# Contents

[Contents 1](#_Toc192591227)

[Background 1](#_Toc192591228)

[Key Facts about Measles 1](#_Toc192591229)

[How to Use this Toolkit 2](#_Toc192591230)

[Sample Newsletter Post or Letter/Email to Parents 2](#_Toc192591231)

[Sample Social Media Posts 4](#_Toc192591232)

[Printable Resources: Factsheets, Poster and Vaccine Schedule 6](#_Toc192591233)

# Background

Measles cases are on the rise in the U.S. and the region. So far in 2025, there are multiple outbreaks, including in [Texas](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.dshs.texas.gov%2Fnews-alerts%2Fmeasles-outbreak-feb-18-2025&data=05%7C02%7CLuciana.R.DiRuocco%40vermont.gov%7C8d032f4ebd824c3fa35c08dd5cc67145%7C20b4933bbaad433c9c0270edcc7559c6%7C0%7C0%7C638768729571111001%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=e3d1uUw0aDQ7RrGImAnr4R0rCkvDrBAhHeNZTMa1uac%3D&reserved=0), [New Mexico](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nmhealth.org%2Fabout%2Ferd%2Fideb%2Fmog%2F&data=05%7C02%7CLuciana.R.DiRuocco%40vermont.gov%7C8d032f4ebd824c3fa35c08dd5cc67145%7C20b4933bbaad433c9c0270edcc7559c6%7C0%7C0%7C638768729571122998%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=ySxHELmk3pHpWVsoqW0aWFJ7d%2FszsM0S9MW6jELiafA%3D&reserved=0), and [Quebec](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.quebec.ca%2Fen%2Fhealth%2Fhealth-issues%2Fa-z%2Fmeasles%2Fmeasles-outbreak&data=05%7C02%7CLuciana.R.DiRuocco%40vermont.gov%7C8d032f4ebd824c3fa35c08dd5cc67145%7C20b4933bbaad433c9c0270edcc7559c6%7C0%7C0%7C638768729571133798%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=qtp3pG4aZ2D8menROrhTLivid0PouJ%2FgRKOOQqGIXAg%3D&reserved=0). There are also cases in several other jurisdictions, including Pennsylvania, New York City, Rhode Island, New Jersey, and more. Most cases reported so far this year are among children and teens who are unvaccinated. [Get current information about measles cases and outbreaks (CDC).](https://www.cdc.gov/measles/data-research/index.html)

As of March 11, 2025, there has been [one case of measles](https://www.healthvermont.gov/media/current-news-releases/vermont-department-health-confirms-case-measles) in Vermont in 2025. Stay up to date at [HealthVermont.gov/measles](https://vermontgov-my.sharepoint.com/personal/luciana_r_diruocco_vermont_gov/Documents/LSID%20Communications/Shared%20LSID%20Communications%20Folder/Epi%20IZ/Measles/2025/HealthVermont.gov/measles).

## Key Facts about Measles

* **Measles is not just a little rash.** It can be dangerous, especially in children younger than 5 years old. About 1 in 5 unvaccinated people in the U.S. who get measles are hospitalized.
* **Measles is one of the most contagious diseases.**An infected person will spread measles to about 9 out of 10 people they come into contact with who are not vaccinated. The virus can spread to other people when an infected person coughs or sneezes. The virus can stay in the air for up to two hours after an infected person leaves an area. People can become infected if they breathe in the germs or touch a contaminated surface and then touch their eyes, nose, or mouth.
* **Measles is almost entirely preventable with vaccines.** While most people in the U.S. and Vermont are vaccinated against measles, communities with lower vaccine coverage are at higher risk for outbreaks.
  + According to [2023-2024 school immunization survey data](https://www.healthvermont.gov/stats/surveillance-reporting-topic/school-vaccination-data), 93% of children in Vermont public and independent schools are fully vaccinated against measles before entering kindergarten. This data doesn't include children who are homeschooled or not yet enrolled in school.
  + Because measles is so contagious, 95% of a population needs to be immune to limit the spread of the virus effectively.
* **Measles vaccines are safe and highly effective.** It is part of the measles-mumps-rubella vaccine or "MMR." Two vaccine doses are 97% effective against measles (one dose is 93% effective).
* **Measles is still common in many parts of the world.** Every year, measles is brought into the U.S. by unvaccinated travelers who get measles while they are in other countries.

