

## External Communications Plan Measles Prevention and Outbreak Response

### Purpose:

Align MHCP and public health partners around shared messaging about measles prevention and create a communications infrastructure in the event of a Milwaukee County outbreak.

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### Phase I: Prevention

Timing: NOW

#### Recommended Actions:

- Weekly post on social media channels
  - Not able to post your own content? Share directly from MHD's or Children's Wisconsin's social.
- Publish a blog post and share on social monthly.
- Send a newsletter through your patient/community distribution.
  - Include a "Measles Reminder," or shortened content in other community email distributions with as much frequency as possible.

#### Key Messages

1. Measles cases are on now in Wisconsin - protect yourself and your family before it gets to Milwaukee.
2. Measles can be serious.
3. Measles can be prevented at all ages with the MMR vaccine.
4. Know your measles vaccine status.
5. Think you have measles? Avoid others and call your doctor or health department for next steps.


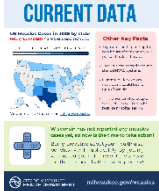
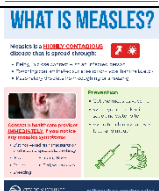
#### Blog/Email Copy

- [Measles Outbreak Shows Importance of Getting Your Kids Vaccinated](#) (Source: Children's Wisconsin)
- [Staying Ahead of the Outbreak: How Milwaukee is Preparing for Measles](#) (Source: MHD)
- [Sample community blog/ letter / email](#) (Source: CDC)
  - NOTE: Edit to prevention language vs current outbreak

#### Social Copy and Creative by Key Message:



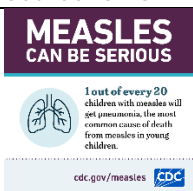

- 1. Measles cases are on the rise across the United States and now in Wisconsin – protect yourself and your family before it gets to Milwaukee.**

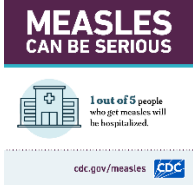

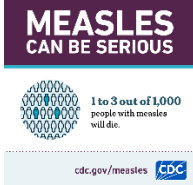

Fact Sheet: [Measles Protection and Prevention](#) (Source: MHD)

Audience	Social Copy	Creative
All Ages	Measles cases are now in Wisconsin. Take preventative steps to avoid infection and stay healthy! Learn more at <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES PROTECTION AND PREVENTION</b></p> <p>Measles cases are on the rise across the United States. Take preventative steps to avoid infection and stay healthy!</p> <p><a href="#">Link to Image Download</a> Source: MHD</p>
All Ages	Measles cases are on the rise across the United States and now in Wisconsin. Take preventative steps to avoid infection and stay healthy! Learn more at <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>CURRENT DATA</b></p> <p>Measles cases are on the rise across the United States and now in Wisconsin. Take preventative steps to avoid infection and stay healthy!</p> <p><a href="#">Link to Image Download</a> Source: MHD</p>
All Ages	Measles cases are on the rise across the United States and now in Wisconsin. What is measles? Learn more about how you can avoid infection and stay healthy at <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>WHAT IS MEASLES?</b></p> <p>Measles is a <b>HIGHLY CONTAGIOUS</b> disease that is spread through:</p> <ul style="list-style-type: none"> <li>• Coughing or sneezing</li> <li>• Direct contact with a person's nose, mouth, or throat</li> <li>• Touching a surface that a person has recently touched</li> <li>• Breathing in droplets from a person's nose or mouth</li> </ul> <p><b>Prevention:</b></p> <ul style="list-style-type: none"> <li>• Get the MMR vaccine</li> <li>• Get the MMR2 vaccine</li> <li>• Avoid contact with people who have measles</li> <li>• Avoid travel to areas with outbreaks</li> <li>• Avoid contact with people who have been in contact with someone who has measles</li> </ul> <p><a href="#">Link to Image Download</a> Source: MHD</p>












## 2. Measles can be serious.

Fact Sheet: [Measles Isn't Just a Little Rash](#) (Source: CDC)

