

Social Media Toolkit

Title: Measles, MMR, and Vaccinations

For use during week 35, 9/2/19-9/8/19

Launch Date: August 26, 2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit provides the tools to advocate for the importance of vaccinations in general, and specifically the Measles-Mumps-Rubella (MMR) vaccine using social media. Centers for Disease Control and Prevention (CDC) recommends that children get two doses of MMR vaccine, starting with the first dose at 12 through 15 months of age, and the second dose at four through six years of age. Teens and adults should also be up-to-date on their MMR vaccination. MMR vaccination is especially important for healthcare professionals, international travelers, and other specific groups.¹

Vaccinations have recently become a controversial issue. Arguments against vaccines include the following: 1) vaccines can cause serious, and sometimes fatal side effects; 2) vaccines contain harmful ingredients; 3) the government should not intervene in personal medical choices; and 4) big pharmaceutical companies, Federal Drug Administration (FDA) and the CDC cannot be trusted to regulate vaccines.³

This anti-vaccination movement has resulted in an increase of people with diseases that were once eliminated, such as measles. Recent figures from the CDC¹ show that in 2018, a total of 372 cases of measles were reported. However, from January 1 to August 15, 2019, 1,203 individual cases of measles have been confirmed in 30 states (Centers for Disease Control and Prevention [Internet].) This is an increase of 21 cases from the week ending August 9, 2019 and is the greatest number of cases reported in the United States since 1992, and since measles was declared eliminated in 2000. States reporting cases of measles as of August 15, 2019 are Alaska, Arizona, California, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Massachusetts, Michigan, Missouri, New Mexico, Nevada, New Hampshire, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Texas, Tennessee, Virginia, and Washington.

This week's toolkit will provide measles and MMR vaccine messaging that can be utilized by public health agencies in Ohio for key social media platforms, including Facebook, Twitter and Instagram. Photos, videos, infographics, and messages are included that can be used throughout the week. Additionally, the toolkit provides guidance from existing literature on the ideal number of messages to send during the week. If available to the public health agency, it is suggested that all three platforms are used throughout the week to reach as many people as possible.

For controversial issues such as vaccination, the public health agency should expect negative replies and possible misinformation posted by users of social media. Please see the second bullet under "Target Audience Needs/Issues/Considerations" for ideas on how to manage negative comments.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

- Target audience: All people
- High-risk subset:
 - People who are against vaccinations
 - Unvaccinated children
 - Unvaccinated pregnant women
 - Any non-immune person
 - Immunocompromised persons
 - Those planning to travel overseas
 - Core influencers of people who are against vaccinations

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

- **Provide accurate information:** The topic of vaccination is controversial today, and there are many social media messages that provide accurate and inaccurate information. Therefore, communicating effectively with parents about the importance of vaccines is a key issue for the public health community to address.⁴ There is so much misinformation that, in early May, 2019, Twitter announced that it would be launching a new tool that would direct users to vaccines.org, which is run by officials at the United States Department of Health and Human Services (HHS). Facebook, Twitter, and other social media platforms have faced intense pressure from lawmakers and the public to remove anti-vaccination propaganda from their platforms.⁵
- **Approaching a controversial issue:** There will likely be negative replies to the posts during this week. A study by researchers at the University of Pittsburgh found that it may be more effective to find common ground and deliver tailored messages related to trust. Senior Author Brian Primack, M.D., Ph.D., director of Pitt's Center for Research on Media, Technology and Health and dean of Pitt Honors College writes: "If we dismiss anybody who has an opposing view, we're giving up an opportunity to understand them and come to a common ground."⁷

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

- American Academy of Pediatrics
- Centers for Disease Control and Prevention
- World Health Organization

Suggested Evaluation

**Include considerations for evaluation*

- The agency can count the number of "likes," "reactions," "shares," reach, new followers.

