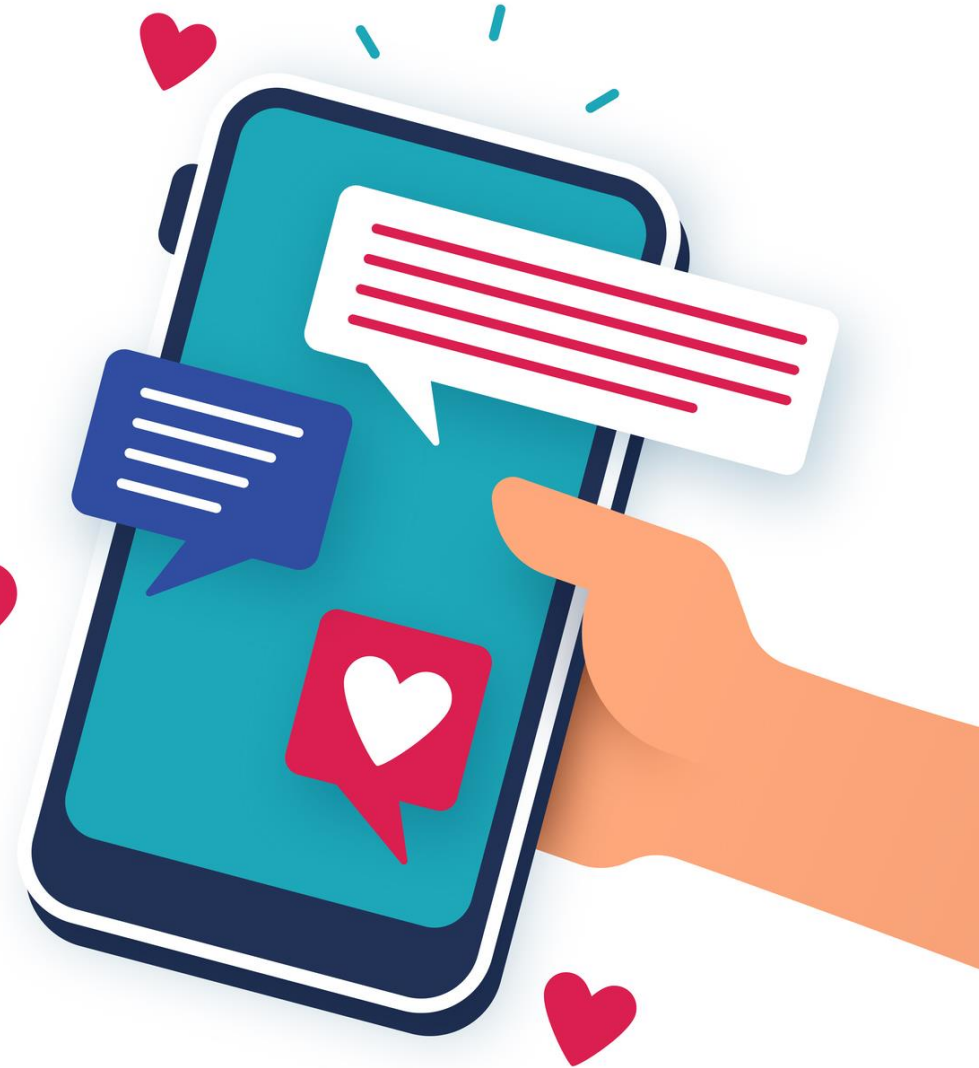


Back to school Measles / MMR

-

Regional communications toolkit



What is the background?



Overview of campaign

Over 102,000 children in England will be starting primary school in the reception class (age 4-5 years old) without being fully protected against measles this September*.

Measles continues to circulate across England with all regions having cases or outbreaks. All children returning to school after a summer break without being up to date with their MMR vaccinations are at risk of catching measles in their classroom from an infected classmate.

- Nine out of ten unvaccinated children can catch measles from an infected classmate ([source](#))
- One in five will require a hospital visit if they catch measles ([source](#))
- One in 15 will experience complications from measles, such as meningitis and sepsis ([source](#))

The data of children is broken down into regions and local authorities [here](#).

* This stat is taken from the published Gov.uk source for MMR uptake age 5 for the last four quarters results as a proxy for those starting primary school ([source](#)).

What is the background?



Overall measles risk

Measles cases are rising in England and have been seen in every region of the country. To date there have been 141 confirmed cases from 1st January – 31st July 2023, more than double the figure for the whole of 2022, with 65% of cases in children under the age of 10 years and a further 20% in teenagers and young people.

In July, UKHSA announced that the risk of large-scale outbreaks in London is high and cases could rise to between 40k and 160k due to low uptake of the MMR vaccine and the number of cases being imported and spread in the community.

The overall risk to the rest of England is classed as low, but there are cases of measles in every region and numbers of cases are rising. UKHSA suggests that without intervention cases will continue to rise in all regions.