# How to Use this Toolkit

The Vermont Department of Health needs your help to ensure families are fully vaccinated against measles– especially children. It’s particularly important if families plan to travel outside of the U.S.

Please share these sample communication resources on measles and vaccinations with your parents, caregivers and staff. You can customize them as needed for your newsletters, email lists, mailings and other communication channels.

# Sample Newsletter Post or Letter/Email to Parents

**How to use:** Please customize as needed and add to your newsletter, email list, or other communication channel to help promote measles vaccination. Or share this as a letter with parents and caregivers by copying and pasting it onto school letterhead or in an email message.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**U.S. Measles Cases are Rising–Make Sure Your Family is Protected**

In the first few months of 2025, there have been multiple outbreaks of measles with deaths reported. Notably, there is an ongoing [outbreak of measles in Quebec](https://www.quebec.ca/en/health/health-issues/a-z/measles/measles-outbreak). Most cases have been in children and teens who are unvaccinated against measles. [Get current information about cases and outbreaks (CDC).](https://www.cdc.gov/measles/data-research/index.html)

**Measles is not just a little rash.** Measles is a highly contagious respiratory virus that can be dangerous, especially for babies and young children. Some may suffer from severe complications, such as pneumonia (infection of the lungs) and encephalitis (swelling of the brain). Nearly 1 to 3 of every 1,000 children who become infected with measles will die from respiratory and neurologic complications.

**Measles is almost entirely preventable with vaccines.** While most people in the U.S. and Vermont are vaccinated against measles, communities with lower vaccine coverage are at higher risk for outbreaks. Vaccinating your family protects other children from measles who can’t get vaccinated because they are too young or have medical conditions. Being vaccinated against measles is your best defense against measles.

Here’s how you can help keep your family, school, and community healthy:

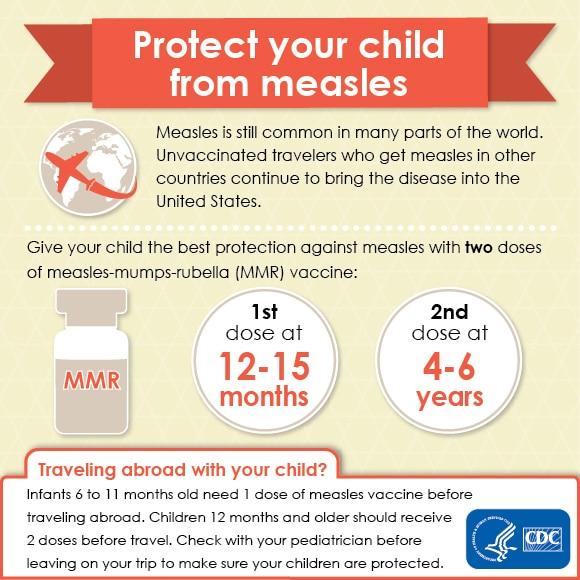
1. **Make sure you and your family are vaccinated against measles—especially if you plan to travel outside of the U.S.** Measles is still common in many parts of the world. Every year, measles is brought into the U.S. by unvaccinated travelers who get measles while they are in other countries.

* Children should get two doses of measles, mumps, and rubella (MMR) vaccine—the first dose at 12-15 months and the second dose at 4-6 years.
* Babies 6-11 months old who are traveling internationally should get an early dose of the MMR vaccine at least two weeks before travel.

1. **If your child is sick with measles symptoms, stay home and call your doctor.**

* Symptoms usually start with a high fever, then a cough, runny nose, and red and watery eyes. A rash usually appears three to five days after the first symptoms.
* If you do not have a health care provider, call 2-1-1 to be connected to care.
* If you suspect measles, make sure to **call before** going to a doctor’s office, the hospital, or a clinic to let them know about symptoms. Because the virus is so contagious, the office will need to take precautions before you arrive.
* While there is no treatment for measles, your doctor will have the best guidance on how to care for a child with measles.

