

## Sign out sheet

<b>Document title</b>	<i>MMR – Key messages for potential outbreak February 2023</i>	
<b>Author</b>	[REDACTED]	
<b>Document type</b>	<b>Internal:</b> Choose an item	<b>External:</b> Choose an item Reference number
<b>Commissioner</b>	[REDACTED] <i>GM Comms and Engagement, NIP</i>	
<b>Date due: Tuesday, 14 February 2023</b>		<b>Date received:</b> Click or tap to enter a date.

Background information and relevant context for approvers			
Following confirmation of a measles case in Auckland, new key messages are required to inform and support outbreak response and increasing MMR uptake, particularly in the affected areas of Auckland, Bay of Plenty and Waikato.			
Internal sign out (to be completed as relevant)			
Person	Title & Team	Date	Signature
[REDACTED]	Comms & Engagement Lead	14/2/23	Author
[REDACTED]	GM Comms and Engagement, NIP	14/2/23	By email
[REDACTED]	Clinical, NIP	14/2/23	By email
[REDACTED]	Interim Director, Prevention	15/2/23	By email

Consultation is needed where there is impact from the proposal/advice e.g. Legal, <a href="#">Communications</a> , <a href="#">Finance</a> , other agencies		
Person and title	Team	Date
[REDACTED], External Communications Manager	Te Aka Whai Ora	
Summary of feedback/input and how it has been incorporated		

# MMR – Key messages for potential outbreak February 2023

## Context

Following confirmation of a measles case in Auckland, new key messages are required to inform and support outbreak response and increasing MMR uptake, particularly in the affected areas of Auckland, Bay of Plenty and Waikato.

The MMR vaccine is free for every citizen and resident in New Zealand born from 1 January 1969 onwards, to ensure that people without natural immunity are able to access protection. Two doses are needed for full protection, with the first now scheduled to be given at 12 months and the second at 15 months.

Since the introduction of vaccination for measles, the vaccination schedule has changed a number of times. Due to this, there are several age cohorts who were caught in the middle of changes who may be lacking protection.

Exacerbating this, prior to the recent launch of the Aotearoa Immunisation Register, there was no centralised national system for recording immunisation, with individual vaccination records held by the family GP and potentially noted in Plunket/Well Child Tamariki Ora books. People who have moved to New Zealand from other countries may also not have easily accessible vaccination records.

Since the beginning of the COVID-19 pandemic, uptake for the second dose has dropped, for a variety of reasons, including primary care capacity, change in focus, lack of willingness to attend primary care due to perceived risk, and vaccination fatigue.

## Scope

The scope of this document is limited to key messages to promote immunisation, available for use in immunisation promotion material and in communications related to the response to the case and the potential outbreak.

## Messages

- New Zealanders should ensure they are fully protected against measles following a confirmed case of the highly infectious disease in Aotearoa.
- Any person born during or since 1969 and who does not have documented evidence of receiving two doses of a measles vaccine and has not had measles previously is at risk.

- Unvaccinated infants are at particularly high risk of serious illness from measles.
- Measles spreads more easily than almost any other disease, and can cause serious illness including pneumonia, brain infection and death.
- MMR is given as two doses. If you're not sure that you've had two doses, play it safe and get vaccinated. There are no safety concerns with having an extra dose.
- MMR vaccines are free for everyone born after 1 January 1969. Visit your local pharmacy or call your doctor or health provide today.
- Two doses of the MMR vaccine provide lifelong protection against measles in 99 out of 100 vaccinated people.

### Supporting messages

- The MMR vaccine protects against measles mumps and rubella. All three can be very serious illnesses.
- If you have been exposed to measles getting the MMR vaccine within 72 hours can prevent you from getting the disease.

### Supporting messages – parents

- Over the last couple of years, many tamariki have missed out on getting their MMR and other important childhood vaccines. It's not too late to protect them, it's free, quick and easy.
- It is important to get two doses of the MMR vaccine. If your child has had their first dose, the second will still be effective even if it has been months or years between them.
- The MMR vaccine has an excellent safety record and has been used in New Zealand since 1990. Like all vaccines used in New Zealand, it has been reviewed for safety and effectiveness, and is monitored on an ongoing basis.
- If you have any questions about vaccination, your GP, nurse practitioner and local vaccinator are here to help you. You can also call Healthline 0800 611 116.

### Supporting messages – rangatahi and adults

- Measles, Mumps and Rubella can affect your chances of getting pregnant or having a healthy baby
  - Measles can increase the risk of miscarriage and premature labour
  - Mumps can affect fertility for both men and women
  - Rubella can increase the risk of major birth defects

- These days two MMR vaccinations are given to you as a child but people born before 2004 may have missed having one or both doses
- We're encouraging everyone born before 2004 to check with a parent, caregiver or family doctor to see whether you had both MMR vaccinations as a child.
- If you're not sure that you've had two doses, play it safe and get vaccinated. MMR vaccines are free at your GP, other local health provider and many pharmacies. There are no safety concerns with having an extra dose.

### Supporting messages – travellers

- Measles is found in numerous countries popular with New Zealanders.
- Measles spreads more easily than almost any other disease, and outbreaks happen regularly overseas.
- Before you go overseas, check with a parent, caregiver or family doctor to see whether you've had two MMR vaccinations.
- If you haven't had two MMR vaccinations, book them in before you go. Doses should be at least four weeks apart.
- If you don't have time for two doses, getting your first dose before you travel will still offer some protection and help stop you accidentally bringing measles back to New Zealand with you.

## Action plan

Activity	When
Sign-off of key messages	14 Feb
Distribution of key messages to stakeholders	14 Feb