



# Communications toolkit

## MMR campaign – for children

(v6. 19/08/25)

### Be wise, immunise!

This campaign toolkit **is available for communications leads to use and adapt to encourage uptake of the MMR vaccination.**

**It has been produced by the North East and North Cumbria Integrated Care Board (ICB)**

The '*Be wise, immunise*' communications campaign for the North East and North Cumbria encourages parents and carers to take up the offer of the MMR vaccine for their children.

We are asking our colleagues and partners across the region to join us and help to spread the word - *Be wise, immunise*.

By working together, we know we that our messages are stronger and can reach out to many more of our communities – which means more people get vaccinated and are then protected against MMR.

### So, how you can help?

#### Check out our toolkit!

Information and content in this toolkit can be used on websites, social media, or other communication channels you may have.

All campaign assets are available to download on the North East and North Cumbria Integrated Care Board (NENC ICB) [toolkit page](#) and are supported by paid for social media advertising.



If there's something missing from the toolkit, or you would like something specific for your own organisation or channel - or simply have an idea on how we could better reach out to people or share our messages – then please get in touch.

Your support in raising awareness on parents and carers about the importance of vaccinating children with the MMR vaccine is very much appreciated.

For further help or advice on using the toolkit or if you need support to tailor assets, please contact either:

Andrea Jones, [andrea.jones2@nhs.net](mailto:andrea.jones2@nhs.net) or Abbie Mulgrew, [abbie.mulgrew@nhs.net](mailto:abbie.mulgrew@nhs.net)

## Contents

Who is eligible for the MMR vaccine	4
Key messages MMR vaccine	6
Short script MMR vaccine	7
Longer script MMR vaccine	8
How to book your MMR vaccine	10
Press release	11
Social media messaging	13
Additional resources	27

## Who is eligible for the MMR vaccination?

The MMR vaccine protects against measles, mumps and rubella and is part of the routine NHS childhood vaccination schedule.

While it's recommended for all babies and young children, older children and adults can still be vaccinated if they missed out when they were younger.

### Babies and young children

Children need two doses of the MMR vaccine for full protection. These are usually given at:

- 1<sup>st</sup> MMR - 1 year of age
- 2<sup>nd</sup> MMR - 3 years and 4 months (pre-school booster)\*

\*From 1 January 2026, the 2<sup>nd</sup> MMR vaccination schedule will change as follows:

- For children born from 1 July 2024 onwards, the second MMR dose will now be given at 18 months of age.
- Children born before 1 July 2024 will receive their second dose at age 3 years 4 months.

In some cases, babies between 6 and 12 months may be offered an early dose of the vaccine. This can happen if:

- They are travelling abroad to a country with high levels of measles
- They have been in close contact with someone who has measles
- There is a local outbreak of measles

This early dose does not replace the routine doses and may be followed by the usual schedule.

### Older children and adults

The MMR vaccine can be given at any age. If you didn't receive it as a child, only had one dose, or aren't sure of your vaccination status, speak to your GP surgery – they can check your records or offer the vaccine if needed.

It's especially important to be vaccinated if:

- You are a child, teenager, or young adult
- You are planning a pregnancy

- You're travelling to or living in a country where measles, mumps or rubella are more common
- You are a healthcare worker
- You were born between 1970 and 1990 – you may not have received protection against all three diseases

If you were born before 1970 and have not had measles, mumps or rubella (or the vaccines), you can still ask your GP about having the MMR vaccine.

The MMR vaccine is free on the NHS and provides long-lasting protection.

If you're unsure whether you, or your child, are fully vaccinated, check your Red Book or speak to your GP surgery. It's never too late to catch up.

## Key messages MMR

- UKHSA have reported an increase in measles cases in the UK
- Parents and carers are encouraged to check that they and their children have had two doses of the MMR vaccine
- The MMR vaccine is free, safe and effective at protecting measles, mumps and rubella
- Children should receive the MMR vaccine:
  - First dose at 1 year of age
  - Second dose (pre-school booster) at 3 years and 4 months
- If your child or a young person missed these vaccinations, contact your GP practice
- Check your child's Red Book or speak to your GP practice if you're unsure of their vaccination status
- If you or your child develop symptoms of measles, stay at home and contact your GP or NHS 111 for advice
- Symptoms to look out for:
  - High fever
  - Sore, red, watery eyes
  - Cough
  - Aching and feeling generally unwell
  - A blotchy rash that usually appears after the initial symptoms
- Rash is typically brown or red on white skin
- May be harder to spot on brown or black skin

## Short copy MMR vaccine

Measles is serious – and can be deadly.

