



County of Santa Cruz

HEALTH SERVICES AGENCY

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Public Health Division
Communicable Disease Unit

Measles Vaccination Messaging for your patients

March 12, 2019

Given the recent measles cases in California and increasing activity in other states, we are asking for your help to ensure that all patients are up-to-date on their MMR immunization. The following websites are useful resources on recommendations for measles vaccination and provider resources for talking to parents:

<https://www.cdc.gov/vaccines/schedules/index.html>

<https://www.cdc.gov/vaccines/hcp/conversations/index.html>

<http://eziz.org/resources/measles/>

SAMPLE patient e-mail blast (English):

Measles: It's not just a simple rash.

There have been 6 cases of measles in California in 2019. Make sure you and your family are protected against measles by talking with your healthcare provider about what vaccines you need.

In the United States, most of the measles cases result from international travel. Measles can spread when it reaches a community in the U.S. where groups of people are unvaccinated.

The best way to prevent the measles is to get the measles-mumps-rubella vaccine (MMR). MMR is 97% effective in preventing measles, a disease that can cause serious illness in all age groups. MMR is part of the routine childhood vaccination schedule for children 12-months and older.

The early symptoms of measles typically include: high fever, cough, runny nose, red and watery eyes, and a rash that starts at the head and spreads to the rest of the body.

If you think you may have measles, please call us at (831) XXX-XXXX before coming to the clinic.

Insert facility's details re: scheduling appointment to receive measles vaccine, etc.

Resources to include in email:

CDC Measles Infographic: <https://www.cdc.gov/measles/parent-infographic.html>

Measles Vaccine Factsheet:

<https://www.cdc.gov/vaccines/parents/diseases/child/measles-basics-color.pdf>

CDC Information for Travelers: <https://www.cdc.gov/measles/travelers.html>

EZIZ Measles Resources: <http://eziz.org/resources/measles/>

SAMPLE patient e-mail blast (Spanish):

Sarampión: no es solo una erupción simple.

Ha habido 6 casos de sarampión en California en 2019. Asegúrese de que usted y su familia estén protegidos contra el sarampión hablando con su proveedor de atención médica sobre qué vacunas necesita.

En los Estados Unidos, la mayoría de los casos de sarampión son el resultado de viajes internacionales. El sarampión puede propagarse cuando llega a una comunidad en los Estados Unidos donde los grupos de personas no están vacunados.

La mejor manera de prevenir el sarampión es obtener la vacuna contra el sarampión, las paperas y la rubéola (MMR). La MMR es 97% efectiva en la prevención del sarampión, una enfermedad que puede causar enfermedades graves en todos los grupos de edad. La MMR forma parte del programa de vacunación infantil de rutina para niños de 12 meses o más.

Los síntomas tempranos del sarampión generalmente incluyen fiebre alta, tos, secreción nasal, ojos rojos y llorosos, y una erupción que comienza en la cabeza y se extiende al resto del cuerpo.

Si cree que puede tener sarampión, llámenos al (831) XXX-XXXX antes de venir a la clínica.

Insert facility's details re: scheduling appointment to receive measles vaccine, etc.

Resources to include in email:

Infografía de sarampión de los CDC: <https://www.cdc.gov/measles/parent-infographic-sp.html>

Hoja de datos de la vacuna contra el sarampión de los CDC:

<https://www.cdc.gov/vaccines/parents/diseases/child/measles-basics-color-sp.pdf>

Información de los CDC para viajeros: <https://www.cdc.gov/measles/travelers-sp.html>

Recursos EZIZ para el sarampión: <http://eziz.org/resources/measles/>