

Measles Messaging Toolkit for Schools and Child Care Facilities – March 2025

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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](#), [New Mexico](#), and [Quebec](#). 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 \(CDC\)](#).

As of March 11, 2025, there has been [one case of measles](#) in Vermont in 2025. Stay up to date at 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](#), 93% of children in Vermont public and independent schools are fully vaccinated against measles

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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](#). Most cases have been in children and teens who are unvaccinated against measles. [Get current information about cases and outbreaks \(CDC\)](#).

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.

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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.
- 2. 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.

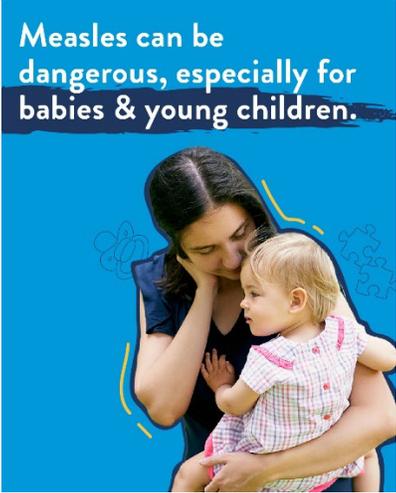


[\[Attach image above. Click here to download image.\]](#)

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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
<p>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.</p> <p>Thankfully, the measles, mumps, and rubella (MMR) vaccine is highly effective at protecting your family against severe illness. Is your family up-to-date?</p> <p>Learn more at HealthVermont.gov/measles</p>	 <p>Click to download the image</p>
<p>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.</p> <p>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.</p> <p>Check to make sure your family is up-to-date, especially if you plan to travel outside of the U.S..</p> <p>Learn more at HealthVermont.gov/measles</p>	 <p>Click to download the image</p>

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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



[Click to download the image](#)

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



[Add this [CDC YouTube video](#) to your post and then add your post copy]

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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.

“What to Know about Measles” Factsheet with Translations

Measles is a highly contagious respiratory virus that can be dangerous, especially for babies and young children. While most people in the U.S. and Vermont are vaccinated against measles, communities with lower vaccine coverage are at higher risk for outbreaks. Measles is common in some countries so make sure you're protected against measles before traveling internationally.

Measles spreads through the air from an infected person.

- Measles virus lives in an infected person's nose and throat mucus.
- The virus mainly spreads when an infected person coughs or sneezes.
- You can get sick if you breathe the air from an infected person or touch a surface with the virus, then touch your eyes, nose or mouth.
- The virus can stay in the air for up to two hours.

Measles is one of the most contagious viruses.

- Symptoms include a high fever, cough, runny nose, and red and watery eyes.
- A rash usually appears 3 to 5 days after the first symptoms.
- An infected person can spread measles even before they know they are sick.

Measles vaccines are safe and very effective.

- Two doses of the measles, mumps, and rubella (MMR) vaccine are 97% effective against measles.
- Children should get two doses of MMR vaccine—the first dose at 12-15 months and the second dose at 4-6 years.
- Babies 6-12 months old who are traveling internationally should get an early dose of MMR vaccine at least two weeks before travel.

Make sure you and your family are fully vaccinated against measles.

- Review your and your family's vaccination records or talk to your doctor if you are unsure about your measles protection.
- It is important to be protected from measles before traveling outside the U.S.

Call your doctor right away if you think you might have measles.

- Stay at home and away from other people as much as possible.
- Wear a face mask if you are sick or need care for someone who is sick.
- If you do not have a health care provider, call 2-3-1 to be connected to care, or contact the nearest Federally Qualified Health Center or one of Vermont's Free & Referral Clinics.

Find more information at HealthVermont.gov/Measles.

www.HealthVermont.gov 802-643-7200

[\[Click to translated factsheets\]](#)

Printable Vaccine Schedule for Children

Your child needs vaccines as they grow!
2025 Recommended Immunizations for Birth Through 6 Years Old

Want to learn more? Scan this QR code to find out which vaccines your child might need. Or visit www2.cdc.gov/vaccines/hbb/gzf/

VACCINE OR PREVENTIVE ANTIBODY	BIRTH	1 MONTH	2 MONTHS	4 MONTHS	6 MONTHS	7 MONTHS	8 MONTHS	12 MONTHS	15 MONTHS	18 MONTHS	19 MONTHS	20-23 MONTHS	2-3 YEARS	4-6 YEARS
RSV antibody	Depends on mother's RSV vaccine status				Depends on child's health status									
Hepatitis B	Dose 1	Dose 2	Dose 3											
Rotavirus	Dose 1, Dose 2, Dose 3													
DTaP	Dose 1, Dose 2, Dose 3, Dose 4, Dose 5													
Hib	Dose 1, Dose 2, Dose 3, Dose 4													
Pneumococcal	Dose 1, Dose 2, Dose 3, Dose 4													
Polio	Dose 1, Dose 2, Dose 3, Dose 4													
COVID-19	At least 1 dose of the current COVID-19 vaccine													
Influenza/Flu	Every year. Two doses for some children													
MMR	Dose 1, Dose 2													
Chickentox	Dose 1, Dose 2													
Hepatitis A	2 doses separated by 6 months													

KEY

- ALL children should be immunized at this age.
- SOME children should get this dose of vaccine or preventive antibody at this age.