To stop measles from spreading, at least 95% of children must be fully vaccinated. Sadly, rates across the North East and North Cumbria are below this target.

The best protection for your child is the MMR vaccine. It's safe, effective, and protects against measles, mumps, and rubella.

Children need two doses:

- First at 12 months
- Second at 3 years and 4 months\*

Vaccinating your child also protects others – especially those who have low immunity due to illness.

If you're unsure about your child's vaccines, check their Red Book or speak to your GP. It's never too late to catch up.

Please don't wait. MMR saves lives. Let's protect our children – and each other.

Be wise, immunise.

\*From 1 January 2026, the MMR vaccination programme is changing:

- For children born on or after 1 July 2024, the second MMR dose will now be given at 18 months of age.
- Children born on or before 30 June 2024 (aged between 18 months - 3 years and 4 months) will stay on the current schedule.

## Longer copy MMR vaccine

Measles is not just a childhood illness, it's a serious disease that can lead to severe complications, and in rare cases, can be fatal.

The best protection against measles is the MMR vaccine, which also protects against mumps and rubella. The vaccine is safe, effective, and provided free of charge on the NHS.

To be fully protected, children need two doses of the MMR vaccine:

- First dose at 12 months
- Second dose at 3 years and 4 months\*

To stop the spread of measles in our region, at least 95% of children need to be fully vaccinated. Unfortunately, vaccination rates across the North East and North Cumbria are currently below this target, putting more children at risk of catching and spreading measles.

By vaccinating your child, you're not only protecting them, you're also helping to protect others in your community, especially those who can't be vaccinated or who have weakened immune systems due to illness or medical treatment.

If you're not sure whether your child has had both doses of the MMR vaccine:

- Check their Red Book (Personal Child Health Record)
- Or contact your GP surgery for advice

It's never too late to catch up – even if your child has missed a dose, the vaccine can still be given.

Please don't wait. MMR saves lives. Let's protect our children – and each other. Be wise, immunise.

\*From 1 January 2026, the MMR vaccination programme is changing:

- For children born on or after 1 July 2024, the second MMR dose will now be given at 18 months of age.



- Children born on or before 30 June 2024 (aged between 18 months - 3 years and 4 months) will stay on the current schedule.

## How to book your MMR vaccine

The MMR vaccine, which protects against measles, mumps and rubella, is routinely offered to all children in the UK.

Your GP surgery will usually get in touch with you when your child is due for their MMR vaccinations. This may be by letter, text message, phone call or email.

The first dose is given at 1 year, with a second dose offered as a pre-school booster at around 3 years and 4 months.

From 1 January 2026, the MMR vaccination programme is changing:

- For children born on or after 1 July 2024, the second MMR dose will now be given at 18 months of age.
- Children born on or before 30 June 2024 (aged between 18 months - 3 years and 4 months) will stay on the current schedule.

If your child missed one or both doses, it's important to catch up. You can contact your GP surgery at any time to arrange a catch-up appointment.

The MMR vaccine is free on the NHS and provides lifelong protection for most people.

If you're unsure whether your child is up to date, check their Red Book or contact your GP surgery.

## Press release

### **'It's never too late to catch up' – parents and carers urged to protect their children with MMR vaccine**

Parents and carers are being reminded that 'it's never too late to catch up' and urged to ensure their children have both doses of the MMR vaccine to avoid the 'real risk' of a measles outbreak.

This comes after a warning from the UK Health Security Agency (UKHSA) that, without increased uptake of the MMR (measles, mumps, and rubella) vaccine, measles could spread rapidly, leading to an outbreak of the vaccine preventable disease.

Measles is extremely contagious - spending just 15 minutes in the same room as an infected person is often enough to catch it. Most people who are not immune, and who come into contact with someone with measles, will catch measles.

Complications can be severe, including pneumonia, blindness, deafness, and brain swelling.

For Scarlett and Dan Jones, from County Durham, the danger became real when, while living in Cheshire last year, their seven-month-old daughter Saskia suddenly fell ill.

Too young to have had her first MMR jab, Saskia developed red, swollen eyes, a fever of 39.4°C and was struggling to breathe. She was rushed to hospital, where she needed oxygen and intravenous fluids.

"It was terrifying," Scarlett said. "The doctors initially thought that it could be meningitis, it took a while for them to diagnose measles as they had never seen a case of it before.

