

OU Health Measles Social Media Content Toolkit

OU Health is committed to stopping the spread of measles. We've developed a comprehensive toolkit for hospitals and health systems to help manage and prevent measles outbreaks. By working together, we can protect our community and ensure everyone stays healthy. Please see below for suggested social media-friendly content.

- **Call to Action:** We recommend adding your own CTA to learn more or schedule appointments. If you would like, you can also drive people to OUHealth.com/Measles
- **Visuals:** We recommend paring stock photos, photos of your care teams or videos of your teams to supplement this content. You can find images for free use at <https://search.creativecommons.org/>

Measles Matters: Protect Your Family

Did you know measles is highly contagious and can cause serious health complications, especially in young children? Measles spreads through the air when an infected person coughs, sneezes, or talks. Protect your loved ones by ensuring they are vaccinated with the MMR vaccine, which is highly effective in preventing measles. 💉 Schedule an appointment and talk to your healthcare provider about what is best for you and your family today.

Measles Matters: Stay Informed

Stay up to date with the latest measles situation in Oklahoma. Measles is the most contagious virus known to humans, and outbreaks can quickly escalate. Visit the Oklahoma State Department of Health for regular updates on measles cases and outbreaks. Stay informed to protect yourself and your community. 📺 For more information about the measles, please visit our website.

Measles Matters: Know the Symptoms

Fever, dry cough, runny nose, and a red-brown rash are signs of measles. Other symptoms include conjunctivitis (swollen and red eyes), Koplik's spots (tiny white spots inside the mouth), general discomfort, loss of appetite, and photophobia (sensitivity to light). Knowing the symptoms can help you seek timely medical care and prevent the spread of measles. Learn more about the symptoms and protect your health! 😷 Learn more on our website.

Measles Matters: High-Risk Groups

Measles can affect individuals of all ages, but certain groups are more vulnerable to severe complications. These include unvaccinated individuals, infants and young children, pregnant women, and people with weakened immune systems. Vaccination is key to protecting these high-risk groups from serious health issues like pneumonia and encephalitis. 🧑🏻💪 Learn more on our website.

Measles Matters: Prevent the Spread

Measles can be prevented with the MMR vaccine, which provides about 97% protection with two doses. The first dose should be given at 12 to 15 months of age, and the second dose at 4 to 6 years of age. Vaccination not only protects you but also helps protect vulnerable populations who cannot be vaccinated, such as infants and those with weakened immune systems. Protect yourself and your community by getting vaccinated! 🙌

Measles Matters: Serious Complications

Measles is not just a childhood illness; it can lead to severe complications, including pneumonia, encephalitis (swelling of the brain), and even death. About 1 child out of every 1,000 who gets measles will develop encephalitis, which can lead to convulsions and intellectual disability. Vaccination is the best way to prevent these serious complications and protect the health of you and your loved ones.



Measles Matters: Check Your Immunity

Not sure if you're protected against measles? You can check your vaccination records, ask your healthcare provider, or look for documentation showing you received two doses of the measles-containing vaccine. If you were born before 1957, you are generally considered immune to measles. If you can't find your records, your doctor might recommend getting the MMR vaccine again to be safe.



Schedule an appointment and talk to your healthcare provider today.

Measles Matters: Vitamin A and Measles

Vitamin A cannot prevent measles, but it may help manage the illness in infants and children, especially in severe cases or those with low vitamin A levels. Most people get enough vitamin A from foods like carrots, bell peppers, fish, broccoli, yogurt, and chicken. However, some may need supplements. Since vitamin A can build up in the body and cause toxicity, especially during pregnancy, it's important to consult a healthcare provider before taking additional vitamin A. 🥕 Visit our website for more information about measles.

Measles Matters: Community Effort

Stopping the spread of measles is a community effort. Measles can affect anyone who is not immune, and outbreaks can occur in any community, especially where vaccination rates are low. Stay informed, get vaccinated, and encourage others to do the same. Together, we can protect ourselves and our community from measles. 🌍 You can find resources about measles on our website!

Measles Matters: Vaccination for Children

Children should receive two doses of the MMR (measles, mumps, rubella) vaccine to ensure they are protected against measles. The first dose should be given at 12 to 15 months of age, and the second dose at 4 to 6 years of age. Early vaccination is crucial to protect our little ones from serious health complications. Make sure your child is up to date with their vaccinations! 💉👶

Measles Matters: Vaccination for Pregnant Women

Pregnant women should NOT receive the MMR vaccine because it is a live virus vaccine. However, it is important to ensure you are up to date with the MMR vaccine before becoming pregnant. If you are planning to conceive, talk to your healthcare provider about getting vaccinated at least 4 weeks before pregnancy to protect yourself and your future baby from measles. 🤰💉 Schedule an appointment today.

Measles Matters: Vaccination for Immunocompromised Individuals

Individuals with compromised immune systems, such as those undergoing cancer treatment, should consult with their healthcare provider before receiving the MMR vaccine. Live vaccines like MMR might need to be deferred until immune function has improved. Family members and close contacts of immunocompromised individuals should ensure they are vaccinated to provide a protective shield. Protecting our vulnerable loved ones is a community effort! 💪🏠

Social Media Toolkit — Short Form Social Media Posts

Measles Matters: Protect Your Family

Measles is highly contagious and can cause serious health issues. Ensure your loved ones are vaccinated with the MMR vaccine. 💉 Schedule an appointment today!

Measles Matters: Stay Informed

Measles is the most contagious virus. Stay updated on the latest measles cases in Oklahoma. Visit the Oklahoma State Department of Health for updates. 📢

Measles Matters: Know the Symptoms

Fever, cough, runny nose, and a red-brown rash are signs of measles. Learn more about the symptoms and protect your health! 🤒

Measles Matters: High-Risk Groups

Unvaccinated individuals, young children, pregnant women, and those with weakened immune systems are at higher risk. Vaccination is key! 🧑🏻💉

Measles Matters: Prevent the Spread

The MMR vaccine provides 97% protection with two doses. Vaccinate to protect yourself and your community! 🤝

Measles Matters: Serious Complications

Measles can lead to pneumonia, encephalitis, and even death. Vaccination is the best prevention. 🚑

Measles Matters: Check Your Immunity

Not sure if you're protected? Check your vaccination records or talk to your healthcare provider. 📋

Measles Matters: Vitamin A and Measles

Vitamin A may help manage measles in severe cases. Consult your healthcare provider before taking supplements. 🥕

Measles Matters: Community Effort

Stopping measles is a community effort. Get vaccinated and encourage others to do the same. 🌍

Measles Matters: Vaccination for Children

Children need two doses of the MMR vaccine. Ensure your child is up to date with their vaccinations! 💉👶

Measles Matters: Vaccination for Pregnant Women

Pregnant women should NOT receive the MMR vaccine. Get vaccinated before pregnancy to protect yourself and your baby. 🤰💉

Measles Matters: Vaccination for Immunocompromised Individuals

Consult your healthcare provider before getting the MMR vaccine if you have a weakened immune system. Protect your loved ones! 💪🏠