

East of England Region

MMR Vaccination: Communication Resources Pack

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Assets and materials

NHSE Resources

- Most recent press release (January 2024): [NHS England » NHS launches catch up campaign for missed MMR vaccines](#)

NHSE assets from Summer 2023:

- All resources available at: [Measles campaign July 2023 - CommsLink - FutureNHS Collaboration Platform](#)
- National call / recall assets are available for use [here](#) including translated materials

News

NHS launches catch up campaign for missed MMR vaccines

22 January 2024

Children and young people Vaccination

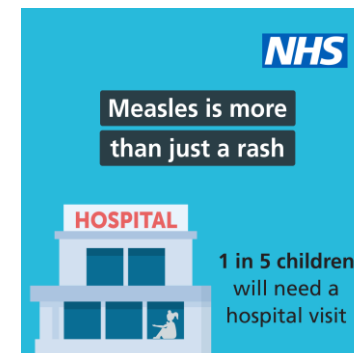
Millions of parents and carers in England are being urged to book their children in for their missed measles, mumps, and rubella (MMR) vaccine as part of a major new NHS drive to protect children from becoming seriously unwell, as measles cases continue to rise across the country.

The NHS campaign will see all parents of children aged from six to 11 years contacted encouraging them to make an appointment with their child's GP practice for their missed MMR vaccine.

NHS figures show more than 3.4 million children under the age of 16 years are unprotected and at risk of catching these serious and completely preventable diseases.

Last year the NHS sent two million, texts, emails and letters to parents and carers of 1-5 year olds who were unvaccinated and thanks to those efforts, around a tenth of those children (165,000) received an MMR vaccine.

The NHS campaign will target areas with low uptake of the vaccine with the health service contacting just over one million people aged 11 to 25 years-old in London and the West Midlands to invite them to catch up on their missed MMR vaccinations.



UKHSA MMR materials



- UKHSA press release, January 2024: [Measles outbreak could spread warns UKHSA Chief Executive - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/press-releases/2024/01/measles-outbreak-could-spread-warns-ukhsa-chief-executive)
- Information on measles for health professionals (October 2023): [Information on measles for health professionals - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/information-on-measles-for-health-professionals)
- Think measles poster for health professionals (October 2023): [Think Measles! Vaccination rates have fallen, and cases of measles are increasing in England \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/publications/think-measles-poster-for-health-professionals)
- UKHSA resource pack (August 2023) is available here including leaflets and social media assets (please ignore the title “shingles” – the link is correct): [Shingles programme publications July 2023 UKHSA Immunisation and vaccine preventable diseases division \(govdelivery.com\)](https://govdelivery.com/publications/2023/07/ukhsa-immunisation-and-vaccine-preventable-diseases-division)
- UKHSA video from Colin Campbell: [Measles: how infectious is it compared to other illnesses? – YouTube](https://www.youtube.com/watch?v=...)
- UKHSA blog on MMR: [Protecting your children through vaccination - UK Health Security Agency \(blog.gov.uk\)](https://blog.gov.uk/protecting-your-children-through-vaccination)

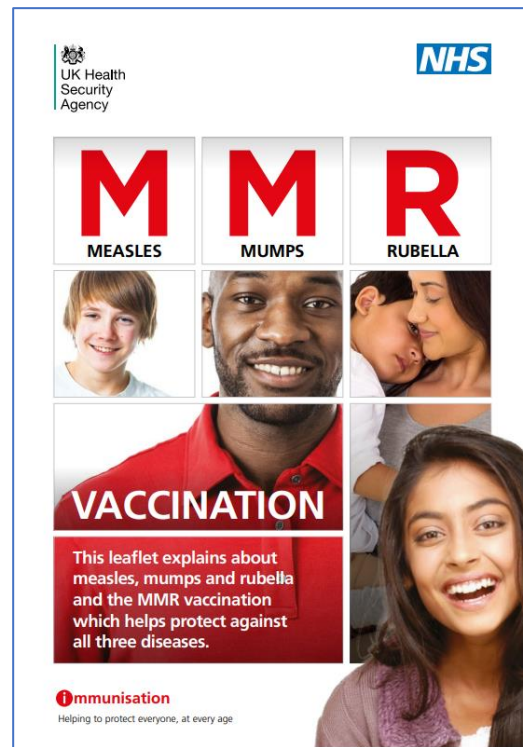


Protecting your children through vaccination

Vanessa Saliba, 24 April 2023 - Immunisations



UKHSA MMR materials (continued)