"We want all parents to know just how important the MMR vaccine is – not just for their own children but for those who are still too young to have it."

Saskia's two-year-old brother Theo, who had been vaccinated, did not catch the virus and Saskia was finally discharged from hospital, to recover at home, once her symptoms had become stable. The family's experience shows just how vital it is to keep vaccination rates high to protect the most vulnerable.

Children need two doses of the MMR vaccine, the first around their first birthday and the second at three years and four months\*\*, for full protection. Yet uptake of the second dose has slipped below the national target of 95%.

Dr Catherine Monaghan, medical director for the North East and North Cumbria Integrated Care Board, said: “Measles is one of the most infectious diseases in the world – and it is entirely preventable through the MMR vaccination.

“Ensuring your children are properly immunised is one of the most important things you can do to protect their health.

“Here in the North East and North Cumbria uptake of MMR remains high overall, but we can’t be complacent because low rates in some areas could leave room for outbreaks and frightening cases like Saskia’s.

“If your child has missed any doses, it’s never too late to catch up.

“The MMR vaccine is safe, free, and offers the best protection for your child – please don’t leave your child unprotected - act now!”

\*\*From 1 January 2026, changes to the MMR vaccination programme will mean that children born on or after 1 July 2024 will receive their second dose at 18 months of age, while those born on or before 30 June 2024 will continue to have their second dose at 3 years 4 months.

All parents and carers are urged to check their child’s “Red Book” Personal Child Health Record or, if they are still not sure, to contact their GP practice to check if their children are fully vaccinated.

Ends

## Social media messaging

**Join us on social media so we can remind eligible groups to #BeWiseImmunise**  
**Please tag North East and North Cumbria ICB in your social media posts and use #BeWiseImmunise**

**Our social media handles are:**

Facebook - NorthEastandNorthCumbriaNHS

X – @NENC\_NHS

Instagram – nenc\_nhs

TikTok - @NENC\_ICB

Linked-In - @north-east-and-north-cumbria-nhs


YouTube - North East and North Cumbria NHS










The following pages include social media posts for the MMR vaccine campaign.










All assets are available to download from the [ICB toolkit page](#) and are supported by paid for advertising, radio, outdoor and programmatic advertising.

This will be updated over the coming weeks with additional messaging and assets.










## General posts – healthcare professionals


Post	Instagram	Facebook	X	Visual/film
1.	<p>👩💉 Protect your child's health – measles can be serious.</p> <p>The MMR vaccine is safe, and protects against measles, mumps and rubella. Children need two doses – the first at 12 months, and the second at 3 years and 4 months. *</p> <p>✅ Vaccination not only keeps your child safe but also helps protect others around them.</p> <p>Not sure if your child is up to date? Check their red book or get in touch with your GP.</p> <p>It's never too late to catch up. Let's keep our children healthy and thriving.</p>	<p>👩💉 Protect your child's health – measles can be serious.</p> <p>The MMR vaccine is safe, and protects against measles, mumps and rubella. Children need two doses – the first at 12 months, and the second at 3 years and 4 months. *</p> <p>✅ Vaccination not only keeps your child safe but also helps protect others around them.</p> <p>Not sure if your child is up to date? Check their red book or get in touch with your GP.</p> <p>It's never too late to catch up. Let's keep our children healthy and thriving.</p>	<p>👩💉 Measles can be serious. The MMR vaccine is safe &amp; protects against measles, mumps &amp; rubella.</p> <p>2 doses: 12 months + 3y4m (from Jan 2026: 18m for children born from 1 Jul 2024).</p> <p>✅ Check your child's red book or ask your GP – it's never too late.</p> <p>#BeWiseImmunise</p>	 <p>Dr Cath Monaghan video (28 seconds) <a href="https://youtu.be/Dp1XoXaoM94">https://youtu.be/Dp1XoXaoM94</a></p>



