# **Toolkit**

Sharable information about measles and the MMR vaccine.



### Introduction

With the recent outbreak of measles, this social media toolkit was created by Cook County Department of Public Health to address misinformation, raise awareness about measles and the importance of vaccination, and connect residents to supportive resources. More information can be found on our website at: <a href="CookCountyPublicHealth.org/Measles">CookCountyPublicHealth.org/Measles</a>

## How can I help spread the word?

Whether you're an individual, a community leader, or an organization, you can make a difference by sharing trusted information with your networks. This toolkit provides:

- Ready-to-use graphics
- Sample social post captions
- · Links to helpful websites
- Fact sheets

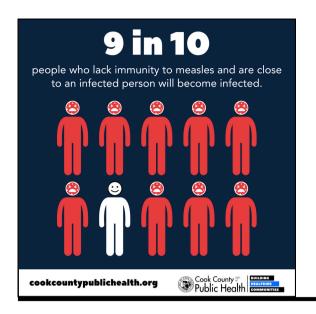
- Poster
- · Palm cards
- Sample blurb
- Sample article

#### **Tag CCDPH**

- Facebook www.facebook.com/ccdph
  - @CCDPH or @Cook County Department of Public Health
- X (formerly Twitter) <u>www.x.com/cookcohealth</u>
  - @cookcohealth
- LinkedIn www.linkedin.com/company/cook-county-department-of-public-health/
  - @Cook County Department of Public Health
- Instagram www.instagram.com/cookcountypublichealth
  - @cookcountypublichealth



## **Sample Social Media Posts**



Download this image.

#### Sample caption:

Measles is a highly contagious disease. 90% of all nonimmune people who come in contact with an infected person will also become infected. Vaccination is your best defense.

Learn more.



Download this image.

#### **Sample caption:**

Two doses of the MMR vaccine are 97% effective against measles and generally provides lifelong immunity. Getting both doses, recommended at 12-15 months and 4-6 years old, gives you the best protection and helps stop the spread of measles in our communities.

Learn more.



Download this image.

#### Sample caption:

Extensive research has shown no link between the measles vaccine and autism. Vaccines undergo rigorous testing to ensure safety and effectiveness, and serious side effects are rare. Protect yourself and your community by staying up to date on vaccinations.

Learn more.

## **Sample Social Media Posts**

#### **MEASLES TIPS**



## If you develop measles symptoms

HIGH FEVER (101° F), COUGH, RUNNY NOSE AND RED EYES WITH OR WITHOUT SKIN RASH

Contact Cook County Department of Public Health at (708) 836-8699 <u>AND</u> your health care provider for medical evaluation. CALL FIRST, to avoid possibly exposing patients and medical staff to measles.



Need a health care provider?
Call Cook County Health, 312-864-111

#### Download this image.

#### Sample caption:

Stop the spread of measles. Watch for symptoms like high fever (101°F or higher), cough, runny nose, red eyes, and a possible skin rash. If you develop symptoms, call your health care provider and local health department before going in. This helps prevent spreading the virus to others.

Learn more.

#### **MEASLES TIPS**

## If you are unvaccinated:

YOU ARE AT INCREASED RISK OF DEVELOPING MEASLES, IF EXPOSED.

Please call your healthcare provider as soon as possible to receive a measles vaccine. The healthcare provider will provide additional information about measles testing and vaccination.



Need a healthcare provider?
Call Cook County Health, 312-864-1111

#### Download this image.

#### Sample caption:

If you're unvaccinated, you're at higher risk of getting measles if exposed. Call a health care provider as soon as possible to get the measles vaccine. They can also provide information about testing and how to protect yourself and others. Vaccination is the best protection against measles. If you do not have a healthcare provider and need a vaccine, call Cook County Health at 312-864-1111.

Learn more.

#### **MEASLES TIPS**

# If you are vaccinated or have had measles before:

YOUR RISK OF DEVELOPING MEASLES IS CONSIDERED LOW.

