**Sample measles communication plan**

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| Public messaging objective: |
| Inform public of a measles threat and encourage immunization. |

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| Spokespeople: (List all of your program’s spokespeople) |
| Your health officer or public health nurse. |

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| Your program’s audience(s): (Who needs to get your messages? List all.) |
| * Providers * General public * Parents |

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| Your program’s key messages: (List 3-5) |
| * Measles is an acute, highly contagious disease that can be fatal. * The best way to protect yourself and your family is by immunization. * In 2014, the U.S is experiencing the highest number of measles cases in 20 years. * Parents traveling with children out of the country should make sure the entire family is immunized against measles. |

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| Tactics |  |  |

* **Press release**
* **Social media (Facebook and Twitter postings)**
* **Letters to parents through schools**
* **HAN Alert**