	<p>*(From 1 January 2026, children born from 1 July 2024 will get their second dose aged 18 months)</p> <p>#BeWiselImmunise</p>	<p>*(From 1 January 2026, children born from 1 July 2024 will get their second dose aged 18 months)</p> <p>#BeWiselImmunise</p>		
2.	<p> Measles can be serious – even deadly.</p> <p>The MMR vaccine is safe and protects against measles, mumps and rubella.</p> <p> Children need two doses: at 12 months and again at 3 years 4 months*</p> <p>Vaccinating your child protects them and others, including babies and those who can't be vaccinated.</p> <p> Not sure if they're up to date? Check their red book or contact your GP.</p> <p>MMR vaccines save lives.</p> <p>*(From 1 January 2026, children born from 1 July 2024 will get their second dose aged 18 months)</p>	<p> Measles can be serious – even deadly.</p> <p>The MMR vaccine is safe and protects against measles, mumps and rubella.</p> <p> Children need two doses: at 12 months and again at 3 years 4 months*</p> <p>Vaccinating your child protects them and others, including babies and those who can't be vaccinated.</p> <p> Not sure if they're up to date? Check their red book or contact your GP.</p> <p>MMR vaccines save lives.</p> <p>*(From 1 January 2026, children born from 1 July 2024 will get their second dose aged 18 months)</p>	<p> Measles can be serious – even deadly.</p> <p> MMR is safe &amp; protects vs measles, mumps &amp; rubella. 2 doses: 12m + 3y4m* protect your child &amp; others.</p> <p> Check red book or ask GP - it's never too late.</p> <p>*(From Jan 2026, kids born from 1 Jul 2024 get 2nd dose at 18m)</p> <p>#BeWiselImmunise</p>	<p>Dr Alex Kent video (37 seconds) <a href="https://youtu.be/4MwQUokg7Vs">https://youtu.be/4MwQUokg7Vs</a></p> <p>Dr Tori Hunt video (43 seconds) <a href="https://youtu.be/uo330uR8oZc">https://youtu.be/uo330uR8oZc</a></p>


	#BeWiselyImmunise	#BeWiselyImmunise		
3.	<p> Measles is serious – protect your child.</p> <p>It's not just a rash. Measles can cause blindness, deafness, brain swelling, and can be deadly.</p> <p>The MMR vaccine is safe, free, and effective, protecting against measles, mumps and rubella.</p> <p> Children need two doses – at 12 months and 3 years 4 months. (Children born from 1<sup>st</sup> July 2024 will get their second dose aged 18 months)</p> <p>Vaccination also protects others who can't be vaccinated.</p> <p> Not sure if your child's up to date? Check their red book or contact your GP.</p> <p>#BeWiselyImmunise</p>	<p> Measles is serious – protect your child.</p> <p>It's not just a rash. Measles can cause blindness, deafness, brain swelling, and can be deadly.</p> <p>The MMR vaccine is safe, free, and effective, protecting against measles, mumps and rubella.</p> <p> Children need two doses – at 12 months and 3 years 4 months. (Children born from 1<sup>st</sup> July 2024 will get their second dose aged 18 months)</p> <p>Vaccination also protects others who can't be vaccinated.</p> <p> Not sure if your child's up to date? Check their red book or contact your GP.</p> <p>#BeWiselyImmunise</p>	<p> Measles isn't just a rash - it can cause blindness, deafness, brain swelling &amp; death.</p> <p> MMR is safe, free &amp; protects vs measles, mumps &amp; rubella.</p> <p>2 doses: 12m + 3y4m* protect your child &amp; others.</p> <p> Check red book or ask GP - it's never too late.</p> <p>*(From Jan 2026, kids born from 1 Jul 2024 get 2nd dose at 18m)</p> <p>#BeWiselyImmunise</p>	<p>Dr Alex Kent video (56 seconds) <a href="https://youtu.be/zGWYBqJY2Wg">https://youtu.be/zGWYBqJY2Wg</a></p> <p>Dr Tori Hunt video (54 seconds) <a href="https://youtu.be/m6qivC5Sta">https://youtu.be/m6qivC5Sta</a> <a href="#">s</a></p>






4.	<p>  Protect your child's health, measles can be serious.</p> <p>The MMR vaccine is safe and effective and protects against measles, mumps and rubella.</p> <p>Children need two doses, at 12 months and 3 years 4 months.</p> <p>(Children born from 1<sup>st</sup> July 2024 will get their second dose aged 18 months)</p> <p>It protects them and others too.</p> <p> Not sure if they're up to date? Check the red book or contact your GP.</p> <p>#BeWiseImmunise</p>	<p>  Protect your child's health, measles can be serious.</p> <p>The MMR vaccine is safe and effective and protects against measles, mumps and rubella.</p> <p>Children need two doses, at 12 months and 3 years 4 months.</p> <p>(Children born from 1<sup>st</sup> July 2024 will get their second dose aged 18 months)</p> <p>It protects them and others too.</p> <p> Not sure if they're up to date? Check the red book or contact your GP.</p> <p>#BeWiseImmunise</p>	<p>  Measles can be serious.</p> <p>MMR is safe &amp; protects vs measles, mumps &amp; rubella. 2 doses: 12m + 3y4m* protect your child &amp; others.</p> <p> Check red book or ask GP – it's never too late.</p> <p>*(From Jan 2026, kids born from 1 Jul 2024 get 2nd dose at 18m)</p> <p>#BeWiseImmunise</p>	<p>Dr Alex Kent video (24 seconds) <a href="https://youtu.be/A6m4rVEr3lg">https://youtu.be/A6m4rVEr3lg</a></p> <p>Dr Tori Hunt video (27 seconds) <a href="https://youtu.be/vsklUGrS7bE">https://youtu.be/vsklUGrS7bE</a></p>
<b>General posts</b>				
Post	Instagram	Facebook	X	Visual/film