Most people are vaccinated against measles routinely in childhood and are not at high risk. If you are unsure of your vaccination status, call your healthcare provider to discuss measles testing and vaccination.



Need a healthcare provider?

Call Cook County Health, 312-864-1111

#### Download this image.

#### Sample caption:

Are you protected against measles? Most people receive the MMR vaccine in childhood and are protected for life, but it's always a good idea to confirm your immunity. Talk to a health care provider if you are unsure about your vaccination history.

Learn more.

## Sample Social Media Posts - Myth vs. Fact: Measles Edition

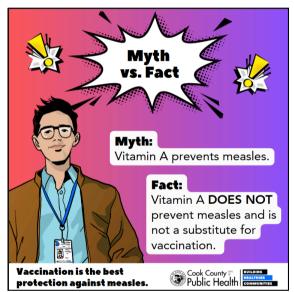


Download this image.

#### **Sample caption:**

The myth that vaccines cause autism was debunked long ago. Vaccines undergo rigorous testing to ensure safety and effectiveness, and serious side effects are extremely rare. Protect yourself and your community by staying up to date on vaccinations.

Get the facts.



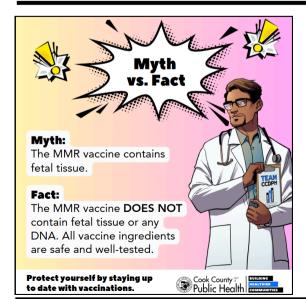
Download this image.

#### **Sample caption:**

Vitamin A **DOES NOT** prevent or cure measles. It may reduce severity of symptoms after infection, but it will not protect you.

Vaccination is the best protection against measles. Two doses of the MMR vaccine are 97% effective and generally provides lifelong immunity.

Get the facts.



Download this image.

#### Sample caption:

There are myths circulating that the MMR vaccine contains fetal tissue, but we're setting the record straight. Vaccines **DO NOT** contain fetal tissue. Even though fetal cells are used to grow vaccine viruses, vaccines do not contain these cells or pieces of DNA. All vaccine ingredients are safe and well-tested.

Get the facts.

## Sample Social Media Graphics - Multiple Languages











#### Download this graphic in English.

**Sample caption:** The MMR vaccine is the safest and most effective way to prevent measles. For appointments, call 312-864-1111.

#### Download this graphic in Spanish.

**Sample caption:** La vacuna es la forma más segura y eficaz de prevenir el sarampión. Para citas, llame al 312-864-1111 .

#### Download this graphic in Polish.

**Sample caption:** Szczepionka to najbezpieczniejszy i najskuteczniejszy sposób, aby zapobiec odrze. Wizyty: prosimy zadzwonić pod numer 312-864-1111.

#### Download this graphic in Simplified Chinese.

Sample caption: 疫苗是预防麻疹最安全有效的方法。预约电话: 312-864-1111

#### Download this graphic in Arabic.

.للمواعيد يُرجى الاتصال على 1111-864 312- اللقاح هو الطريقة الأكثر أمنًا وفاعلية لتجنب الحصبة :Sample caption

## **Hashtags**

#Measles #MMR

#MeaslesVaccine #MMRVaccine #MeaslesAwareness #Vaccinate

#PreventMeasles #GetVaccinated

## **Quiz: Myth vs. Fact - Measles Edition**

#### **Sample Caption:**

Think you know the facts about measles? Put your knowledge to the test with our new Myth vs. Fact quiz! From vaccine myths to symptom truths, see how much you really know, and learn what you might need to UN-learn. Take the quiz here.



Download this image here.



Download this image here.



Download this image here.



Download this image here.

## Fact Sheets Available in Five Languages

A variety of fact sheets about measles and measles vaccine are available for download in English, Spanish, Polish, Arabic and Simplified Chinese. Click on the links to download.