References

1. Centers for Disease Control and Prevention. [Internet]. Measles Mumps, and Rubella (MMR) Vaccination: Information for Healthcare Professionals. Retrieved on 8/12/19 from: <https://www.cdc.gov/vaccines/vpd/mmr/hcp/index.html>
2. Procon.org [Internet]. Vaccines: Pros and Cons. Retrieved on 8/13/19 from: <https://vaccines.procon.org/>
3. Centers for Disease Control and Prevention [Internet]. Measles Cases and Outbreaks. Retrieved on 8/14/19 from: <https://www.cdc.gov/measles/cases-outbreaks.html>
4. ASTHO. [Internet]. Communicating Effectively about Vaccines: New Communication Resources for Health Officials. <http://www.astho.org/Programs/Immunization/Communicating-Effectively-About-Vaccines--New-Communication-Resources-for-Health-Officials/>
5. Kelly, Makena (2019). May 14, 2019. Twitter fights vaccine misinformation with a new search tool. The Verge. Retrieved on 8/13/19 from: <https://www.theverge.com/2019/5/14/18623494/twitter-vaccine-misinformation-anti-vax-search-tool-instagram-facebook>
6. Lorini C, Santomauro F, Donzellini M, Capecchi L, Bechini A, Boccalini S, Bonanni P and Bonaccorsi G. (2018). Health Literacy and Vaccination: A Systemic Review. [Hum Vaccin Immunother](#). 2018; 14(2): 478–488. Retrieved on 8/14/19 from:
7. University of Pittsburgh Schools of Health Sciences. 2019. Analyzing a Facebook-Fueled Anti-Vaccination Attack. March 21, 2019. Retrieved on 8/15/19 from: <https://www.upmc.com/media/news/032119-hoffman-fb-vax>

Toolkit Content

Developer(s) Affiliation(s) Title(s)	Amy Du--Northeast Ohio Medical University, medical student Sandra Vasenda--Consortium of Eastern Ohio Master of Public Health. MPH student				
Estimated time used to create	17 hours				
Date submitted	8/15/19				
Target date for release (Monday)	8/26/19				
Approvals (Needs at least one reviewer per column—initial appropriate column)	Reviewer	Date	Format & language (grammar)	Social media content	Public health content
	Dawn Cole	8/22/19	DLC	DLC	
	Jessica Wakelee	8/22/19	JFW	JFW	
	Amy Lee	8/26/19			AFL
Content recency	All messages in this toolkit were generated in August 2019 and contain up-to-date information prior to the launch date.				
Accuracy	Sources of all data are provided (all credible sources)				
Social Media Platforms Included	Platform	Ideal number	In this toolkit		
	Facebook	5	7		
	Twitter	10	10		
	Instagram	5	7		
	Hashtags (for Twitter or Instagram)	10	10		
	Video (YouTube)	Optional	4		
	Print media (e.g. press release)	Optional	0		
	Other (list):	Optional			
	Photos		9		
	Blog post ideas		3		

Approvers Information

- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
- Here are the items that you are checking

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines. Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

FACEBOOK

<p>Facebook 1</p>	<p>Use this embedded code: </p>
<p>Facebook 2</p>	<p>Use this embedded code: <iframe frameborder="0" src="https://datawarehouse.hrsa.gov/widgets/FindAHealthCenter/current/fahc.html" width="243" height="179" title="Find a Health Center Widget" scrolling="no">https://datawarehouse.hrsa.gov/widgets/FindAHealthCenter/current/fahc.html</iframe> Message: This is a resource you can use to find a federally-funded health center near you. The center may have information about state vaccination requirements and free and low-cost vaccines, including vaccines for travel."</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 3</p>		<p>https://www.cdc.gov/measles/downloads/measles-infographic.pdf</p>	<p>Measles</p>	<p>8/5/2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 4</p>		<p>https://cdc.gov/measles/downloads/fs-measles-outbreak-508.pdf</p>	<p>Measles Outbreak</p>	<p>8/6/2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 5</p>		<p>https://www.cdc.gov/measles/contagious-infographic.html</p>	<p>Measles</p>	<p>8/5/2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Facebook 6</p>		<p>https://www.cdc.gov/vaccine/parents/diseases/child/vpd-infographics/measles.html</p>	<p>Measles: More than Just a Little Rash</p>	<p>8/15/2019</p>	<p>Source: Centers for Disease Control and Prevention</p>

Facebook 7		http://getreadyforflu.org/infographicMeasles.htm	Five Facts about Measles and Prevention	8/22/2019	Source: American Public Health Association (permission to use is granted as long as the two logos appear at the bottom).
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TWEETS