The vaccination rate for MMR is at 85% for England, lower than the 95% target set by the WHO and as low as 60% in some areas of London.

Objectives/Aims

- Identify the current increased risk of catching measles (increase in cases) and becoming seriously unwell for those unvaccinated children starting school and returning to school this autumn term.
- Increase the awareness of the seriousness of measles as not just a rash. There is no medical treatment for measles, and it can be life threatening and / or life limiting.
- Educate communities of the benefits of the MMR vaccine to prevent children becoming seriously unwell.
- Where suitable, re-educate that there is no link between the MMR vaccine and autism. (National Autism Society state 'There is no link between autism and vaccines.')
- Remind people the MMR vaccine needs 2 doses; at one year and three years and four months.

Audience and insights



Audiences

- Parents / guardians and carers of children aged 1-16 years
- Young adults from 18-26 years
- Healthcare professionals
- Stakeholders and children's charities

Key stats and insights

- **Over 102,000 children** starting primary school are at risk of catching measles.
- **Nine out of ten** unvaccinated children can catch measles from an infected classmate
- **Over 1 in 10 children** are unvaccinated and unprotected against Measles, Mumps, Rubella (MMR) in England
- **One in 15 children** with measles suffer serious complications such as meningitis and sepsis
- Vaccination for MMR has been in decline for over a decade and is **well below the 95%** WHO target needed to achieve and sustain measles elimination.



Key messages



General

- Over 102,000 children in England (or use regional stats) are starting primary school this term (aged 4-5 years old) at risk of catching measles and becoming seriously unwell ([source](#))
- Nine out of ten children can catch measles from an infected classmate ([source](#))
- One in five children will require a hospital visit if they become unwell with measles ([source](#))
- Measles cases are rising across England and are over double the figures from last year
- One in 15 children develop serious complications from a measles infection, which can include meningitis and blindness
- There is no medical treatment for measles; vaccination is the best protection against becoming seriously unwell
- The Measles, Mumps and Rubella (MMR) vaccine is safe and has been used since the early 1980s.
- Over 20 million cases of measles have been prevented since the start of measles vaccination in the UK. Over 4,500 lives have been saved as a result (81 lives per year) *[source is UKHSA blog](#).
- MMR vaccination is free on the NHS with the first dose being offered when a child is one year and the second at 3 years and 4 months old. This provides long lasting protection against measles, mumps and rubella which can cause long term health conditions such as blindness and asthma.
- The evidence is clear; there is no link between the MMR vaccine and autism

Call to action

- If your child has missed their first or second dose of MMR vaccine, contact your GP practice to book an appointment.
- If you are unsure if your child is due a vaccination or has missed a vaccination, check their red book or contact your GP practice.
- For adults, it is never too late to catch up on any missed MMR vaccinations, contact your GP practice to book an appointment
- For more information visit the [NHS website](#)

Action for regional comms



NHS England are asking for regional comms teams to assist in the spreading of the key messages through;

- Press activity – a suggested press release for regional media is [here](#) which can be tailored to your key media with localised information and the starting primary school stats. Feel free to use, tailor or create your own to issue to key media in your area.
- Share MMR / measles social media assets on your channels. New ones can all be found [here](#). Again, feel free to tailor to your own regional / local stats. Other NHS MMR and measles social assets can be found [here](#).
- Please share resources with colleagues, stakeholders, local communications networks and community organisations for use where suitable.

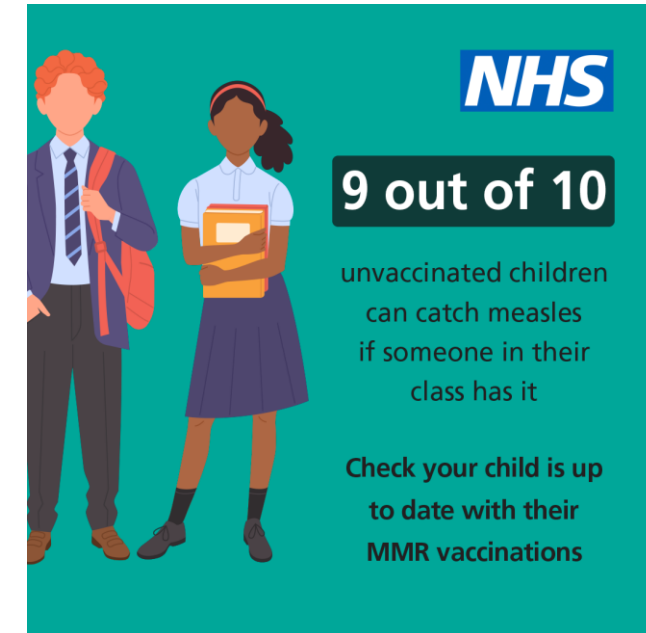


Action for primary care



NHS England are asking primary care teams to assist in promoting the key messages where possible through;

- Sharing MMR / measles social media assets on your channels. New ones have been created for this campaign and they can all be found [here](#) with other NHS MMR and measles assets located [here](#).
- Contact patients who have missed one or more doses of MMR aged 1-26 asking them to get up to date. A new example recall letter focusing on the rise in measles cases, recall text messages, and translations can be found [here](#).
- Display any MMR posters and promotional material on noticeboards and in high traffic areas. Other back to school materials can be found [here](#).
- Add design assets to any digital screens in waiting areas.