#### **Measles Fact Sheet for Parents**

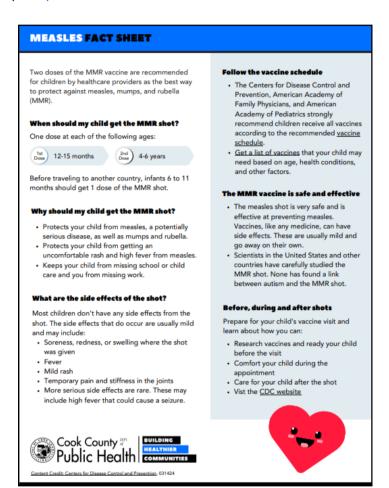
The below fact sheet contains information about measles symptoms, how it's spread and answers to questions frequently asked by parents about the measles vaccine and whether when to get their child(ren) vaccinated.



Click links below to download this fact sheet in:

English | Spanish | Polish | Arabic | Simplified Chinese





## Fact Sheets Available in Five Languages (continued)

#### 5 Things You Can Do to Protect Yourself and Your Family Against Measles

The below fact sheet lists five practical ways individuals and families can protect themselves from measles and emphasizes the importance of vaccination.

#### **10 Facts About Measles: Addressing Common Myths**

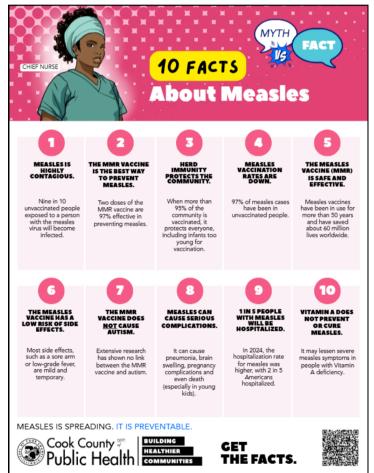
The below fact sheet debunks 10 common myths about measles and the measles vaccine. Get the facts and share with friends and family.



Click links below to download both fact sheets in:

English | Spanish | Polish | Arabic | Simplified Chinese





## Poster: 5 Things You Can Do to Prevent Measles

We've created a printable 11 x 17 poster featuring the five steps people can take to protect themselves and their communities from measles.



Click links below to download the poster in:

English | Spanish | Polish | Arabic | Simplified Chinese



CHECK YOUR IMMUNITY.

Make sure you have received two doses of the MMR vaccine.

**GET VACCINATED.** 

If you are not vaccinated or are unsure of your vaccination status, contact your health care provider to get vaccinated.

WATCH FOR SYMPTOMS.

Measles symptoms can show up to 21 days after exposure and can include: rash, high fever, cough, runny nose, and red, watery eyes. Watch for symptoms, especially if you know you've been exposed to someone with measles.

STAY HOME IF SICK.

Protect other people from exposure to measles. Call ahead before going to a health care provider or the ER.

STAY INFORMED.

Scan the QR code at right to get the facts about measles and vaccines.







GET THE FACTS.



#### **Palm Cards**

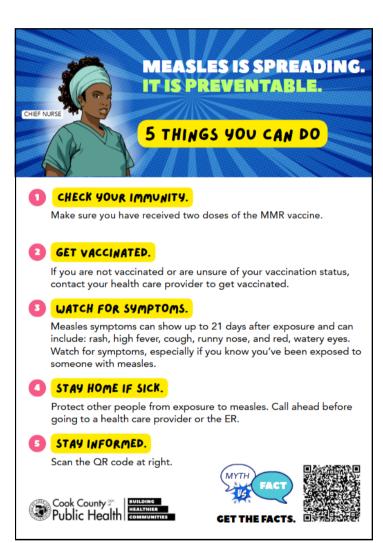
We've created a double-sided palm card to help share key information about measles.

One side outlines the five steps people can take to protect themselves and others. The other side includes important tips and guidance on what to do if you've been exposed to measles.



Click links below to download the palm card in:

English | Spanish | Polish | Arabic | Simplified Chinese



## If you are vaccinated or have had measles before:

YOUR RISK OF DEVELOPING MEASLES IS CONSIDERED LOW.