<p>1.</p>	<p>Measles can make your child very poorly and can sometimes be dangerous.</p> <p>If your child has missed any of their MMR jabs (measles, mumps and rubella), speak to your GP practice to catch up as soon as you can.</p> <p>The MMR vaccine is safe, works well, and is the best way to keep your child protected.</p> <p>✅ Check they've had all their jabs 💬 Not sure? Ask your GP</p> <p>#BeWiseImmunise</p>	<p>Measles can make your child very poorly and can sometimes be dangerous.</p> <p>If your child has missed any of their MMR jabs (measles, mumps and rubella), speak to your GP practice to catch up as soon as you can.</p> <p>The MMR vaccine is safe, works well, and is the best way to keep your child protected.</p> <p>✅ Check they've had all their jabs 💬 Not sure? Ask your GP</p> <p>#BeWiseImmunise</p>	<p>Measles can make kids very poorly &amp; sometimes be dangerous.</p> <p>💉 MMR is safe &amp; protects against measles, mumps &amp; rubella.</p> <p>✅ Check they've had both doses.</p> <p>💬 Not sure? Ask your GP – it's never too late.</p> <p>#BeWiseImmunise</p>	
-----------	---	---	--	---







<p>2.</p>	<p>The MMR vaccine protects your child for life.</p> <p>They need 2 doses to be fully protected from measles, mumps and rubella.</p> <p>If your child has missed a dose, it's not too late – your GP can help.</p> <p>✓ Keep your child safe 📞 Call your GP today</p> <p>#BeWiseImmunise</p>	<p>The MMR vaccine protects your child for life.</p> <p>They need 2 doses to be fully protected from measles, mumps and rubella.</p> <p>If your child has missed a dose, it's not too late – your GP can help.</p> <p>✓ Keep your child safe 📞 Call your GP today</p> <p>#BeWiseImmunise</p>	<p>The MMR vaccine protects your child for life.</p> <p>They need 2 doses to be fully protected from measles, mumps and rubella.</p> <p>If your child has missed a dose, it's not too late – your GP can help.</p> <p>✓ Keep your child safe 📞 Call your GP today</p> <p>#BeWiseImmunise</p>	
<p>3.</p>	<p>Going abroad?</p> <p>Before you travel, check your child has had all their usual jabs – including the MMR (measles, mumps and rubella) vaccine.</p> <p>Measles is more common in some countries and spreads quickly. Two MMR jabs protect your child for life.</p> <p>✈️🚢🏠 Not sure? Call your GP to book any missed jabs before you go.</p>	<p>Going abroad?</p> <p>Before you travel, check your child has had all their usual jabs – including the MMR (measles, mumps and rubella) vaccine.</p> <p>Measles is more common in some countries and spreads quickly. Two MMR jabs protect your child for life.</p> <p>✈️🚢🏠 Not sure? Call your GP to book any missed jabs before you go.</p>	<p>Going abroad?</p> <p>Check your child's had all their jabs including MMR.</p> <p>Measles is common in some countries &amp; spreads fast.</p> <p>2 MMR doses protect for life.</p> <p>✈️🚢🏠 Not sure? Call your GP before you go.</p> <p>#BeWiseImmunise</p>	

