



**MMR (Measles, Mumps and Rubella)  
Vaccine Catch-up  
Campaign Pack**

**July 2024**





# MMR vaccine campaign overview

Measles can be dangerous, especially for babies and young children, pregnant women and people with a weak immune system.

The best protection against the measles infection is vaccination.

This is why the HSE is now offering a free MMR vaccine catch up programme, starting with children and adults aged 24 and under. The MMR vaccine protects against measles, mumps and rubella.

The aim of the catch-up programme is to encourage those who may have missed their MMR vaccine to get vaccinated, reducing the risk of measles outbreaks in Ireland.

## **Target audiences:**

Anyone who may have missed their MMR vaccine, particularly

- People going on holidays from 6 months+
- Children aged 10 and under and adults aged 24 years and under
- Healthcare workers
- Anyone who has moved to Ireland and so may not have had the MMR as a child

For more information on those recommended for MMR catch-up vaccine, and to make an appointment at a HSE MMR vaccine catch-up clinic, [visit the HSE website](#)



# Key messages

- Measles is a highly infectious virus, which can cause serious illness.
- Measles is preventable through vaccination. One dose of the MMR vaccine is 93% effective at preventing measles.
- The MMR vaccine is free, safe, effective, and offers the best protection against serious illness.
- The MMR vaccine is now being offered to those who did not get vaccinated before and are at highest risk of catching measles.
- Get vaccinated before you go on holidays, if you are not up to date. Even, if you're not sure if you've had the vaccine before, it's still safe to get one to make sure you're protected.
- If your baby is travelling outside Ireland for holidays before they are due their MMR vaccine at 12 months old, they can get an additional MMR vaccine for free if they are aged between 6 and 12 months to protect them before they travel. They should then get their next dose as normal at 12 months and the final dose in junior infants.
- Visit [HSE.ie](https://www.hse.ie) or call HSELive on 1800 700 700 to find out more.



# Channels and assets

- Digital **Out of Home** advertising at GP surgeries across Ireland over July and August.
- **Print advert** in the July / August issue of the Traveller's Voice.
- Irish online **digital display** messages will appear online.
- **Social media messages** across Facebook, Instagram and TikTok.

**Going on holidays?  
Sun cream isn't the only  
way to protect yourself.**

If you are planning a family holiday this year, check everyone has had their MMR vaccine before you go. If you haven't had the vaccine before, a free catch-up programme is available from the HSE. Babies from 6 months can get the MMR vaccine.

About 1 in 5 people who get measles will need to go to hospital. Young children are more likely to become very sick from it. There are measles outbreaks in other countries which will increase the chances of getting it. Remember, the best protection against the measles is vaccination.

Talk to your doctor or visit [hse.ie/measles](https://www.hse.ie/measles)

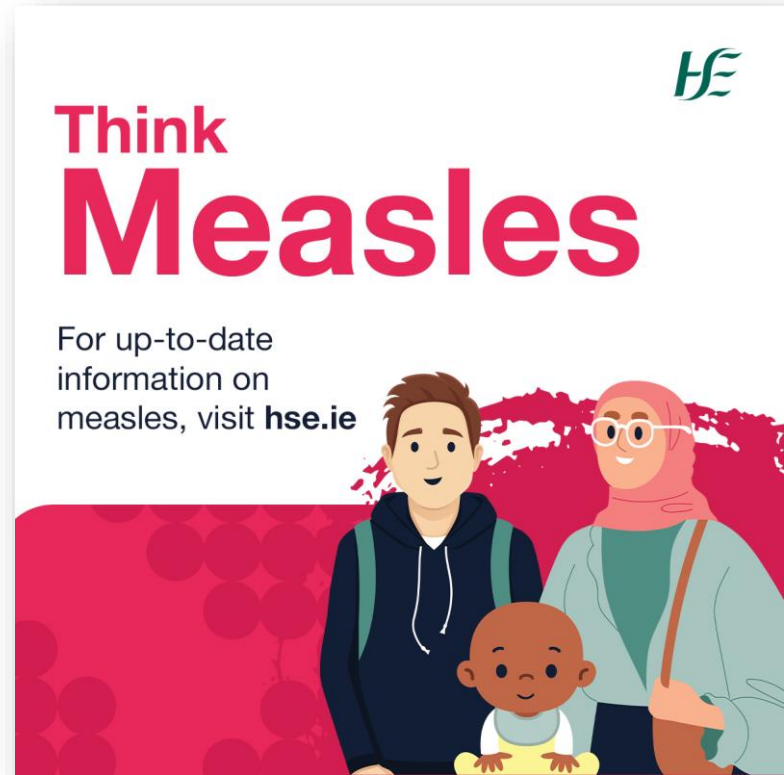


# Social media assets and post copy

If you missed your MMR vaccine, the HSE is now running catch-up clinics. Visit the HSE website for more information and to book an appointment:

