



Public Health
England

Protecting and improving the nation's health

MMR & MenACWY vaccine comms toolkit for higher education establishments

Public Health England is asking for your help to encourage both new and current students to make sure they're up to date with their measles, mumps and rubella (MMR) and MenACWY vaccines so they can enjoy their university experience knowing they aren't at risk of catching measles and that they have done all they can to protect themselves from meningococcal disease.

There has recently been an increase in measles cases across England, particularly in young people over the age of 15 years. There have also been large measles outbreaks across Europe.

Similarly, a recent rise in cases of MenW meningococcal disease, led to the MenACWY vaccine being offered to teenagers.

With lots of people in confined environments and close mixing, universities can be hot spots for measles and meningococcal disease as they present the perfect opportunity for the infection to spread.

We are asking for your help to protect your students and vulnerable people in the community and have created this toolkit which provides useful information, resources and ideas for engaging with students.

About the MMR vaccine and measles

Measles is a highly infectious viral illness that can sometimes lead to serious complications and can be fatal in very rare cases.

The best protection against measles is to ensure you have had two doses of MMR vaccination. The first dose of MMR is offered to all children at 1 year of age and the second dose is offered at 3 years and 4 months.

However we know that some students of university/college age may have missed out on their MMR when they were younger as MMR uptake was as low as 80% in 2003. This means that many young people remain unprotected and so we are seeing measles cases in young people over the age of 15.

The MMR vaccine is available for free to anyone who has not received both doses as a child. If students are unsure whether they are up to date they can contact their GP to check. If they haven't had two MMR doses, they should arrange a free catch up vaccination as soon as possible.

About MenACWY vaccine and meningococcal disease

Alongside the MMR vaccine, it is also important to remind students (and freshers in particular) to get the MenACWY vaccine which protects against meningitis and septicaemia (blood poisoning) – which can both be fatal.

The MenACWY vaccine is given by a single injection into the upper arm and protects against four different kinds of the meningococcal bacteria that cause meningitis and septicaemia: A, C, W and Y.

Students going to university or college for the first time, including overseas and mature students, who have not yet had the MenACWY vaccine remain eligible up to their 25th birthday.

Young adults are particularly at risk as they are carriers of the disease. Meningitis and septicaemia caused by the aggressive meningitis W strain previously caused a series of cases in young people.

Students should contact their GP to have the MenACWY vaccine before starting university or college. If that's not possible, they should have it as soon as they can after they arrive. The MenACWY vaccine is the best form of protection against these deadly diseases.

Checklist of activity for universities and colleges

- Put information about measles and MMR on your intranet / website for staff and students to read
- Put information about meningococcal disease and MenACWY vaccine on your intranet / website for staff and students to read
- Put up posters in key locations including student unions and halls of residence
- Involve your pastoral care / student welfare teams in getting the message out
- Use your social media channels to spread the word
- Use top 10 checklist to have conversations about MMR
- Use screensaver, tweets and social media assets in your own channels
- Contact Heads of departments, Welfare Officers, Deans, Wardens in halls of residence at start of year to alert them to their role should measles cases occur.
- Refer to guidance for Universities and Colleges to inform about signs and symptoms and be prepared for any cases of meningococcal disease that may arise – this can be found online [here](#) Use electronic prompts on computer network log-ins to remind students about the importance of vaccination
- Encourage students to register with a GP and look out for symptoms of measles and meningitis
- Don't forget international students! Students from abroad may have different vaccination schedules but they will be eligible for vaccination once in the UK. Encourage them to register at a GP practice so they can get up to date.
- Can your student newspaper and student radio help to highlight the message

Get in touch with the Public Health England (PHE) comms team if you have further questions – email us on PHE-pressoffice@phe.gov.uk or call 020 8327 7901

Key messages

Key messages that can be communicated to both young people and their parents are:

