**Measles is spreading locally social media posts**January 2024

The following social media posts have been developed to raise awareness with the public, stakeholders and healthcare professionals about the importance of MMR vaccinations in response to the rise in the number of measles in and in close proximity to LLR.

We are intending to inform and encourage audiences about how transmissible, and potentially deadly measles can be to the unvaccinated.

We are utilising the hashtag #StopMeasles

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| **Suggested post copy** | **Graphics** | **Alt text** |
| **X, Facebook, Instagram:**  Measles spreads easily.    Anyone who is not vaccinated can catch it.  Measles can have serious and sometimes fatal consequences, so make sure you’re up to date with #MMR vaccinations and ask your GP practice about catch up jabs if needed. Visit: <https://bit.ly/LLRmeasles> | Alternate image/gif  GIF. What is measles? It’s a viral illness that can be serious and sometimes fatal. Spending 15 mins with someone with measles is enough to get the virus. Symptoms of measles: include high fever, runny nose, cough, red and watery eyes, small red spots with a bluish-white centre inside the mouth. A rash can appear later, usually on the face, upper neck, hands and feet, fading after 5 to 6 days. If you’ve not been vaccinated against measles you can be at risk, but it’s most common in young children. Someone with measles can spread the virus up to 4 days before a rash appears, and up to 4 days after. | Graphic and GIF. What is measles? It’s a viral illness that spreads very easily. It can be serious and sometimes fatal. Symptoms of measles: include high fever, runny nose, cough, red and watery eyes, small red spots with a bluish-white centre inside the mouth. A rash can appear later, usually on the face, upper neck, hands and feet, fading after 5 to 6 days. |
| **X, Facebook, Instagram:**  **Measles can kill.**But 2 doses of the #MMR vaccine can offer you protection for life.  Make sure you and your loved ones are fully vaccinated by having both doses of the vaccine, contact your GP practice or visit a vaccination clinic to top up your protection.  #StopMeasles | Alternative image/gif  GIF. Measles can kill. Is your child protected? Vaccinate to protect your child against measles, mumps and rubella. Two doses of MMR give protection for life. Make sure your child is up to date: At 1 year. At 3 years 4 months. Contact your GP if your child has missed any vaccinations. Adults who missed out on the MMR in childhood can catch up at any time. Visit nhs.uk/MMR for more information. | Graphic / GIF. Measles can kill. Is your child protected? Vaccinate to protect your child against measles. Two doses of the MMR vaccine gives protection for life. Make sure your child is up to date: At 1 year. At 3 years 4 months. Contact your GP if your child has missed any vaccinations. Adults who missed out on the MMR in childhood can catch up at any time. |
| **Facebook, Instagram:**  Measles is quickly spreading amongst those that are unvaccinated, especially in our nurseries and schools across Leicester, Leicestershire, and Rutland.  For some children, measles can be very serious and could leave long term and life changing health complications.  The best protection against measles is the MMR vaccination. If your child hasn’t had both doses of their #MMR vaccine contact your GP practice. Visit: <https://bit.ly/LLRmeasles> |  | Graphic alt text:  Make sure your child is protected from measles. Two doses of the MMR vaccine provides lifelong protection – if they’re not up to date, contact your GP practice before you travel. |
| **Facebook, Instagram:**  Getting lifelong protection against #Measles is quick and easy – you just need to have two doses of the #MMR vaccine.  If you’re a health or social care worker or if you have a child that isn’t up to date with their vaccinations, contact your GP practice to book an appointment to boost your immunity.  Vaccines offer the best possible protection from the effects of the virus and will help to prevent the illness from spreading further in LLR.  Visit: <https://bit.ly/LLRmeasles> | Alternative gif/graphic  Measles: Are you protected? You need 2 doses of MMR for lifelong protection. If you haven’t had both doses, you could be at risk. Contact your GP practice and book an appointment if you’re not up to date. | Measles: Are you protected? You need 2 doses of MMR for lifelong protection. If you haven’t had both doses, you could be at risk. Contact your GP practice and book an appointment if you’re not up to date. |
| **Facebook, Instagram:**  Here’s what you need to know about #measles, from the signs and symptoms to look for to what to do if you think you or your child has measles.  Symptoms of #Measles includes:  - a high fever (thermometer emoji)  - sore red watery eyes (eye emoji)  - a blotchy red-brown rash that looks different on darker skin tones and usually appears after other symptoms.  Having two doses of the MMR vaccine is the best way to safely prevent catching and spreading the virus.  For more information visit: <https://bit.ly/LLRmeasles> | Alternative graphic    GIF. Measles: know the symptoms Cold-like symptoms usually appear before a rash, including:  • High temperature • Runny ot blocked nose • Sneezing • A cough • Red, sore, watery eyes The measles rash. A rash usually appears a few days after the cold-like symptoms. The spots are sometimes raised and join together to form blotchy patches. They’re not usually itchy. The rash looks brown or red on white skin. It may be harder to see on brown and black skin. Spots in the mouth. Small white spots may appear inside the cheeks and on the back of the lips a few days later. These spots usually last a few days. Call ahead. If you think you or your child have measles, call your GP surgery or NHS 111 first, before turning up at a healthcare setting. This will help to stop the virus spreading. | GIF. Measles: know the symptoms  Cold-like symptoms usually appear before a rash, including:   * High temperature * Runny ot blocked nose * Sneezing * A cough * Red, sore, watery eyes |
| **Facebook, Instagram:**  [#Measles](https://twitter.com/hashtag/Measles?src=hashtag_click) can be a serious infection that can lead to complications, especially in young children & those with weakened immune systems.  We’re reminding parents on what signs and symptoms to look out for and what to do if they think their child has measles.  Measles spreads easily but it is preventable. Make sure you & your loved ones are up to date with your [#MMR](https://twitter.com/hashtag/MMR?src=hashtag_click) jabs or catch up on any missed jabs.  Anyone with symptoms is advised to stay at home and phone their GP or NHS 111 for advice.  More info: <https://www.nhs.uk/conditions/measles/> | Alternative graphic / gif  Measles: know the symptoms Cold-like symptoms usually appear before a rash, including:  • High temperature • Runny ot blocked nose • Sneezing • A cough • Red, sore, watery eyes | Measles: know the symptoms  Cold-like symptoms usually appear before a rash, including:   * High temperature * Runny ot blocked nose * Sneezing * A cough * Red, sore, watery eyes |