Audience	Social Copy	Creative
Parents & Children	With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles. Call your doctor or visit <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>You have the power to protect your child.</p> <p>TALK TO YOUR HEALTHCARE PROVIDER</p> <p><a href="https://cdc.gov/measles">cdc.gov/measles</a> </p> <p><a href="#">Link to Image Download</a> Source: CDC</p>
Parents & Children	Measles can lead to pneumonia in young children. With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles. Call your doctor or visit <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>1 out of every 20 children with measles will get pneumonia, the most common cause of death from measles in young children.</p> <p><a href="https://cdc.gov/measles">cdc.gov/measles</a> </p> <p><a href="#">Link to Image Download</a></p>
Parents & Children	Symptoms may be mild, but they can also be very severe. With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles.	<p>Dr. Gutzeit, Children's Wisconsin, Video</p> <p><a href="#">Link to Image Download</a></p>

Adults & All Ages	Measles complications can lead to hospitalizations. Know your vaccine status – get vaccinated. Call your doctor or visit <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>1 out of 5 people who get measles will be hospitalized.</p> <p><a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p>
Adults & All Ages	Some people with measles may die. Know your vaccine status – get vaccinated. Call your doctor or visit <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>1 to 3 out of 1,000 people with measles will die.</p> <p><a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p>
Parents & Children	People with poor immune systems or other illnesses can develop serious and deadly complications. Learn more.	<p><a href="#">Link to Children's Wisconsin Blog</a></p>

3. Measles can be prevented for kids and adults with the MMR vaccine
4. Know your measles vaccine status by checking the vaccine registry online or by calling your doctor

Audience	Social Copy	Creative
Parents & Children	With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles. Call your doctor or visit <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>You have the power to protect your child.</p> <p>TALK TO YOUR HEALTHCARE PROVIDER</p> <p><a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p> <p>Source: CDC</p>
Adults	It's never too late to get the MMR vaccine – it protects adults from measles too! Call your doctor or visit a Milwaukee Health Department Clinic: <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">https://city.milwaukee.gov/Health/Contact/locations-and-Schedules</a>	 <p><b>GET VACCINATED</b></p> <p>Get the MMR vaccine to protect yourself and your family from measles, mumps, and rubella.</p> <p><b>Keele Health Center</b> (Hennepin &amp; 3rd) 1230 N. 3rd St.   414-286-9310</p> <p><b>Northwest Health Center</b> (Hennepin &amp; 3rd) 7620 W. 11th Pl.   313-200-0030</p> <p><b>Southside Health Center</b> (Hennepin &amp; 3rd) 1800 S. 3rd St.   414-286-9310</p> <p> <a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p>
Adults	The measles vaccine is the safest and most effective protection against measles. Call your doctor or visit a Milwaukee Health Department Clinic: <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">https://city.milwaukee.gov/Health/Contact/locations-and-Schedules</a>	 <p><b>GET VACCINATED</b></p> <p>Get the MMR vaccine to protect yourself and your family from measles, mumps, and rubella.</p> <p><b>Keele Health Center</b> (Hennepin &amp; 3rd) 1230 N. 3rd St.   414-286-9310</p> <p><b>Northwest Health Center</b> (Hennepin &amp; 3rd) 7620 W. 11th Pl.   313-200-0030</p> <p><b>Southside Health Center</b> (Hennepin &amp; 3rd) 1800 S. 3rd St.   414-286-9310</p> <p> <a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p>
All Ages	Do you know if you are immune to measles? Find out before it gets to Milwaukee – visit <a href="https://www.dhfs.wisconsin.gov/PR/clientSearch.do?language=en">https://www.dhfs.wisconsin.gov/PR/clientSearch.do?language=en</a>	 <p><b>AM I VACCINATED?</b></p> <p>Check your record of measles, mumps, and rubella (MMR) vaccine status.</p> <p>Go online and fill out the contact information to find your record!</p> <p><a href="https://www.dhfs.wisconsin.gov/PR/clientSearch.do?language=en">https://www.dhfs.wisconsin.gov/PR/clientSearch.do?language=en</a></p> <p> <a href="https://city.milwaukee.gov/health/measles">city.milwaukee.gov/health/measles</a> </p> <p><a href="#">Link to Image Download</a></p>