- List of UKHSA MMR resources: [Immunisation - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/measles-dont-let-your-child-catch-it-flyer-for-schools)
- English versions of this leaflet to order <https://www.gov.uk/government/publications/measles-dont-let-your-child-catch-it-flyer-for-schools> and download versions in Arabic, Afrikaans, Bengali, Chinese, Cantonese, French, Hindi, Hebrew, German, Italian, Lithuanian, Polish, Portuguese, Romani, Romanian, Swahili, Tagalog, Tamil, Turkish, Urdu, Ukrainian and Yiddish.
- Pre-school vaccination guide: [Pre-school vaccinations: guide to vaccinations from 2 to 5 years - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/pre-school-vaccinations-guide-to-vaccinations-from-2-to-5-years)
- One year vaccination guide: [Immunisations at one year of age - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/immunisations-at-one-year-of-age)
- Measles and MMR social media banners: [Measles and MMR social media banners | Powered by Box](#)

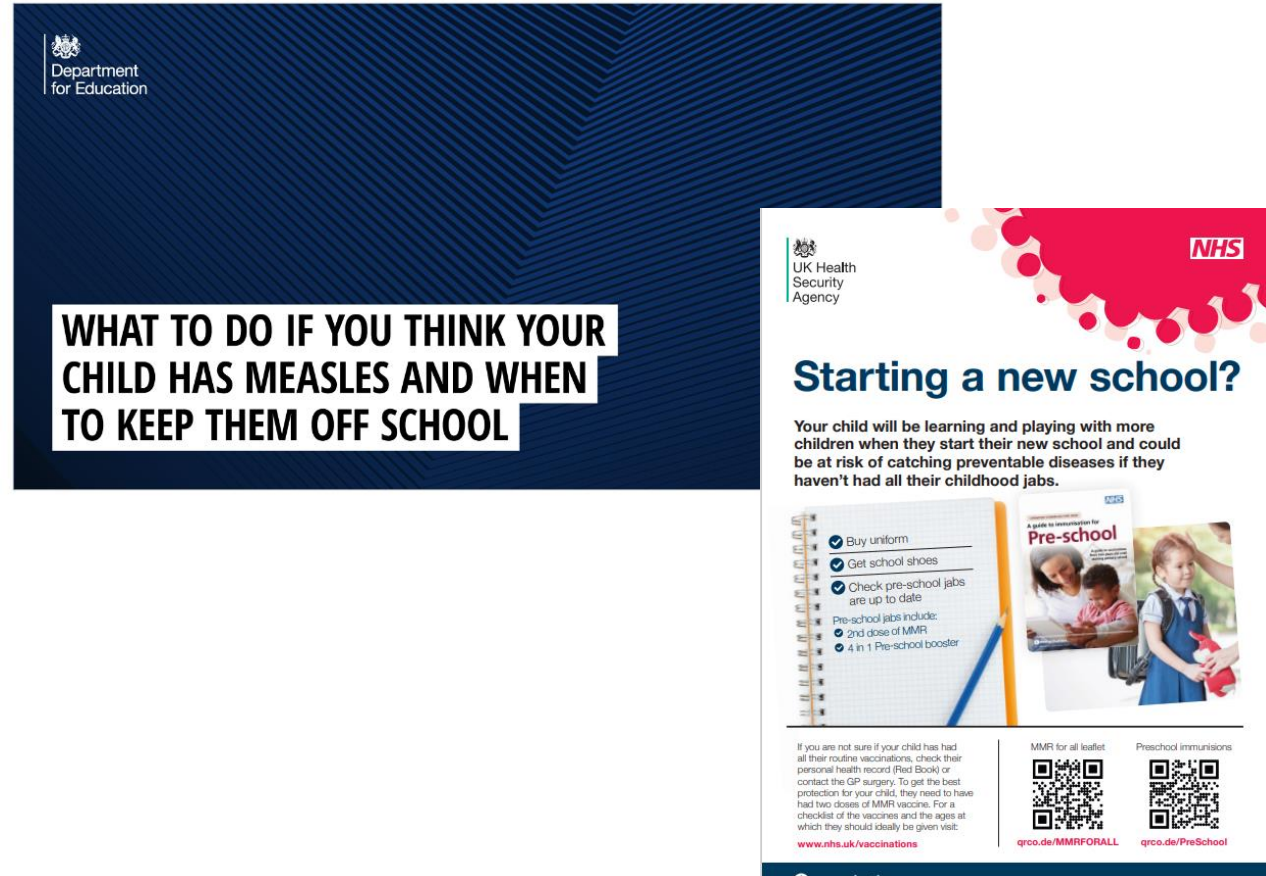
UKHSA 2023 MMR social media assets



All resources available at: [Measles social assets - Google Drive](#)