#### If you are unvaccinated:

YOU ARE AT INCREASED RISK OF DEVELOPING MEASLES, IF EXPOSED.



# If you develop these measles symptoms, call us <u>and</u> your health care provider:



HIGH FEVER (101° F), COUGH, RUNNY NOSE AND RED EYES WITH OR WITHOUT SKIN RASH

If you have symptoms, call Cook County Department of Public Health at (708) 836-8699 AND your health care provider for medical evaluation. CALL FIRST to avoid exposing others to measles. If you don't have a health care provider, call Cook County Health at 312-864-1111.

HELP STOP THE SPREAD OF MEASLES.



## Sample Blurb (under 250 words) - English

#### Measles is back — and it's spreading fast.

Measles is one of the most contagious diseases in the world. If one person has it, up to 9 out of 10 unvaccinated people nearby will get sick. It spreads through the air when an infected person coughs, sneezes, or even breathes, and the virus can linger in the air for up to two hours. Measles can lead to serious health problems like pneumonia, brain swelling, hearing loss, and in rare cases, death. Babies, young children, and people with weakened immune systems are especially at risk.

The best protection is the MMR vaccine, which protects against measles, mumps, and rubella. Two doses are 97% effective and usually provide lifelong protection. The first dose should be given between 12–15 months old and the second between 4–6 years old. These vaccines have been safely used for more than 50 years and are one of the most cost-effective ways to protect your health. Help protect yourself and your community. Check your vaccine records and talk to a healthcare provider if you're unsure about your MMR status.

If you do not have a healthcare provider and need a vaccine, call Cook County Health at 312-864-1111.

Access resources and more information: CookCountyPublicHealth.org/Measles.

## Sample Blurb (under 250 words) - Spanish

El sarampión ha regresado — y se está propagando rápidamente.

El sarampión es una de las enfermedades más contagiosas del mundo. Si una persona lo tiene, hasta 9 de cada 10 personas no vacunadas que estén cerca se enfermarán. Se propaga por el aire cuando una persona infectada tose, estornuda o incluso respira, y el virus puede permanecer en el aire hasta dos horas. El sarampión puede causar problemas graves de salud como neumonía, inflamación cerebral, pérdida de audición y, en casos raros, la muerte. Los bebés, niños pequeños y personas con sistemas inmunológicos debilitados corren un riesgo especialmente alto.

La mejor protección es la vacuna MMR, que protege contra el sarampión, las paperas y la rubéola. Dos dosis son 97% efectivas y usualmente brindan protección de por vida. La primera dosis debe administrarse entre los 12 y 15 meses de edad, y la segunda entre los 4 y 6 años. Estas vacunas se han utilizado de forma segura durante más de 50 años y son una de las maneras más económicas de proteger la salud.

Ayude a protegerse a usted y a su comunidad. Revise sus registros de vacunación y hable con un proveedor de atención médica si no está seguro de su estado de vacunación contra el MMR.

Si no tiene un proveedor médico y necesita la vacuna, llame a Cook County Health al 312-864-1111.

Acceda a recursos e información adicional en: CookCountyPublicHealth.org/Measles.

## Sample Article to Share (under 500 words) - English

#### Measles is a threat and preventable.

Measles — declared eliminated in our country in 2000 — is back, and it's not just creeping in. It's spreading.

Since the start of 2025, there have already been <u>more than 1,000 measles</u> cases across the U.S. resulting in three deaths. More than 95% of those infected were unvaccinated. These are not just statistics; these are lives affected by a disease we know how to prevent.

In Suburban Cook County, we know there are almost 12,000 children that are unvaccinated against measles. Over the last 10 years, this number has doubled.

Why is this happening? The answer is heartbreaking: misinformation and vaccine hesitancy.