Twitter best practices

- Keep it short and simple--although messages can be <280 characters now, keep them short anyway!
- Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

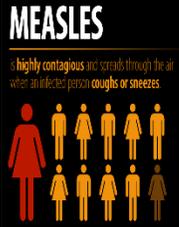
Tweet 1	How much do you know about #immunization and #vaccinepreventable diseases? Test your knowledge in this interactive quiz via @WHO http://ow.ly/WSXz30piqvx #VaccinesWork
Tweet 2	There is a lot of information about #vaccines online, but not all of it is accurate. Find credible, expert-approved information at vaccines.gov .
Tweet 3	#Rubella is a contagious disease caused by a virus. Rubella can cause a miscarriage or serious birth defects in a developing baby if a woman is infected while pregnant
Tweet 4	Join @CDCgov in highlighting the importance of #immunization. Use #WhyVax to share why you vaccinate
Tweet 5	@roald_dahl, author of #JamesandTheGiantPeach lost his daughter to measles, Read the story of the Death of Olivia at https://www.roalddahl.com/roald-dahl/timeline/1960s/november-1962
Tweet 6	Did you miss it? August was National Immunization Awareness Month! https://www.cdc.gov/vaccines/events/niam/index.html #immunization
Tweet 7	The American Public Health Association lists sources and webinars on why vaccines are great! https://apha.org/topics-and-issues/vaccines #VaccinesWork
Tweet 8	Measles is back http://www.publichealthnewswire.org/?p=12062 Get the measles vaccine! #measles
Tweet 9	Former Surgeon General Vivek Muthy and Elmo talk about why you should get your children their shots! https://www.youtube.com/watch?time_continue=4&v=ZpOHlzkLP-g #WhyVax
Tweet 10	Protect your children against measles! http://aphagetready.org/measlesfacts.htm #measles

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1	<p>Use this embedded code for the widget: <code><iframe frameborder="0" height="152" id="vaccinefinder" marginheight="0" marginwidth="0" name="vaccinefinder" scrolling="no" src="https://wcdapps.hhs.gov/Badges/Handlers/Badge.ashx?js=0&widgetname=vaccinefinder" title="Vaccines.gov" width="269"></iframe></code></p> <p>Message: Getting vaccines is convenient! - you can get most recommended vaccines at your doctor's office. Many recommended vaccines are also available at local pharmacies, health centers, health departments, and travel clinics.</p>
Instagram 2	<p>Use this link: https://odhgateway.odh.ohio.gov/lhdinformationsystem/Directory/GetMyLHD</p> <p>Message: State and local health departments are a great resource for finding out where to get vaccinated. They may also have information about state vaccine requirements and free and low-cost vaccines, including vaccines for travel.</p>

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 3	 <p>The infographic titled "Measles" from the CDC features a child's face and text including "Measles can be serious" and "You have the power to protect your child." It also includes the URL www.cdc.gov/measles.</p>	https://www.cdc.gov/measles/downloads/measles-infographic.pdf	None	8/5/2019	Source: Centers for Disease Control and Prevention
Instagram 4	 <p>The infographic titled "MEASLES OUTBREAK" from the CDC includes a photo of a child and text such as "The first confirmed case in Ohio" and "Why are we seeing this?" It also features the CDC logo.</p>	https://cdc.gov/measles/downloads/fs-measles-outbreak-508.pdf	None	8/6/2019	Source: Centers for Disease Control and Prevention
Instagram 5	 <p>The infographic titled "MEASLES" from the CDC features a family silhouette and text including "highly contagious" and "spreads through the air when an infected person coughs or sneezes." It also includes the URL https://www.cdc.gov/measles/contagious-infographic.html.</p>	https://www.cdc.gov/measles/contagious-infographic.html	None	8/5/2019	Source: Centers for Disease Control and Prevention
Instagram 6	 <p>The infographic titled "MEASLES" from the CDC includes a child silhouette and text such as "MEASLES CAN BE SERIOUS" and "SYMPTOMS OF MEASLES." It also features the CDC logo and the URL https://www.cdc.gov/vaccines/parents/diseases/child/vpd-infographics/measles.html.</p>	https://www.cdc.gov/vaccines/parents/diseases/child/vpd-infographics/measles.html	None	8/15/2019	Source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#GetVax
Hashtag 2	#immunization
Hashtag 3	#ivaxprotect
Hashtag 4	#measles
Hashtag 5	#mumps
Hashtag 6	#rubella
Hashtag 7	#vaccine
Hashtag 8	#VaccinePreventable
Hashtag 9	#VaccinesWork
Hashtag 10	#WhyVax