Resources for nurseries and schools

- Blog from the Department of Education: [What to do if you think your child has measles and when to keep them off school - The Education Hub \(blog.gov.uk\)](https://www.blog.gov.uk/2023/08/14/what-to-do-if-you-think-your-child-has-measles-and-when-to-keep-them-off-school/)
- Materials for the “Back to School” campaign 2023 available here: [Back to School campaign 2023 - CommsLink - FutureNHS Collaboration Platform](https://www.gov.uk/government/collections/back-to-school-campaign-2023)
- [Immunisations: resources for nurseries and schools - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/immunisations-resources-for-nurseries-and-schools)
- [Adolescent vaccination programme: briefing for secondary schools 2023 to 2024 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/adolescent-vaccination-programme-briefing-for-secondary-schools-2023-to-2024)



Department for Education

WHAT TO DO IF YOU THINK YOUR CHILD HAS MEASLES AND WHEN TO KEEP THEM OFF SCHOOL

UK Health Security Agency

Starting a new school?

Your child will be learning and playing with more children when they start their new school and could be at risk of catching preventable diseases if they haven't had all their childhood jabs.

Pre-school checklist:

- ✓ Buy uniform
- ✓ Get school shoes
- ✓ Check pre-school jabs are up to date

Pre-school jabs include:

- 2nd dose of MMR
- 4 in 1 Pre-school booster

If you are not sure if your child has had all their routine vaccinations, check their personal health record (Red Book) or contact the GP surgery. To get the best protection for your child, they need to have had two doses of MMR vaccine. For a checklist of the vaccines and the ages at which they should ideally be given visit:

www.nhs.uk/vaccinations

MMR for all leaflet

Preschool immunisations

www.nhs.uk/immunity

Various resources available on Health Publications

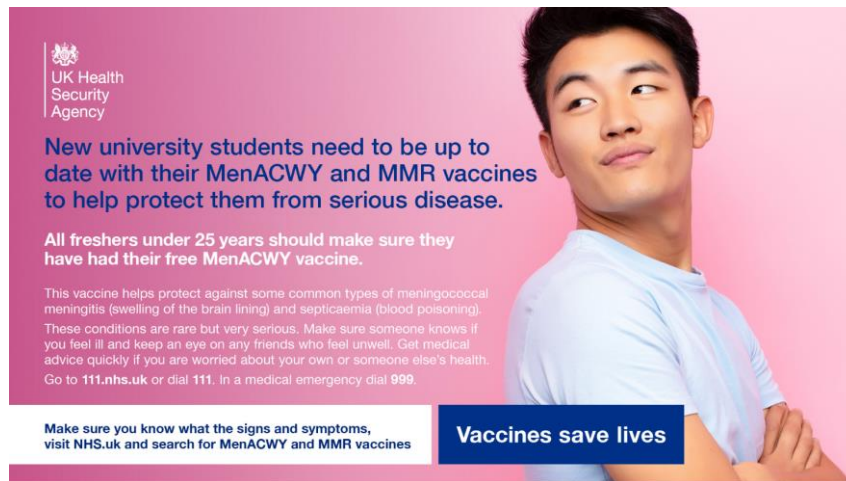


MMR Leaflet

MMR for all leaflet – available to order in [English](#), [Bengali](#), [Polish](#), [Romanian](#), [Somali](#), [Ukrainian](#) and [Yoruba](#)

All resources available at: [Search Publications - Health Publications](#)

Vaccine communication toolkit for universities



- Social media cards available here: [MenACWY and MMR university social media cards - Health Publications](#)

MMR Festival Banners



Available at: Festival banners for MMR | Powered by Box

DHSC Childhood Vaccination Resources (2022)

Link to resource: [Childhood Vaccination 2022 | Help Us Help You - Vaccinations | Campaign Resource Centre \(dhsc.gov.uk\)](https://dhsc.gov.uk/campaign-resource-centre)