Myths — especially the false claim that the combined measles, mumps and rubella (MMR) vaccine causes autism — have spread far faster than facts. Despite extensive research showing no link between the MMR vaccine and autism, this dangerous narrative continues to undermine trust and put lives at risk.

Let us be clear: Measles is not a harmless childhood illness. It's one of the most contagious human diseases. If one person has measles, up to 9 out of 10 unvaccinated people nearby will get infected. It spreads through the air when an infected person coughs, sneezes, or even breathes. While many recover, measles can cause serious complications such as pneumonia, encephalitis (brain swelling) and, in rare cases, death.

But there is hope — and that hope is vaccination. The MMR vaccine is safe and effective and has been in use for more than 50 years. Here's something remarkable: From 2000 to 2023, measles vaccines saved an estimated 60 million lives worldwide, <u>according to the Centers for Disease Control and Prevention</u>.

Your decision to vaccinate doesn't just protect you — it also protects your community. When enough people are vaccinated, it stops the disease from spreading, protecting those who can't be vaccinated, such as infants or children undergoing cancer treatment.

Measles is preventable. A resurgence is not inevitable — but it is likely if we don't act.

Let's work together to stop misinformation, raise vaccination rates and keep measles out of our communities. Access resources and more information: <a href="mailto:CookCountyPublicHealth.org/Measles">CookCountyPublicHealth.org/Measles</a>.

## Sample Article to Share (under 500 words) - Spanish

El sarampión es una amenaza — pero se puede prevenir.

El sarampión — que se declaró eliminado en nuestro país en el año 2000 — ha regresado, y no lo ha hecho de manera silenciosa. Se está propagando. Desde el comienzo de 2025, ya se han registrado más de 1,000 casos de sarampión en los EE. UU., con tres muertes. Más del 95 % de las personas infectadas no estaban vacunadas. No se trata solo de estadísticas; son vidas afectadas por una enfermedad que sabemos cómo prevenir. En los suburbios del condado de Cook, sabemos que hay casi 12,000 niños que no están vacunados contra el sarampión. En los últimos 10 años, ese número se ha duplicado.

¿Por qué está pasando esto? La respuesta es desgarradora: desinformación y dudas sobre las vacunas. Los mitos — especialmente la afirmación falsa de que la vacuna triple viral (contra el sarampión, las paperas y la rubéola, o MMR por sus siglas en inglés) causa autismo — se han propagado mucho más rápido que los hechos. A pesar de que múltiples estudios han demostrado que no existe relación entre la vacuna MMR y el autismo, esta narrativa peligrosa sigue debilitando la confianza y poniendo vidas en riesgo. Seamos claros: el sarampión no es una enfermedad infantil inofensiva. Es una de las enfermedades humanas más contagiosas. Si una persona tiene sarampión, hasta 9 de cada 10 personas no vacunadas a su alrededor se infectarán. Se transmite por el aire cuando una persona infectada tose, estornuda o incluso respira.

Aunque muchas personas se recuperan, el sarampión puede causar complicaciones graves como neumonía, encefalitis (inflamación del cerebro) y, en casos raros, la muerte. Pero hay esperanza — y esa esperanza es la vacunación. La vacuna MMR es segura y eficaz, y se ha utilizado por más de 50 años. Algo notable: entre 2000 y 2023, las vacunas contra el sarampión salvaron aproximadamente 60 millones de vidas en todo el mundo, según los Centros para el Control y la Prevención de Enfermedades (CDC).

Tu decisión de vacunarte no solo te protege a ti — también protege a tu comunidad. Cuando suficientes personas están vacunadas, se detiene la propagación de la enfermedad, protegiendo a quienes no pueden vacunarse, como los bebés o los niños que están en tratamiento contra el cáncer. El sarampión se puede prevenir. Un resurgimiento no es inevitable — pero es probable si no actuamos. Trabajemos juntos para detener la desinformación, aumentar las tasas de vacunación y mantener el sarampión fuera de nuestras comunidades.

Accede a recursos e información en: CookCountyPublicHealth.org/Measles.