Example social media posts



NHS

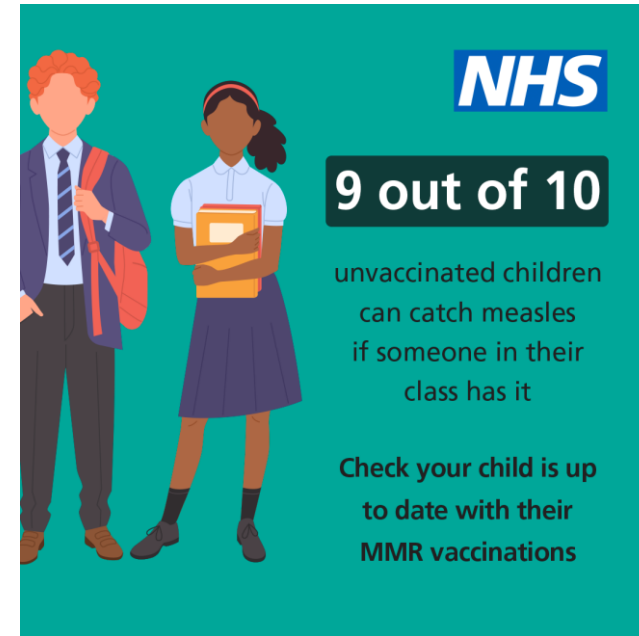
102,000 children starting school in England are at risk of catching measles

Check your child is up to date with their MMR vaccinations

This graphic features a blue background. On the left, there is an illustration of two children in school uniforms: a boy in a yellow sweater and a girl in a yellow shirt and blue skirt. On the right, the NHS logo is at the top, followed by the text '102,000 children starting school in England are at risk of catching measles'. Below this, there are three stacked dark grey buttons with white text that read 'Check your child is up to date with their MMR vaccinations'.

'Is your child starting primary school this September?

Check to see if your child is up to date with their MMR vaccine to protect them against catching measles.'



NHS

9 out of 10

unvaccinated children can catch measles if someone in their class has it

Check your child is up to date with their MMR vaccinations

This graphic features a teal background. On the left, there is an illustration of two children in school uniforms: a boy in a blue suit and a girl in a white shirt and blue skirt. On the right, the NHS logo is at the top, followed by the text '9 out of 10' in a dark grey box. Below this, the text reads 'unvaccinated children can catch measles if someone in their class has it'. At the bottom, there are three stacked dark grey buttons with white text that read 'Check your child is up to date with their MMR vaccinations'.

'Measles is highly infectious and can be passed on even before the rash appears.'

Make sure your child is protected from becoming seriously unwell.'

Useful links



Social Media Handles

NHS UK

[Facebook account: @NHSWebsite](#)

[Twitter account: @NHSuk](#)

[Instagram account: @NHS](#)

NHS England

[Facebook account: @NHSEngland](#)

[Twitter account: @nhsengland](#)

[Instagram account: @nhsengland](#)

Department of Health and Social Care

[Facebook account: @DHSCgovuk](#)

[Twitter account: @DHSCgovuk](#)

UK Health Security Agency

[Facebook account: @UKHealthSecurityAgency](#)

[Twitter account: @UKHSA](#)

Weblinks

[NHS vaccination schedule](#)

[Quarterly Childhood Vaccination Coverage – 2020/21 \(Source: Gov.uk\)](#)

[MMR Shared Learning, Inequalities & Innovation - Vaccinations and Screening - FutureNHS Collaboration Platform](#)

Example copy



This can be used as a basis for bulletins/websites/fact cards/ depending on your activity.

Over 102,000 children starting primary school in England are at risk of catching measles

With millions of children across the country going back to school this week, NHS England is urging parents to check that their children are up to date with their MMR (Measles, Mumps and Rubella) vaccinations in the wake of measles cases rising across the country.

Childhood vaccination rates have fallen over the past ten years and this week statistics show that over 102,000 children aged four and five years old starting in reception are not protected against catching measles, mumps and rubella.

Measles is highly infectious and if left unvaccinated nine out of ten children in a classroom can catch the disease if just one child is infectious.

If you are unsure if you or your child are up to date, check your child's red book or GP records and make an appointment to catch up any missed doses.

For more information on the NHS vaccination schedule, please [visit](#).