Measles

- Measles is circulating in England and in Europe, particularly among 15 -25 year olds.
- Measles is very infectious, it can cause serious complications and, in rare cases, can be fatal
- Measles can be more severe in young people and adults, often leading to hospital admissions
- Measles starts with cold-like symptoms and sore red eyes followed by a high temperature and a red-brown blotchy rash. If you experience these symptoms, call NHS 111
- The best way to protect yourself against measles is have two doses of the MMR vaccine. It is never too late to get the vaccine. There are no risks to your health if you get an extra dose
- Young people are strongly advised to check if they had the MMR vaccine. Check if you have had two doses of the vaccine with your GP and arrange a catch up NOW if necessary
- If you suspect you have measles stay away from others for at least four days after the rash has appeared
- Call NHS 111 if you think you might have measles or have been in contact with someone who has had it

Meningococcal disease

- Meningitis and septicaemia can develop suddenly and can kill or leave people with life changing disabilities and health problems.
- There has been a rapid increase in MenW, a type of meningococcal disease in recent years in the UK.
- This recent MenW strain has been particularly serious and can be difficult to diagnose because it has been associated with symptoms less frequently seen with meningococcal disease, such as severe diarrhoea and vomiting.
- Symptoms of meningitis and septicaemia include: a blotchy rash that doesn't fade when a glass is rolled over it, fever, aching muscles and joints and a stiff neck.
- The MenACWY vaccine is available free to students who are going to uni for the first time up until their 25th birthday.
- Any student born after 1 September 1996 who missed the MenACWY vaccine at secondary school can have the vaccine before their 25th birthday
- Higher Education students, particularly freshers, are known to be at increased risk of meningitis and septicaemia. Being in confined environments with close contact, such as university halls, hostels when travelling, or attending festivals, increase the chances of infection if unprotected.
- Students should be aware of the symptoms of meningitis and septicaemia and tell someone if they or their friends feel unwell.
- It is vital for students to register with a GP and take up the vaccination as soon as possible. You can book an appointment to get the MenACWY vaccine via your GP.

Social media channel activity

Follow PHE social media accounts for updates:

- Twitter - @PHE_UK - Use #StopTheSpread and #MMR hashtags
- Facebook - <https://www.facebook.com/PublicHealthEngland/>
- Instagram - @publichealthengland

Twitter

Template social media posts:

- #StopTheSpread of measles. Ensure you have two doses of #MMR vaccine from your GP to be protected <http://bit.ly/2GSBBH4>
- Serious about your studies? Get serious about measles. Make sure you have two doses of MMR vaccine and stay healthy #StopTheSpread <http://bit.ly/2HfSuyI>
- Smart enough to get into #uni? Stay smart: make sure you have had two doses of MMR vaccine to stay healthy too. <http://bit.ly/2GSBBH4> #StopTheSpread
- It is never too late to have the #MMR vaccine to protect yourself against measles. If you haven't received two doses of the vaccine in the past – or you're unsure – talk to your GP. <http://bit.ly/2HfSuyI> #StopTheSpread
- Make sure you're university ready and are up to date with #MMR vaccine– phone up you're GP practice to check if you've had two doses #StopTheSpread
- Going to university this September? Don't forget to get your #MMR jabs before you go. #StopTheSpread
- Clothes, bedding, stationary, jabs... don't forget to get the #MMR vaccine before reaching university. #StopTheSpread
- Check with your GP that you've had your #MMR vaccine before going to university this September. #StopTheSpread
- There are cases of #measles in the UK. Two doses of #MMR vaccination is the only prevention. Get all the facts you need on #measles to protect your family and friends. Please RT to spread the message to your families, friends and colleagues. <http://bit.ly/2HfSuyI> #StopTheSpread
- There are currently #measles cases in the UK. Learn more about protecting your loved ones with the #MMR vaccine #StopTheSpread
Learn more about protecting your loved ones against #measles with the #MMR vaccine #PHE #HealthMatters <http://bit.ly/2GSBBH4>

- Students – make sure meningitis doesn't ruin your uni experience. Get the #MenACWY vaccine and protect against it. <http://bit.ly/MenACWY16>
- Clothes, bedding, stationary, jabs... don't forget to get the #MenACWY vaccine before going to university. #StopTheSpread
- Going to uni this September? Make sure you're university ready by getting your #MenACWY vaccine– phone up you're GP practice to book an appointment #StopTheSpread
- The MenACWY vaccine protects you from four strains of potentially fatal meningitis and septicaemia. Students up to the age of 25 can get the vaccine for free. #StopTheSpread #VaccinesWork