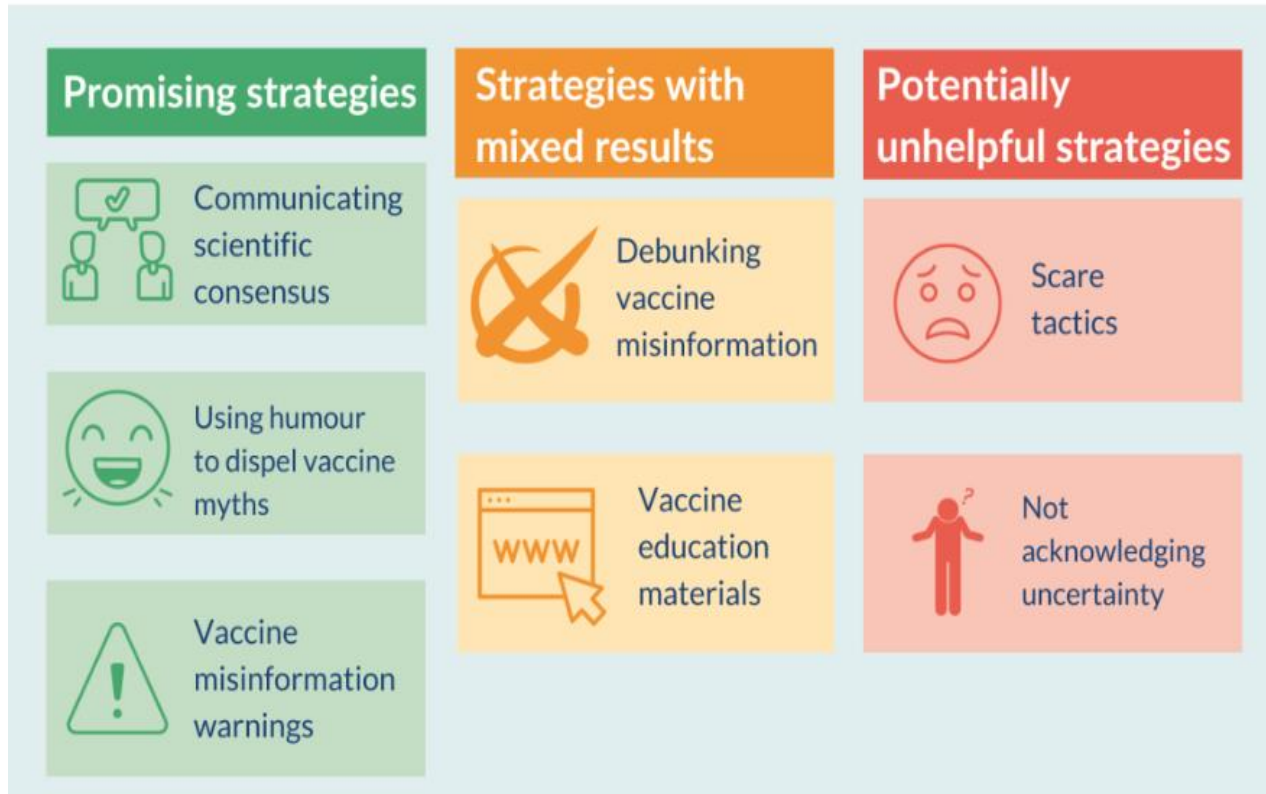
Includes:

- A4 and A4 posters
- Social media statics
- Email signature
- Campaign webinar
- Communication toolkit
- Flyer
- Web banners

You will need to create an account to get access to the resources.

Research

NIHR: How to tackle vaccine misinformation: what works and what doesn't?



Key points:

- Review of 34 studies into communication strategies to tackle untruths about vaccines
- The most promising strategies were:
 - ✓ Communicating scientific consensus: how many scientists or doctors believe that vaccines are safe
 - ✓ Humour: using humorous tweets to dispel vaccine myths, for example
 - ✓ Vaccine misinformation warnings – a line at the top of vaccine-related Google searches, for example
- Debunking misinformation (e.g. websites, pamphlets) and education materials had mixed results
- Scare tactics (such as photos of children with vaccine preventable diseases) and not acknowledging risk were not helpful strategies

Link to resource: [How to tackle vaccine misinformation: what works? \(nihr.ac.uk\)](https://www.nihr.ac.uk/how-to-tackle-vaccine-misinformation-what-works/)

Other helpful journal articles/reviews



- [Olsen et al \(2020\)](#): Storytelling using emotive anecdotes is most persuasive for parents, but fear-based messaging is not.
- [Campbell et al \(2017\)](#): the internet is a highly used resource by parents, but information from health professionals is most trusted.
- [Goldstein et al \(2015\)](#): be proactive as a vax provider, comms is a two-way process, knowledge is important but not sufficient to change behaviour (for hesitant individuals), tools such as social media / internet resources should be used.
- [Ames et al \(2017\)](#): parents wanted more informed than they were getting; wanted balanced information about harms and benefits, presented simply and clearly, and tailored to their situation. Parents wanted vaccination information to be available at a wider variety of locations; health workers are an important source of information.