Talk to your child's health care provider for more guidance if:

- Your child has any medical condition that puts them at higher risk for infection.
- Your child is traveling outside the United States. Visit www2.cdc.gov/travel for more information.
- Your child misses a vaccine recommended for their age.

[\[Download vaccine schedule\]](#)

CDC Factsheet Translated in Ukrainian

ІНФОРМАЦІЯ ДЛЯ БАТЬКІВ | ВІСНОВИ НА ВАКЦИНИ ПРО ЗАХОРОБЛІВ М

Кір та вакцина (Ін'єкція), яка запобігає йому

Найкращий спосіб захиститися від коору — це зробити щеплення від коору, паротиту, краснухи (відоме як вакцина КПК). Аллергічні реакції на цю щеплення викликаються дуже рідко.

Чому моя дитина повинна отримати щеплення від КПК?

- Вакцина КПК захищає вашу дитину від такого поширеного захворювання, як кір, а також від паротиту і краснухи.
- Вакцинація зменшує ризик передачі вірусу та інших захворювань, які передаються від людини до людини (якщо дитина контактує з іншою людиною).

Чи є вакцина КПК безпечною?

Так, вакцина КПК дуже безпечна та ефективна в запобіганні кіру та інших захворювань. Вона не викликає алергічних реакцій у більшості дітей. Проте, у деяких дітей можуть виникнути побічні ефекти після щеплення від КПК.

Якщо є побічні ефекти?

Вакцинація дітей не має побічних ефектів на здоров'я. Побічні ефекти, які виникають, зазвичай дуже м'які, включаючи підвищену температуру, висип, біль чи набуття ушкоджень шкіри або почервоніння в місці введення (зменшення чи набуття лінійки). Серйозні побічні ефекти виникають дуже рідко. Слід звернути увагу на температуру, висип, набуття лінійки чи набуття набуття.

Що таке кір?

Кір — це поширене респіраторне захворювання (захоплює і трахею), яке спричиняє висип і висип на шкірі. У деяких випадках може призвести до сліпоты.

Щодо ризиків отримати вищий дозу:

- 2 дози щеплення від КПК для захисту дитину. Висип, який виникає протягом першого року щеплення, зазвичай менш ніж у 10% випадків.
- Висип до 12 років.
- Висип після віку 6-11 років повинен отримати 1 дозу щеплення від КПК через щонайменше 28 днів після першої дози.

[\[Download factsheet\]](#)

Vaccine Poster

Help him fight measles with the most powerful defense.

Measles. Defend him against 14 serious childhood diseases, like measles and whooping cough, with the safe, proven protection of vaccines. Getting him the recommended immunizations by age two is the best way to protect him. For more information, vaccinate, talk to your child's doctor or go to <http://www2.cdc.gov/measles> or call 1-800-CDC-INFO.

Immunization. Power to Protect.

CDC U.S. Department of Health and Human Services Centers for Disease Control and Prevention
AMERICAN ACADEMY OF FAMILY PHYSICIANS American Academy of Pediatrics

<https://www2.cdc.gov/measles/resources/hbb/gzf/>

[\[Download poster\]](#)

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“Measles isn’t a sea creature” Poster



[\[Download poster\]](#)

“Preventing Measles Before and After Travel” Fact Sheet

PREVENTING MEASLES BEFORE AND AFTER TRAVEL

Measles can be dangerous, especially for babies and young children. Severe measles can lead to hospitalization and even death.

Measles is still common in many parts of the world. Anyone who is not fully vaccinated against measles and travels internationally is at risk.



The only way to protect against this disease is to get the measles, mumps, and rubella (MMR) vaccine.

WHAT TO DO BEFORE INTERNATIONAL TRAVEL

1. **Talk to your doctor, nurse, or clinic** to make sure everyone is protected against measles.
2. **Get the vaccine at least 2 weeks** before you leave.
 - o Babies 6 through 11 months old should get a dose of the MMR vaccine.
 - o Everyone 12 months and older (including adults) should get 2 total doses before travel.
 - If you haven't been vaccinated before, get the 1st dose right away. You can get the 2nd dose 28 days later.
 - If you've gotten 1 dose before, get a 2nd dose before travel.
3. Even if your trip is less than 2 weeks away, you can still get 1 dose of the MMR vaccine.

WHAT TO DO AFTER INTERNATIONAL TRAVEL

1. **Watch for measles symptoms for 3 weeks** after you return. Measles is very contagious and can spread to others quickly.
2. **Call the doctor or clinic RIGHT AWAY if:**
 - a. You think you or your child have been exposed to measles.
 - b. You or your child gets sick with a rash and fever. Tell your doctor where you traveled, and if your child got the MMR vaccine.
3. **Avoid contact if sick.** People can spread measles from 4 days before a rash develops through 4 days after the rash appears.

LEARN MORE

<https://www.cdc.gov/measles/travel/index.html>

[\[Download fact sheet\]](#)
 Available in multiple languages