Useful resources

Measles

We have a range of free resources that you can use to get the message out to students:

Leaflets and posters

- <https://www.gov.uk/government/publications/mmr-for-all-general-leaflet>
- <https://www.gov.uk/government/publications/think-measles-patient-leaflet-for-young-people>
- <https://www.gov.uk/government/publications/think-measles-poster-for-young-people>

To order these resources in hard copy register at the DH orderline ([link](https://www.orderline.dh.gov.uk))

The screenshot shows a web browser window displaying the Department of Health Orderline. The main content area features a table with columns for Product code, Title, Date, and PDF. Below the table are several 'Download' buttons. To the right, there is a 'Campaign search' sidebar with a search box and a list of search results. A double-headed arrow points from the 'Download' buttons to the 'Campaign search' sidebar.

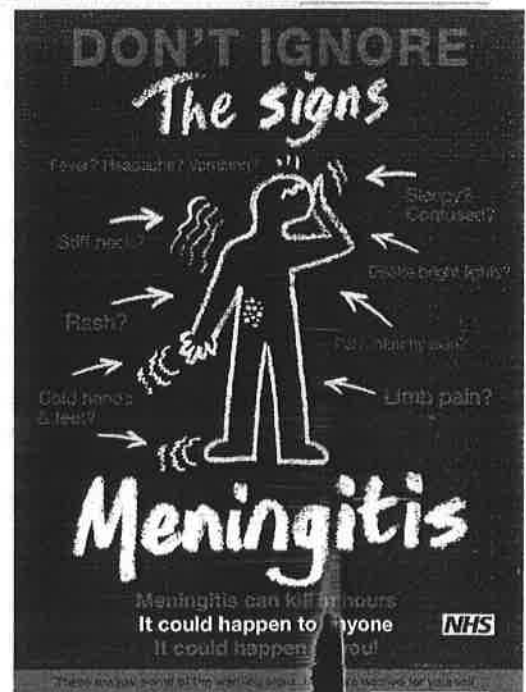
Product code	Title	Date	PDF
3219250	MMR VACCINE WHICH HELPS PROTECT AGAINST ALL THREE AS D	Aug 2016	Download
3325595	How you had your MMR leaflet	Apr 2017	Download
2900976	Measles - Protect yourself, protect others	Mar 2012	Download
2901027	Measles: Don't let your child catch it first (for schools)	May 2013	Download
2900430	Measles: Don't let your child catch it - schools	Oct 2012	Download
2901026	Measles: Don't let your child catch it first (for GPs)	Mar 2013	Download
3205763	PHU memo provides MMR leaflet	Jun 2016	Download
31975608	Pre-school vaccinations: guide to vaccinations from 2-5 years	Jul 2017	Download
3207737	Three measles. Call an NHS centre	Jun 2016	Download
3205852	Think measles MCV vaccine A3 poster. This poster is suitable for GP surgeries, clinics, hospitals and accident and emergency departments.	Jun 2016	Download
2748337	What to expect after vaccination	Aug 2015	Download