For more information on measles and vaccines, visit [HealthVermont.gov/measles](https://healthvermont.gov/measles).

[](https://www.cdc.gov/measles/resources/protect-your-child-infographic.html)

[[Attach image above. Click here to download image.](https://www.cdc.gov/measles/resources/protect-your-child-infographic.html)]

# Sample Social Media Posts

**How to use:** Use the suggested post copy or customize as needed. Then, click on the links to download the graphic or video and add to your post.

|  |  |
| --- | --- |
| **Suggested Post Copy** | **Link to Graphics and Videos** |
| Measles, one of the most contagious viruses, is on the rise in the U.S. An infected person will spread measles to about 9 out of 10 people they come into contact with who are not vaccinated.  Thankfully, the measles, mumps, and rubella (MMR) vaccine is highly effective at protecting your family against severe illness. Is your family up-to-date?  Learn more at [HealthVermont.gov/measles](https://www.healthvermont.gov/measles) | [Click to download the image](https://www.healthvermont.gov/sites/default/files/image/hs-iz-measles-social-media-1.jpg) |
| Measles cases are on the rise in the U.S. and worldwide. Measles is not just a little rash. It can be dangerous, especially in children younger than five years old. Nearly 1 to 3 of every 1,000 children who become infected with measles will die from respiratory and neurologic complications.  The best way to protect your family against serious illness is with the measles, mumps, and rubella (MMR) vaccine. MMR is safe and effective. Two doses of MMR vaccine are about 97% effective at preventing measles; one dose is about 93% effective.  Check to make sure your family is up-to-date, especially if you plan to travel outside of the U.S..  Learn more at [HealthVermont.gov/measles](https://www.healthvermont.gov/measles) | [Click to download the image](https://www.healthvermont.gov/sites/default/files/image/hs-iz-measles-social-media-2.jpg) |
| Measles is still common in many parts of the world. Every year, measles is brought into the U.S. by unvaccinated travelers who get measles while they are in other countries.  Make sure your family is up-to-date on the measles vaccines before traveling outside of the U.S.  Learn more at [HealthVermont.gov/measles](https://www.healthvermont.gov/measles) | [Click to download the image](https://www.healthvermont.gov/sites/default/files/image/hs-iz-measles-social-media-3.jpg) |
| Measles cases are rising in the U.S. This highly contagious respiratory virus can be dangerous, especially for babies and young children.  Make sure you and your family are vaccinated against measles—especially children. This is particularly important if you plan to travel outside of the U.S.  Learn more: [HealthVermont.gov/measles](https://www.healthvermont.gov/measles) | [Add this [CDC YouTube video](https://www.youtube.com/watch?v=mv9LILA8s5M) to your post and then add your post copy] |

# Printable Resources: Factsheets, Poster and Vaccine Schedule

**How to use:** Print to post or share these resources.Find more resources at [www.cdc.gov/measles/resources](http://www.cdc.gov/measles/resources).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **“What to Know about Measles” Factsheet with Translations**    [[Click to translated factsheets]](https://www.healthvermont.gov/disease-control/measles#measlesfactsheet) | **Printable Vaccine Schedule for Children**    [[Download vaccine schedule](https://www.cdc.gov/vaccines/imz-schedules/downloads/parent-ver-sch-0-6yrs.pdf)] |
| **CDC Factsheet Translated in Ukrainian**    [[Download factsheet]](https://www.cdc.gov/vaccines/parents/diseases/measles-basics-color-ukrainian.pdf) | **Vaccine Poster**    [[Download poster]](https://www.cdc.gov/vaccines/events/niiw/promotional/media/downloads/printad-superbaby-8x11-color.pdf) |
| “**Measles isn’t a sea creature’” Poster**  A picture containing text, person, screenshot  AI-generated content may be incorrect. | **“Preventing Measles Before and After Travel” Fact Sheet**  Text  AI-generated content may be incorrect. |
| [[Download poster]](https://www.cdc.gov/vaccines/resources/childhood-vaccination/KITW_Measles_Poster_Letter.pdf) | [[Download fact sheet]](https://www.cdc.gov/measles/resources/before-after-travel-fact-sheet.html) Available in multiple languages |