prevent spreading the illness and keeping others safe.
- First symptoms of measles can include: fever, cough, runny nose, and red, watery eyes.
- About 3 to 7 days after symptoms begin, a rash of small red dots develops.
- A measles rash starts on the face and spreads down the body, arms and legs.
- The rash can last 4 to 7 days, and often does not feel itchy.
- Some people may also develop small white spots inside their mouth and throat about 2 to 3 days after symptoms begin.

## The danger of measles

- Measles can cause complications like pneumonia, blindness, brain swelling, premature labour, low birth weight, and death.
- Most people recover from measles in 2 to 3 weeks, but not everyone.
- Measles carries serious risks for people who can't be vaccinated, like young babies and pregnant people.
- Measles can also be dangerous for unvaccinated children, who don't have mature immune systems, and immunocompromised people.

## Protecting community

- Vaccination is the best way to avoid serious outcomes from measles, and it helps lower your chance of infecting others in our community.
- Catch up on any routine vaccinations you and your family have missed, including the measles vaccine.
- If you don't know your vaccination status, talk to your healthcare provider, our local health unit, or the nurse in our community.

## Vaccine safety

- Measles vaccines have been safely used for decades.
- Most people get life-long protection after they are fully vaccinated.
- Being fully vaccinated means you completed a full schedule (or "series") of measles vaccines. In Canada, that is typically 2 doses of the vaccine.
- At this time, anyone born before 1970 are thought to be naturally immune.

## Staying at home

- Stay home if you have measles symptoms.
- Stay home if you think you were exposed to measles.
- While you're isolating at home, call your healthcare provider or the community nurse for instructions on what to do.



## Travelling

- Don't overlook your well-being while planning your next trip.
- Measles outbreaks are occurring around the world. Before heading out for a trip, talk to your healthcare provider to make sure you're fully protected against measles.



## Information Resources

Mixing tactics can help keep your community informed and engaged. The resources below can help with that. They can also serve as examples of tools and social media you can use while communicating about measles.

### Websites

- PHAC: [Measles and prevention](#)
- Ministry of Health (MOH): [Find your local health unit](#)

### Social media

- ISC/FNIHB: Healthy First Nations and Inuit - [Facebook](#)
- PHAC: Healthy Canadians - [Facebook](#) / [Twitter](#)
- MOH: Ontario MOH [Facebook](#)

### Factsheets, Brochures

- ISC: [Don't Wait, Vaccinate!](#) First Nations and Inuit factsheet\*
- PHAC: Vaccination guides - [Adult's Guide](#) / [Parent's Guide](#) / [Teen's Guide](#)
- Solutions for Kids in Pain\*\*: [Needle Fear Brochure 1](#)
- Solutions for Kids in Pain\*\*: [Needle Fear Brochure 2](#)

\* Automatically downloads as a PDF when you click on them.

\*\* Non-profit organization focusing on reducing needle fears for children.