**5. Think you or your child have measles? Avoid other people and call your doctor or health department for next steps.**

Fact Sheet: [Do you think your child has measles?](#) (Source: CDC)

Audience	Social Copy	Creative
Parents & Children	Measles spread easily. If you or your child has it, stay home. Avoid school, work and other public places until 4 days after the rash starts. Learn more at <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	Link to Video Source: Texas HHS

**Phase II: Outbreak**

Timing: TBD

Recommended Actions:

- Weekly post on social media channels
  - Not able to post your own content? Share directly from MHD's or Children's Wisconsin's social.
- Publish a blog post and share on social monthly.
- Send a newsletter through your patient/community distribution.
  - Include a "Measles Reminder," or shortened content in other community email distributions with as much frequency as possible.

Key Messages:

1. There is a current outbreak of measles. Vaccination is the best form of protection – for you and your children.
2. Measles is in Milwaukee. Measles can be serious.
3. There is a measles outbreak in Milwaukee. Measles can be prevented for kids and adults with the MMR vaccine.
4. Think you have measles? Avoid others and call your doctor or health department for next steps.




Blog/Email Copy

- [Sample community blog/ letter / email](#) (Source: CDC)
  - NOTE: Edit to prevention language vs current outbreak

Social Copy and Creative by Key Message:


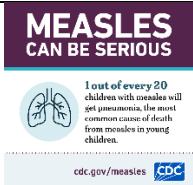
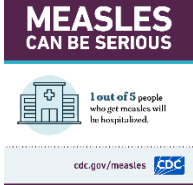
1. **There is a current outbreak of measles. Vaccination is the best form of protection – for you and your children.**



Fact Sheet: [There is a Current Outbreak of Measles](#) (Source: CDC), [Do You Think Your Child Has Measles?](#) (Source: CDC), [Vaccination is the Best Protection During Outbreak](#) (Source: CDC)

Audience	Social Copy	Creative
All Ages	Did you know there's a measles outbreak? Protect your family by getting up to date on the measles vaccine. Call your doctor or visit: <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><a href="#">Link to Image Download</a> Source: CDC</p>
All Ages	There is a current measles outbreak. Protect your family by getting up to date on the measles vaccine. Call your doctor or visit: <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><a href="#">Link to Image Download</a> Source: CDC</p>
All Ages	Measles is in Milwaukee. Protect your family by getting up to date on the measles vaccine. Call your doctor or visit: <a href="https://city.milwaukee.gov/health/measles">https://city.milwaukee.gov/health/measles</a>	 <p><a href="#">Link to Image Download</a> Source: MHD</p>







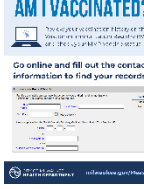

## 2. Measles is in Milwaukee. Measles can be serious.

Fact Sheet: [Measles Isn't Just a Little Rash](#) (Source: CDC)

Audience	Social Copy	Creative
Parents & Children	Measles is in Milwaukee. With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles.	 <p><a href="#">Link to Image Download</a> Source: CDC</p>
Parents & Children	Did you know there is a measles outbreak in Milwaukee? Measles can lead to pneumonia in young children. With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles.	 <p><a href="#">Link to Image Download</a></p>
Adults & All Ages	There is a measles outbreak in Milwaukee. Measles complications can lead to hospitalizations. Know your vaccine status – get vaccinated.	 <p><a href="#">Link to Image Download</a></p>

Adults & All Ages	There is a measles outbreak in Milwaukee. Some people with measles may die. Know your vaccine status – get vaccinated.	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>1 to 3 out of 1,000 people with measles will die.</p> <p>cdc.gov/measles </p> <p><a href="#">Link to Image Download</a></p>
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**3. There is a measles outbreak in Milwaukee. Measles can be prevented for kids and adults with the MMR vaccine.**

