



Is your child protected against measles?

Children need **two doses** of the MMR vaccine to be fully protected against measles.



Measles and MMR vaccines
NIO Communications Toolkit

May 2023



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May 2023

The HSE is urging parents to make sure children are up to date with their MMR vaccines before travelling outside of Ireland this summer. The MMR vaccine, which is safe and effective, protects against measles cases and outbreaks.

We want to inform parents/guardians measles cases are rising internationally while uptake of the MMR vaccine is declining.

There have been more cases reported in Europe so far this year than were reported in the whole of 2022.

There is an ongoing measles outbreak in Austria and measles cases have been reported in the UK, Germany, Hungary and Sweden.

The World Health Organization (WHO) have warned about the risk of measles in children as a result of low MMR vaccine following the pandemic. Uptake rates of MMR vaccine in Ireland are currently well below the rates recommended by WHO to prevent measles from spreading.

We want to remind parents/guardians that children need two doses of the MMR vaccine to be fully protected against measles.

The only protection against measles is vaccination. Two doses of MMR vaccine are needed and if a child is not fully protected then MMR vaccines can be obtained from your GP or travel health clinic.

Children get the first dose of the vaccine when they are 12 months old from their GP. They get the booster dose then when they are in Junior Infants from the HSE school vaccination teams.

Getting the MMR vaccine is the best way to prevent it and protect your child.

We want to encourage parents/guardians to act now and to check their children's MMR vaccination records.

When preparing to travel overseas it's a good time to make sure that you and your family has had the recommended number of MMR vaccines.

Talk to a trusted health and care professional about your child's MMR vaccines.
For more information, visit www.immunisation.ie

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Frequently asked questions

Measles and MMR vaccines

How common are cases of measles in Ireland?

Measles is a notifiable disease in Ireland. In recent years, most cases of measles reported in Ireland are imported or import related cases. Measles is more common in countries where uptake of measles vaccine is below recommended levels.

When should children get the MMR vaccine?

In Ireland, children get their first dose of the MMR vaccine when they are aged 12 months. They get a booster dose when they are in Junior Infants.

But if a child has missed their MMR vaccines, it's not too late to catch up.

Where can children get the MMR vaccine?

Children can get their first dose of the MMR vaccine from GPs. The second dose is given by the HSE school vaccination teams when they are in Junior Infants. (In Donegal, Sligo and Leitrim the second dose is given in GP practices)

If a child is not fully protected then they can get the MMR from their GP or school vaccination team.

Why should children get vaccinated?

Measles cases are rising right now in Europe. Over 1.2 million children in The WHO European Region have missed out on an MMR vaccine. [According to UN UNICEF \(April 2023\)](#), 67 million children are reported to have missed out on vaccines during the pandemic.

The MMR vaccine gives children the best protection against measles. They need two doses to be fully protected. Uptake rates of the first and second doses of the MMR vaccine in Ireland are below the 95% rate that is recommended by the WHO to stop measles from spreading.

We need to act now to catch up on the children who missed out on their vaccines during the pandemic.

Advice for parents and guardians considering vaccination for their child?

It's normal to have questions or concerns about the vaccines for your child. Talk to a trusted health and care professional or visit www.immunisation.ie for more information about the MMR vaccine.

When preparing to travel overseas it's a good time to check your vaccination records and make sure that your family has had the recommended number of MMR vaccines. Parents should enjoy their time abroad but please don't get ill with measles or bring it home.

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Key messages

1. Measles cases are rising right now internationally. There have been more cases reported in Europe so far this year than were reported in the whole of 2022.
2. Uptake rates of MMR vaccine in Ireland are currently below the rates recommended by WHO to prevent measles from spreading.
3. Getting the MMR vaccine is the best way you can prevent the spread of measles and protect your child.
4. Children need two doses of the vaccine to be fully protected.

Campaign channels and assets

Digital and social media – videos, social tiles and messages shared across NIO, HPSC and HSE social media channels – Twitter, Instagram, LinkedIn.

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Sample social media messages Twitter, Instagram, LinkedIn



Measles cases are rising right now in Europe. Your child needs two doses of the MMR vaccine to be fully protected. It is the best way to protect our little ones from measles

<https://bit.ly/3OII2C8>

#KeepUpToDate | #VaccinesWork

Measles cases are rising right now in Europe. There have been more cases reported in Europe so far this year than were reported in the whole of 2022. Getting the MMR vaccine is the best way we can prevent the spread of measles and protect our little ones.

<https://bit.ly/3OII2C8>

#KeepUpToDate | #VaccinesWork

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Sample social media messages Twitter, Instagram, LinkedIn

An bhfuil do pháiste cosanta ar an mbruitíneach?

Ní mór dhá dháileog na vacsaíne MMR a thabhairt do do pháiste ionas go mbeidh siad cosanta go hiomlán ar an mbruitíneach.



HE HSE
Our National
Health Service

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Tá líon na gcásanna den bhruitíneach san Eoraip ag méadú. Tá níos mó cásanna den bhruitíneach san Eoraip ó thús na bliana seo ná mar a bhí sa bhliain ar fad i 2022. S'í an vacsaín MMR an tslí is fearr le stop a chur le scaipeadh na bruitíní agus le bheith cinnte go bhfuil ár bpáistí cosanta.

<https://bit.ly/3OII2C8>

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Sample social media messages

Instagram

HSE National Immunisation Office

Measles cases are rising

What you need to know

Swipe →

Measles cases are rising in Europe right now.

There have been more cases reported in Europe so far this year than were reported in the whole of 2022.

There is an ongoing measles outbreak in Austria and measles cases have been reported in the UK, Germany, Hungary and Sweden.

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The World Health Organization (WHO) have warned about the risk of measles in children.

Uptake rates of MMR vaccine in Ireland are currently well below the rates recommended by WHO to prevent the spread of measles.

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Getting the MMR vaccine is the best way to prevent measles and protect your child

Children need two doses of the MMR vaccine to be fully protected.

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Your child needs two doses of the MMR vaccine to be fully protected.

Children get the first dose of the MMR vaccine when they are 12 months old from their GP.

They get the booster dose when they are in Junior Infants from the HSE school vaccination teams.

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Before travelling abroad,

remember to check your vaccination records and make sure that you and your family have got their MMR vaccines.

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HSE National Immunisation Office

For more information about measles and the MMR vaccines visit immunisation.ie

Swipe -> to find out what you need to know about the rise of measles cases right now in Europe and why the MMR vaccine is so important for you and your family.

Visit immunisation.ie for more information about the MMR vaccines for your child. Link in bio.

#KeepUpToDate | #VaccinesWork

Social tiles available on request: cria.dowling@hse.ie



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Videos and animations

In only 2 years we went from 10,000 measles cases in Ireland in 1985 to just over 200 in 1987. What changed ?

Dr Tom Barrett @tombarr26816936 explains why the MMR vaccine is so important in protecting children against measles ↓



Videos in English and Irish from trusted health and care professionals.

Video files available on request: cria.dowling@hse.ie