<https://www2.hse.ie/conditions/measles/>

#MMR | #VaccinesWork





# Social media assets and suggested posts

Concerned about measles? Find out about the signs, symptoms and how to protect yourself and your family here:

<https://www2.hse.ie/conditions/measles/>

#MMR | #VaccinesWork





# Social media assets and suggested posts

Ensure you've had your MMR vaccine before heading away on holidays this summer. If you haven't, book your vaccine appointment today:

<https://www2.hse.ie/services/mmr-vaccine/>

#MMR | #VaccinesWork





# Social media assets and suggested posts

Even if you've had the MMR vaccine before, getting another dose is safe and protects you from the measles. Find out more information including how to get the vaccine:

<https://www2.hse.ie/services/mmr-vaccine/>

#MMR | #VaccinesWork



Unsure if you've been vaccinated against the **measles**?

You can safely get another vaccine to help stay protected.







# Social media assets and suggested posts

Planning a summer trip abroad with your 6-12 month old? Get them a free MMR vaccine early for extra protection. Don't forget the regular doses at 12 months and then a final dose in junior infants. Learn more: <https://www2.hse.ie/conditions/mmr-vaccine/#if-you-are-travelling-to-another-country>

#MMR | #VaccinesWork



Keep your children safe from **measles** this summer.



The National Immunisation Office also has a range of materials available to support the campaign.

## • Posters

- Think Measles poster for Parents in [English](#)
- Think Measles poster for General settings in [English](#)
- Think Measles leaflet in [English](#)



## Think Measles It isn't just a little rash

Measles can be dangerous, especially for babies and young children, pregnant women and people with a weak immune system.

**Measles is very contagious**  
Measles spreads through the air when an infected person coughs or sneezes. It can spread very quickly and easily in busy or crowded places.

Measles symptoms typically include:

- High fever which may reach around 40 degrees Celsius
- Cough and runny nose
- Sore/red eyes
- Loss of appetite
- Tiredness, irritability and a general lack of energy
- Rash – usually appears on head and neck first and spread to rest of the body



## You have the power to protect yourself and your family.

Get safe and long-lasting protection against measles by making sure that you and your family have had the two recommended doses of measles-mumps-rubella (MMR) vaccine.  
It's never too late to catch up – talk to your doctor or HSE healthcare worker about getting your free catch-up MMR vaccine.  
Further information about measles and MMR vaccination is available at [hse.ie/measles](http://hse.ie/measles)



Find your nearest clinic here



Adapted for Ireland from an original infographic created by CDC, A&P, ANP

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## Measles Can Be Serious



About 1 out of 5 people who get measles will be hospitalised.



As many as 1 in 20 people with measles will suffer a serious side effect such as pneumonia.



About 1 out of 1,000 people with measles will die, even with the best care.

## Keep up to date with the free MMR vaccine.

- Vaccine 1: 12 months at GP
- Vaccine 2: Junior infants (at school) or from your GP (Sligo, Leitrim and Donegal)

If your child missed their MMR (measles, mumps and rubella) vaccine contact your GP and visit [hse.ie/measles](http://hse.ie/measles)



Adapted for Ireland from an original infographic created by CDC, A&P, ANP



# NIO resources

- **Videos**

- [Watch Ann McDonnell, Traveller Primary Health Care Worker explain why it is important to keep your children's vaccines up to date.](#)
- [Watch Dr Chantal Migone, Consultant in Public Health Medicine, explain that vaccines including the MMR vaccine are safe and how your children can get the vaccine.](#)

Short videos on the importance of your child's school vaccines from key Public Health subject-matter-experts that you can share on your social media channels.





- **Video**

- A [measles information video in English & Romanian](#) (simultaneously translated), where **Alex Petrovics**, Roma Health Team Lead, HSE Social Inclusion South East Community Healthcare (SECH) interviews **Dr. Carmel Mullaney**, Consultant in Public Health Medicine and Area Director for the Department of Public Health HSE Dublin and South East (April 2024).

They discuss measles signs and symptoms, and the MMR vaccine.





# Supporting the campaign

Social media messages will be delivered through the HSE social media platforms.

You can support the Campaign by sharing our messages as they appear on X [Twitter], Facebook, Instagram and Tiktok.

Tag the HSE social media accounts and use a hashtag #Measles or #VaccinesWork so that we can share and like your post.

You can find the messages here:

X: <https://twitter.com/HSELive>

Facebook: <https://www.facebook.com/HSELive/>

Instagram: <https://www.instagram.com/irishhealthservice/>

Tiktok: <https://www.tiktok.com/@hselive>

Website: [www.hse.ie/measles](http://www.hse.ie/measles)



You can also support by sharing this Campaign Pack with others who may be interested.



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If you have any queries, please contact [campaigns@hse.ie](mailto:campaigns@hse.ie)