Audience	Social Copy	Creative
Parents & Children	There is a measles outbreak in Milwaukee. With the MMR vaccine, you can provide your child with safe and long-lasting protection against measles.	 <p><b>MEASLES CAN BE SERIOUS</b></p> <p>You have the power to protect your child.</p> <p>TALK TO YOUR HEALTHCARE PROVIDER</p> <p>cdc.gov/measles </p> <p><a href="#">Link to Image Download</a></p> <p>Source: CDC</p>
Adults	There is a measles outbreak in Milwaukee. It's not too late to get the MMR vaccine – it protects adults from measles too! Call your doctor or visit a Milwaukee Health Department Clinic: <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">https://city.milwaukee.gov/Health/Contact/locations-and-Schedules</a>	 <p><b>GET VACCINATED</b></p> <p>Get the MMR vaccine to protect yourself and your family from measles, mumps, and rubella.</p> <p><b>Kosman Health Center</b> (Milwaukee - 1st Floor) 1230 N. 55th St.   414-296-9510</p> <p><b>Northwest Health Center</b> (Milwaukee - 8th Floor) 7620 W. N. 1st Pl.   414-200-0030</p> <p><b>Southside Health Center</b> (Milwaukee - 12th Floor) 1230 N. 55th St.   414-296-9510</p> <p> <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">city.milwaukee.gov/Health/Contact/locations-and-Schedules</a></p> <p><a href="#">Link to Image Download</a></p>
Adults	There is a measles outbreak in Milwaukee. The measles vaccine is the safest and most effective protection against measles. Call your doctor or visit a Milwaukee Health Department Clinic: <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">https://city.milwaukee.gov/Health/Contact/locations-and-Schedules</a>	 <p><b>GET VACCINATED</b></p> <p>Get the MMR vaccine to protect yourself and your family from measles, mumps, and rubella.</p> <p><b>Kosman Health Center</b> (Milwaukee - 1st Floor) 1230 N. 55th St.   414-296-9510</p> <p><b>Northwest Health Center</b> (Milwaukee - 8th Floor) 7620 W. N. 1st Pl.   414-200-0030</p> <p><b>Southside Health Center</b> (Milwaukee - 12th Floor) 1230 N. 55th St.   414-296-9510</p> <p> <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">city.milwaukee.gov/Health/Contact/locations-and-Schedules</a></p> <p><a href="#">Link to Image Download</a></p>
All Ages	There is a measles outbreak in Milwaukee. Do you know if you are immune to measles? Find out and get vaccinated – visit <a href="https://www.dhfs.wi.gov/PR/clientSearch.do?language=en">https://www.dhfs.wi.gov/PR/clientSearch.do?language=en</a>	 <p><b>AM I VACCINATED?</b></p> <p>Check your vaccination status and get vaccinated if you need it.</p> <p>Go online and fill out the contact information to find your record!</p> <p><a href="https://www.dhfs.wi.gov/PR/clientSearch.do?language=en">https://www.dhfs.wi.gov/PR/clientSearch.do?language=en</a></p> <p> <a href="https://city.milwaukee.gov/Health/Contact/locations-and-Schedules">city.milwaukee.gov/Health/Contact/locations-and-Schedules</a></p> <p><a href="#">Link to Image Download</a></p>

**4. Think you or your child have measles? Avoid other people and call your doctor or health department for next steps.**

Fact Sheet: [Do you think your child has measles?](#) (Source: CDC)

Audience	Social Copy	Creative
Parents & Children	Measles spreads easily. If you or your child has it, stay home. Avoid school, work and other public places until 4 days after the rash starts.	<p><a href="#">Link to Video</a></p> <p>Source: Texas HHS</p>

Additional Resources:

- [Public Health Collaborative: Communicating About the 2025 Measles Outbreak](#)