Guidance/toolkits

Cochrane Briefing: Communicating with the public about vaccines: Implementation considerations

Purpose and objective

The purpose of this brief is to support decision makers who are planning and implementing vaccine communication strategies. The objective of this brief is to present implementation considerations based on evidence from systematic reviews.

Key messages

When planning communication strategies, consider how to:

- identify people's concerns and misconceptions about the disease and the vaccine
- provide information that people regard as trustworthy
- ensure that it is easy to find information about how the vaccine was developed, its contents, effects and safety, and the background for the decision to recommend it
- provide information that is transparent; consistent; timely; understandable; and accessible, including among hard-to-reach groups
- provide practical information about where to get the vaccine and the vaccine procedure

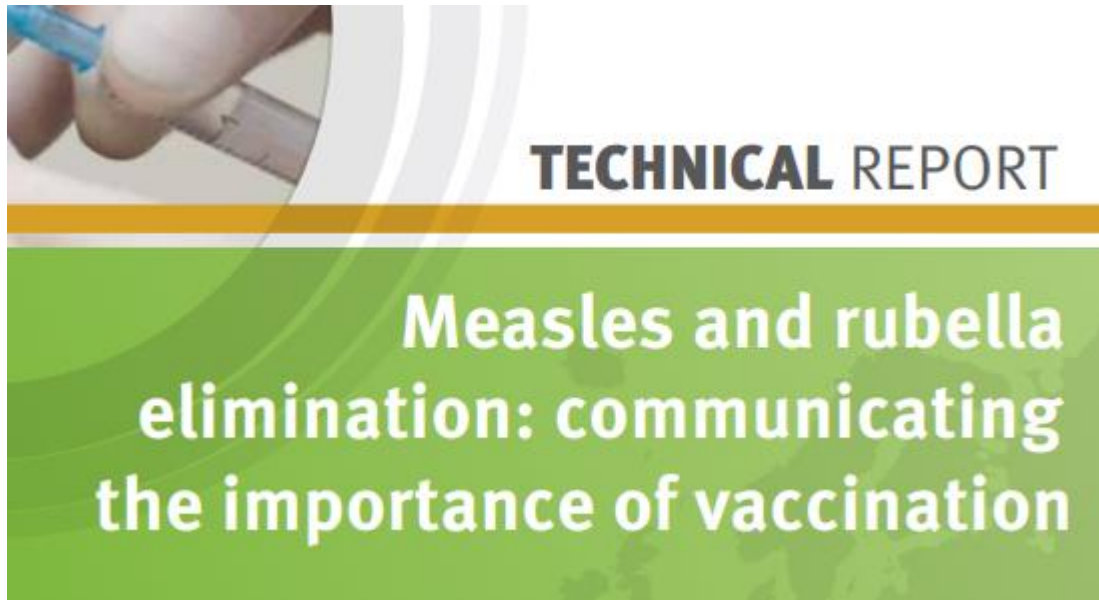
These issues are described in more detail below. This information is based on studies that have explored the views and experiences of the general public, parents of young children, older adults and healthcare workers. Many of these studies took place in high-income countries or settings that may differ from your own. You should therefore regard these factors as prompts that can help you think about how best to design strategies that meet the needs and preferences of people in your own setting.

Helpful tips:

- Understand your target group
- Information should come from a trusted source
- Provide information about disease prevalence, infectivity, consequences and risk
- Provide transparent information about vaccines, including the uncertainties
- Provide practical information on accessing the vaccine
- Present information in a timely and accessible manner
- Give healthcare workers access to information to answer people's questions

Link to resource: [brief 1 communicating-with-the-public-about-vaccines-implementation-considerations.pdf \(cochrane.org\)](https://www.cochrane.org/brief/1-communicating-with-the-public-about-vaccines-implementation-considerations.pdf)

ECDC Measles and Rubella Elimination: communicating the importance of vaccination



Link to resource: [Measles-rubella-elimination-communicating-importance-vaccination.pdf \(europa.eu\)](https://ecdc.europa.eu/en/files/default-source/measles-rubella-elimination/Measles-rubella-elimination-communicating-importance-vaccination.pdf)