	#BeWiseImmunise	#BeWiseImmunise		
4.	<p>What do parents need to know about measles?</p> <p>Measles spreads easily and can make children very poorly.</p> <p>Look out for:</p> <ul style="list-style-type: none"> <li>🤒 High fever</li> <li>🤧 Cough and runny nose</li> <li>👁️ Sore eyes</li> <li>🔴 A blotchy rash (usually starts on the face and behind the ears)</li> </ul> <p>If you think your child has measles, keep them at home and call your GP or NHS 111.</p> <p>The MMR vaccine is the best way to protect them – check they're up to date.</p> <p><a href="https://www.nhs.uk/conditions/measles">i nhs.uk/conditions/measles</a></p> <p>#BeWiseImmunise</p>	<p>What do parents need to know about measles?</p> <p>Measles spreads easily and can make children very poorly.</p> <p>Look out for:</p> <ul style="list-style-type: none"> <li>🤒 High fever</li> <li>🤧 Cough and runny nose</li> <li>👁️ Sore eyes</li> <li>🔴 A blotchy rash (usually starts on the face and behind the ears)</li> </ul> <p>If you think your child has measles, keep them at home and call your GP or NHS 111.</p> <p>The MMR vaccine is the best way to protect them – check they're up to date.</p> <p><a href="https://www.nhs.uk/conditions/measles">i nhs.uk/conditions/measles</a></p> <p>#BeWiseImmunise</p>	<p>Measles spreads easily &amp; can make kids very poorly.</p> <p>Look for: 🤒 fever 🤧 cough/runny nose 👁️ sore eyes 🔴 rash on face/behind ears.</p> <p>If you think they have it, keep them home &amp; call your GP or NHS 111.</p> <p>MMR is the best protection – check they're up to date.</p> <p><a href="https://www.nhs.uk/conditions/measles">i nhs.uk/conditions/measles</a></p> <p>#BeWiseImmunise</p>	

<p>5.</p>	<p>Saskia contracted measles as a baby, a highly infectious disease that can cause serious health complications. Her mum, Scarlett, tells the story as a reminder of why the MMR vaccine is so important in protecting children, families and communities.</p> <p> The MMR vaccine protects against: Measles – which can lead to pneumonia, brain inflammation, and long-term complications Mumps – which can cause meningitis and hearing loss Rubella – which can be especially dangerous in pregnancy</p> <p>The MMR vaccine is safe, effective, and the best way to prevent outbreaks.</p> <p>→ Learn more about the MMR vaccine on the NHS website: <a href="https://www.nhs.uk/vaccinations/mmr-vaccine/">https://www.nhs.uk/vaccinations/mmr-vaccine/</a></p>	<p>Saskia contracted measles as a baby, a highly infectious disease that can cause serious health complications. Her mum, Scarlett, tells the story as a reminder of why the MMR vaccine is so important in protecting children, families and communities.</p> <p> The MMR vaccine protects against: Measles – which can lead to pneumonia, brain inflammation, and long-term complications Mumps – which can cause meningitis and hearing loss Rubella – which can be especially dangerous in pregnancy</p> <p>The MMR vaccine is safe, effective, and the best way to prevent outbreaks.</p> <p>→ Learn more about the MMR vaccine on the NHS website: <a href="https://www.nhs.uk/vaccinations/mmr-vaccine/">https://www.nhs.uk/vaccinations/mmr-vaccine/</a></p>	<p>Saskia caught measles as a baby, a serious, highly infectious illness. Her mum, Scarlett, shares their story to highlight why the MMR vaccine matters.</p> <p> The MMR jab protects against:</p> <ul style="list-style-type: none"> <li>• Measles</li> <li>• Mumps</li> <li>• Rubella</li> </ul> <p>The MMR vaccine is safe, effective &amp; prevents outbreaks.</p> <p>→ More info <a href="https://www.nhs.uk/vaccinations/mmr-vaccine/">https://www.nhs.uk/vaccinations/mmr-vaccine/</a></p> <p>#BeWiseImmunise</p>	<p>Saskia's story: Why the MMR Vaccine Matters (3 minutes) <a href="https://youtu.be/u_bBymL-pRM">https://youtu.be/u_bBymL-pRM</a></p>
-----------	---	---	--	--


	<p>Help us raise awareness by sharing Saskia's story. Together, we can protect more children from preventable diseases. Be Wise, Immunise</p> <p>#MMRVaccine #NHS #bewiseimmunise</p>	<p>Help us raise awareness by sharing Saskia's story. Together, we can protect more children from preventable diseases. Be Wise, Immunise</p> <p>#MMRVaccine #NHS #bewiseimmunise</p>		
--	---	---	--	--