VIDEO

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos (3)						
Video #1		https://www.youtube.com/watch?v=y0opgc1WoS4&t=9s	Measles Explained: Vaccinate or Not? (length 5:34)	8/6/19	SV	When you display this video, it must be from the Youtube link (see website column.) Video cannot be downloaded. Also you must include the words "Courtesy of kurzgesaget.org"
Video #3		<iframe width="738" height="445" src="https://www.youtube.com/embed/7CrvznJOt2l?list=PL054F3874DB216361" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	Vaccines: Separating Fact from Fear - The Children's Hospital of Philadelphia (1of10) (length 1:20)	8/6/2019	SV	You must use the embedded code to display this video
Video #4		https://youtube.com/HHRUb8QEFRo	A key piece of the puzzle: vaccinations (length 1:00)	8/6/2019	SV	Source: Centers for Disease Control and Prevention

PHOTOS (copyright free)

Photo #1		www.vaccineinformation.org/photos/meascdc002a.jpg	Head and shoulders of boy with measles	8/5/2019	SV	Source: Centers for Disease Control and Prevention
Photo #2		https://phil.cdc.gov/Details.aspx?id=7497	Caption: This mid- to late-1960s U.S. Public Health Service announcement, was sent from the Office of the Surgeon General, William H. Stewart, M.D., which helped to educate the public as to the health complications associated with a measles infection, and the importance of receiving a preventative vaccination.	8/5/2019	SV	Source: Centers for Disease Control and Prevention (be sure to link to the PHIL site)
Photo #3		https://phil.cdc.gov/Details.aspx?id=9344	This 2006 photograph depicted a law enforcement officer in the process of receiving a vaccination into his left shoulder muscle, which was being administered by a nurse. Vaccines are important for adults and adolescents as well as children. Vaccine recommendations for adolescents and adults are based on a variety of factors including age, overall health status and medical history.	8/6/2019	SV	Source: Centers for Disease Control and Prevention (be sure to link to the PHIL site)
Photo #4		https://phil.cdc.gov/Details.aspx?id=9341	This 2006 photograph depicted an adult female healthcare professional dressed in her scrubs, as she was receiving an intramuscular vaccination in her left shoulder muscle from a fellow nurse.	8/14/2019	SV	Source: Centers for Disease Control and Prevention (be sure to link to the PHIL site)
Photo #5		https://phil.cdc.gov/Details.aspx?id=14488	This image depicts the anterior neck of a young child, which displayed the characteristic cervical swelling due to enlargement of the submaxillary salivary glands brought on by a mumps infection. Mumps is a contagious disease that is caused by the mumps virus. The illness typically starts with a few days of fever, headache, muscle aches, tiredness, and loss of appetite, and is followed by swelling of salivary glands. Anyone, who is not immune from either previous mumps infection, or from vaccination, can become infected.	8/14/2019	SV	Source: Centers for Disease Control and Prevention (be sure to link to the PHIL site)
Photo #6		http://www.immunize.org/photos/vaccination-photos.asp	An adolescent girl receives an intramuscular vaccination while her sister, mother, and grandmother watched from the background.	8/14/2019	SV	Source: immunize.org

Photo #7		http://www.immunize.org/photos/rubella-photos.asp	Characteristic maculopapular rash indicative of rubella	8/14/2019	SV	Source: immunize.org
Photo #9		http://www.immunize.org/photos/vaccination-photos.asp	An adolescent boy receives an intramuscular injection	8/14/2019	SV	Source: immunize.org

Blog Post Ideas

Create a list of links to credible sources of vaccination information
Tell a personal story that is supportive of vaccination
Discuss the pros and cons of vaccination and provide an open forum for discussion – replies need to be respectfully addressed.