Key messages to focus on (debunking myths):

- Measles is a **serious** disease
- Vaccination is the **best way** to get immunity against measles
- Vaccination is the **only effective way** to protect against measles
- The MMR vaccine combines three vaccinations in one and has an **excellent safety record**
- MMR vaccination does not increase the risk of getting autism
- Measles is a **serious threat** to health; elimination of measles in Europe is endangered by non-vaccinated individuals

ECDC: Let's Talk About Protection



Link to resource: [Let's talk about protection. Enhancing childhood vaccination uptake. Communication guide for healthcare providers \(europa.eu\)](https://europa.eu/letstalkaboutprotection/)

Key points from the parent/carer perspective:

- Do what you recommend others to do (role modelling)
- Teach about the risks of non-vaccination (historical impacts of VPDs)
- Tell stories as well as sharing facts (real stories, not sensationalism)
- Listen to concerns and be honest about side effects and risks
- Recognise those who get immunised as champions
- Don't be put off by efforts to find out more
- Make vaccination easier to access and less stressful
- Redefine success (some may need more time than others to decide)
- Help enhance understanding of vaccinations – use clear language

ECDC: Let's Talk About Hesitancy



Let's talk about hesitancy

Enhancing confidence in vaccination and uptake

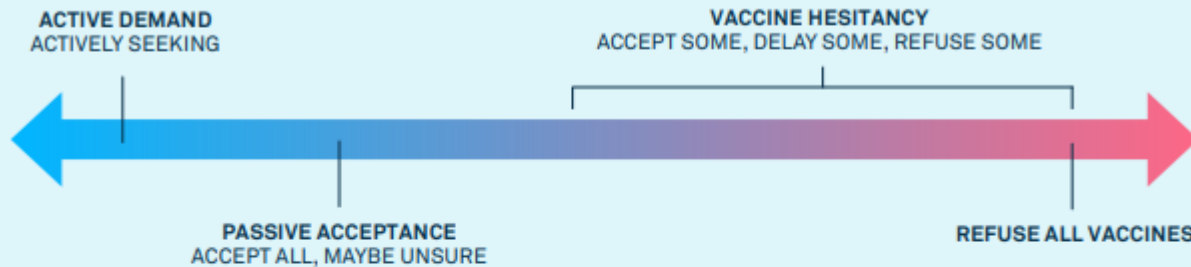
Link to resource: [Let's talk about hesitancy. Enhancing confidence in vaccination and uptake. A practical guide for public health programme managers and communicators \(europa.eu\)](https://europa.eu/letstalkabouthesitancy/)

Summary of recommendations for content of communication strategies/interventions

- Tailor content by conducting health needs assessments and make use of existing social networks
- Involve hesitant populations in design
- For online communications – use search engine optimisation
- Make the format specific for the target audience, clear effective and easy to find
- Provide continuous information (regular updates needed)
- Online communication campaigns should be transparent and monitor hesitant populations
- Content should include: risk and consequences of diseases; risk of not being vaccinated; effect of vaccines on the immune system; alternative modes of prevention and how they compare to vaccination
- For online campaigns: avoid criticising hesitant populations, empower individuals to ask the right questions, include clear facts on vaccination including the ability and responsibility to protect others

UNICEF Vaccine Messaging Guide

Figure 2. The continuum of vaccine hesitancy and demand^{8,17,18,19,20}



Thus, increasing vaccine coverage is not as simple as educating people about the benefits of vaccination. Communications objectives may therefore include:

- Providing information or reminders on eligibility, access to and affordability of vaccines
- Reminding people why we vaccinate
- Increasing the salience of a disease, paired with messages that increase self-efficacy and response efficacy
- Using “verbal defaults” to frame immunization as a routine act (once efficacy and safety of the vaccine have been established)
- Addressing common questions or new concerns
- Countering mis/disinformation

Helpful tips:

- Make communications evidence-based, context-specific, culturally appropriate
- Don’t assume vaccine hesitancy – consider lack of knowledge, structural impediments
- Make the consequences of inaction tangible, salient and unsettling (there is a risk to doing nothing)
- Tell stories and use narratives to engage your audience
- Build trust and use credible communicators
- Connect with people’s values
- Remind people why we vaccinate
- Reinforce social norms
- Busting myths can backfire – be careful with this

Link to resource: [Vaccine Messaging Guide.pdf \(unicef.org\)](https://www.unicef.org/vaccine-messaging-guide)