## NHS Foundation Trusts videos

Post	Instagram	Facebook	X	Visual/film
1.	<p> Helen, advanced paediatric nurse practitioner at County Durham and Darlington NHS Foundation Trust, shares why the MMR vaccine is so important for your child's health, and how it helps protect the whole community.</p> <p>Not sure if your child is up to date? Check their red book or get in touch with your GP.</p> <p>#BeWiseImmunise</p>	<p> Helen, advanced paediatric nurse practitioner at County Durham and Darlington NHS Foundation Trust, shares why the MMR vaccine is so important for your child's health, and how it helps protect the whole community.</p> <p>Not sure if your child is up to date? Check their red book or get in touch with your GP.</p> <p>#BeWiseImmunise</p>	<p> Helen, advanced paediatric nurse practitioner at CDDFT, shares why the MMR vaccine is so important for your child's health, and how it helps protect the whole community.</p> <p>Not sure if your child is up to date? Check their red book or get in touch with your GP.</p> <p>#BeWiseImmunise</p>	<p>Helen, advanced paediatric nurse practitioner at CDDFT video (34 seconds) <a href="https://youtu.be/Vryu4ZiUyGY">https://youtu.be/Vryu4ZiUyGY</a></p>
2.	<p> Dr Matty Sands, foundation doctor in</p>	<p> Dr Matty Sands, foundation doctor in</p>	<p> Dr Matty Sands at CDDFT explains measles,</p>	<p>Dr Matty Sands, foundation doctor in paediatrics at CDDFT video (43 seconds)</p>

paediatrics at County Durham and Darlington NHS Foundation Trust, explains the side effects of measles, mumps and rubella and why getting the MMR vaccine is so important for protecting your child's health.  Not sure if your child is up to date? Check their red book or get in touch with your GP.  #BeWiseImmunise	paediatrics at County Durham and Darlington NHS Foundation Trust, explains the side effects of measles, mumps and rubella and why getting the MMR vaccine is so important for protecting your child's health.  Not sure if your child is up to date? Check their red book or get in touch with your GP.  #BeWiseImmunise	mumps & rubella side effects – and why MMR is vital for your child's health.  ? Not sure if they're up to date? Check red book or ask your GP.  #BeWiseImmunise	<a href="https://youtu.be/h-xrpfngso">https://youtu.be/h-xrpfngso</a>
--	--	---	---


## Change in MMR vaccine programme

Post	Instagram	Facebook	X	Visual/film
1.	<p>To be fully protected against measles, mumps and rubella, children need two doses of the MMR vaccine:</p> <ul style="list-style-type: none"> <li>1st dose – given at 1 year old</li> <li>2nd dose – currently given at 3 years and 4 months (pre-school booster)</li> </ul> <p>Important change from 1 January 2026:</p>	<p>To be fully protected against measles, mumps and rubella, children need two doses of the MMR vaccine:</p> <ul style="list-style-type: none"> <li>1st dose – given at 1 year old</li> <li>2nd dose – currently given at 3 years and 4 months (pre-school booster)</li> </ul> <p>Important change from 1 January 2026:</p>	<p>To be fully protected against measles, mumps &amp; rubella, kids need 2 MMR doses:</p> <ul style="list-style-type: none"> <li>1st at 1year</li> <li>2nd at 3y4m*</li> </ul> <p>Check they're up to date – ask your GP if unsure.</p> <p>*(From Jan 2026: born after 1 Jul 2024 get 2nd dose at 18m)</p>	 <p>Dr Ashley Price video (1 minute 13 seconds)</p>