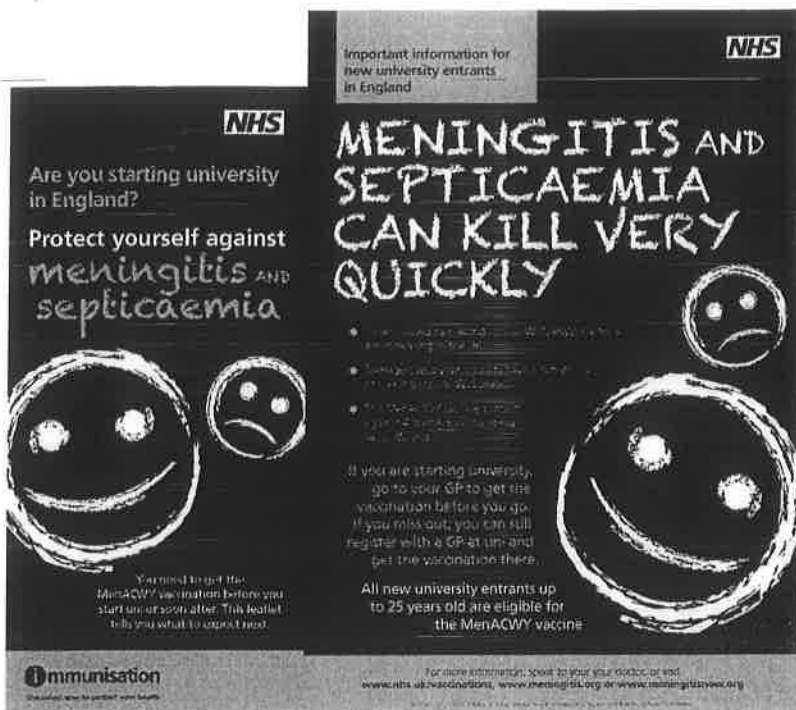
overleaf)https://www.orderline.dh.gov.uk/ecom_dh/public/saleproducts.jsf

Registration only takes a few minutes, go to campaign search on the right of the screen (see arrow on screen shot above) and select Measles resources and then select the posters and leaflets you require and they will be dispatched free of charge to your location. or you can call 0300 123 1002

MenACWY

Leaflets and posters





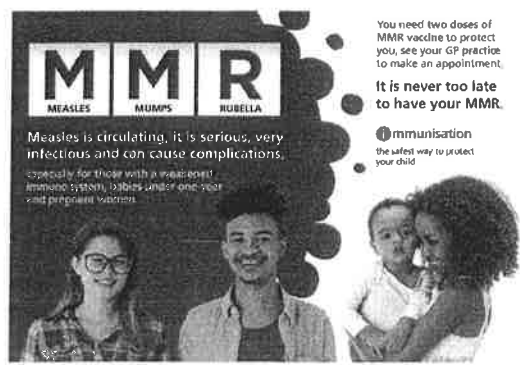
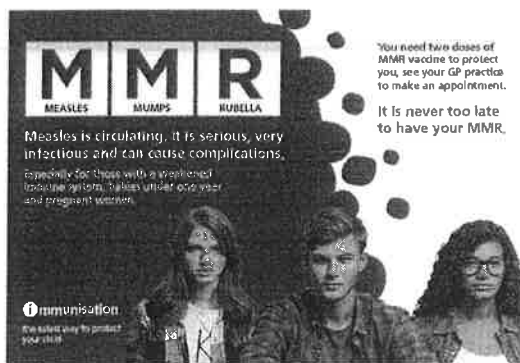
- <https://www.gov.uk/government/publications/meningitis-and-septicaemia-poster-for-new-university-entrants>
- <https://www.gov.uk/government/publications/meningitis-signs-and-symptoms-poster>
- <https://www.gov.uk/government/publications/meningitis-and-septicaemia-leaflet-for-new-university-entrants>

NHS Choices Video:

- <https://www.nhs.uk/video/Pages/meningitis-and-septicaemia.aspx>

MMR and measles social media banners

- <https://publichealthengland-immunisati.box.com/s/rhrtl6io3fuiougtp6zt2xj3ue8jdg>



Measles adverts

- <https://publichealthengland-immunisati.box.com/s/ryqncntn7vk7c5xqgsgkhlmrce0r4rtiy>

World Health Organisation Measles gif

- <https://publichealthengland-immunisati.box.com/s/mgppw733nelj3s4mtk8n13tsauzn1691>

Public Health England blog

- You may find PHE's blog on 'Why we still see measles outbreaks in the UK' useful, please feel free to link to: <https://publichealthmatters.blog.gov.uk/2018/01/22/measles-has-been-eliminated-in-the-uk-so-why-do-we-still-see-cases-and-outbreaks/>
- You may find PHE's blog on '5 avoidable health threats every student should know about' useful, please feel free to link to. <https://publichealthmatters.blog.gov.uk/2016/04/27/5-avoidable-health-threats-every-student-should-know-about/>

Useful links

- MMR advice and information is available on the NHS Choices website - <https://www.nhs.uk/conditions/vaccinations/mmr-vaccine/>

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