	<p>➡ Children born on or after 1 July 2024 will have their 2nd MMR dose at 18 months old.</p> <p>➡ Children born before 1 July 2024 will continue to receive their 2nd dose at 3 years and 4 months.</p> <p>✅ Make sure your child is up to date with their vaccinations. Speak to your GP if you're unsure.</p> <p>#BeWiseImmunise</p>	<p>➡ Children born on or after 1 July 2024 will have their 2nd MMR dose at 18 months old.</p> <p>➡ Children born before 1 July 2024 will continue to receive their 2nd dose at 3 years and 4 months.</p> <p>✅ Make sure your child is up to date with their vaccinations. Speak to your GP if you're unsure.</p> <p>#BeWiseImmunise</p>	#BeWiseImmunise	<a href="https://youtu.be/Yzc13MSLdLM">https://youtu.be/Yzc13MSLdLM</a>
2.	<p>👤 Dr Ashley Price, consultant in Infectious Diseases at Newcastle upon Tyne Hospitals, explains the change in the MMR schedule and why it is happening.</p> <p>🔄 From Jan 2026: children born on/after 1 Jul 2024 will get their 2nd dose at 18m.</p> <p>📅 Those born before will stay on the current schedule – 2nd dose at 3y4m.</p> <p>✅ Check your child's up to</p>	<p>👤 Dr Ashley Price, consultant in Infectious Diseases at Newcastle upon Tyne Hospitals, explains the change in the MMR schedule and why it is happening.</p> <p>🔄 From Jan 2026: children born on/after 1 Jul 2024 will get their 2nd dose at 18m.</p> <p>📅 Those born before will stay on the current schedule – 2nd dose at 3y4m.</p> <p>✅ Check your child's up to</p>	<p>👤 Dr Ashley Price explains the new MMR schedule.</p> <p>🔄 From Jan 2026: kids born on/after 1 Jul 2024 get 2nd dose at 18m; those born before stay at 3y4m.</p> <p>✅ Not sure if they're up to date? Ask your GP.</p> <p>#BeWiseImmunise</p>	<p>Dr Ashley Price video (1 minute 13 seconds)</p> <p><a href="https://youtu.be/Yzc13MSLdLM">https://youtu.be/Yzc13MSLdLM</a></p>



	date with both MMR doses – ask your GP if unsure.  #BeWiseImmunise	date with both MMR doses – ask your GP if unsure.  #BeWiseImmunise		
<b>MMR in young adults</b>				
Post	Instagram	Facebook	X	Visual/film
1.	<p>🚫 Make sure you're up to date with your MMR vaccines!</p> <p>Measles, mumps and rubella (MMR) are highly contagious viruses that can lead to serious health issues – including meningitis, blindness, hearing loss, and even infertility in boys.</p> <p>💉 It's never too late to catch up on your vaccinations.</p> <p>Not sure if you've had both doses? Just contact your GP practice – they'll check your records and get you sorted.</p> <p>✅ Stay safe. Protect yourself.</p>	<p>🚫 Make sure you're up to date with your MMR vaccines!</p> <p>Measles, mumps and rubella (MMR) are highly contagious viruses that can lead to serious health issues – including meningitis, blindness, hearing loss, and even infertility in boys.</p> <p>💉 It's never too late to catch up on your vaccinations.</p> <p>Not sure if you've had both doses? Just contact your GP practice – they'll check your records and get you sorted.</p> <p>✅ Stay safe. Protect yourself.</p>	<p>🚫 MMR protects against measles, mumps &amp; rubella - all highly contagious &amp; sometimes serious (e.g. meningitis, blindness, hearing loss, infertility in boys).</p> <p>💉 It's never too late to catch up.</p> <p>? Not sure if you've had both doses? Ask your GP.</p> <p>#BeWiseImmunise</p>	 <p>Dr Cath Monaghan video (32 seconds) <a href="https://youtu.be/32w_gCVbo-U">https://youtu.be/32w_gCVbo-U</a></p>

	#BeWiseImmunise	#BeWiseImmunise		
--	-----------------	-----------------	--	--

## Additional resources

Press release	<a href="https://www.northeastnorthcumbria.nhs.uk/media/5lihugbi/its-never-too-late-to-catch-up-parents-and-carers-urged-to-protect-their-children-with-mmr-vaccine.pdf">https://www.northeastnorthcumbria.nhs.uk/media/5lihugbi/its-never-too-late-to-catch-up-parents-and-carers-urged-to-protect-their-children-with-mmr-vaccine.pdf</a>
News item – template for content	<a href="https://www.northeastnorthcumbria.nhs.uk/media/lkzlua0u/news-item-template-for-content.pdf">https://www.northeastnorthcumbria.nhs.uk/media/lkzlua0u/news-item-template-for-content.pdf</a>

## Additional assets

UKHSA toolkit	<a href="#">Measles communications toolkit for UKHSA stakeholders</a>
Translated materials	<a href="#">MMR for all: general leaflet - GOV.UK</a> <a href="#">Translated assets   Childhood Vaccinations   Campaign Resource Centre</a>
Durham County Council MMR vaccine video	<a href="#">The MMR Vaccine</a>
ADPH North East health protection network school age vaccination short films	<a href="#">Health Protection   North East</a>
Birmingham women's and children's NHS Trust MMR vaccine protect against measles video	<a href="#">Bing Videos</a>
MMR programme changes	<a href="#">Childhood schedule changes from 1 July 2025: information for healthcare practitioners - GOV.UK</a>

