

Measles community awareness communications toolkit

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Purpose of the toolkit

Measles is a highly infectious disease and can cause serious illness. Two doses of the measles-mumps-rubella (MMR) vaccine is the most safe and effective way to protect yourself and others.

In the past, measles was a common childhood illness in Australia. People born before 1966 are generally considered to be immune to measles, as it's highly likely they had measles during childhood. However, those born between 1966 and 1992, or those born overseas, are unlikely to have had measles as a child or have only had one dose of the MMR vaccine.

There has been an increase of measles cases in Victoria and around the world. This is why it is important to ensure that you and your family have had two doses of the measles-containing vaccine to prevent the spread and avoid serious illness.

This toolkit aims to increase public awareness of measles, its symptoms, testing and prevention.

Resources can be downloaded from the links provided. If there are any other assets that would be helpful for you to engage with your community, please contact the public health communications team by emailing pph.communications@health.vic.gov.au.

Key messages

About measles:

Measles is a highly infectious disease and can cause serious illness.

It is important that you know the symptoms, how to protect yourself, and what to do if you think that you have measles.

Two doses of the measles-mumps-rubella (MMR) vaccine are required for immunity. If you haven't had two doses, or you don't know, get vaccinated.

To find out more, go to:

<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>

How the virus spreads

Measles can spread through:

- Airborne droplets
- Contact with nose and throat secretions, or
- Contact with contaminated surfaces and objects

Measles symptoms

Early symptoms resemble a cold or flu, including:

- Fever
- Cough
- Sore or red eyes (conjunctivitis)
- Runny nose and,
- Feeling generally unwell.

This is followed by a rash that usually starts on the face before spreading down the body

Key messages

Measles vaccination

Two doses of the measles-mumps-rubella (MMR) vaccine is the best way to protect yourself and others from measles.

You may not have received two doses of the MMR vaccine, and therefore are at risk of measles, if:

- You were born between 1966 to 1992
- You were born overseas
- You are a child or adolescent \leq 19 years old and missed childhood vaccinations

Find out how to check your vaccination status here:

<https://www.betterhealth.vic.gov.au/site-5/health/healthyliving/How-to-find-your-immunisation-records>

If you haven't had two doses, or you don't know, get vaccinated.

The MMR vaccine is widely available at GPs, community pharmacies, Aboriginal Health Services and local councils.

No Medicare card is required to get a free state-funded MMR vaccine.

Where can I get help?

If you think you might have measles, it's important to get checked by a doctor. Before you go, call the clinic or hospital to let them know you could have measles, and wear a face mask when you visit. This helps protect other people from getting sick.

Access Victoria's free 24/7 urgent care services, phone [1300 60 60 24](tel:1300606024) [Nurse-on-Call 24/7](#) or video call [Virtual Emergency Care](#)

Social media: general

Social media caption:

There is an ongoing outbreak of measles in Victoria and overseas.

Vaccination is the best way to protect yourself and others.

Two doses of the measles-mumps-rubella (MMR) vaccine is required for protection.

No Medicare card is required to get a free state-funded MMR vaccine.

If you haven't had two doses, or you don't know, get vaccinated.

For more information on how to protect yourself and others, go to:
<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>



[Download image here.](#)

Social media: symptoms

Social media caption:

Symptoms of measles can include:

- Cold or flu symptoms
- Fever
- Cough
- Sore or red eyes (conjunctivitis)
- Runny nose
- Feeling generally unwell
- Rash that usually starts on the face and spreads down the body

Symptoms normally begin 7-18 days after being exposed to the virus.

If you think you have measles, avoid close contact with other people and call your doctor to make an appointment.

For more information on measles symptoms and prevention, visit:
<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>



[Download image here.](#)

Social media: check vaccination status

Social media caption:

Measles is one of the most contagious infections. It is mainly spread when a person breathes in the virus that has been coughed or sneezed into the air by an infected person.

Vaccination is the best way to protect yourself and others from getting measles.

No Medicare card is required to get a free state-funded MMR vaccine.

To check your vaccination status and find out more, go to:
<https://www.betterhealth.vic.gov.au/site-5/health/healthyliving/How-to-find-your-immunisation-records>



[Download image here.](#)

Social media: testing

Social media caption:

If you think you have measles, get tested.

Call the clinic or hospital beforehand to advise that you may have measles and wear a face mask.

For more information on testing for measles, visit:
<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>



[Download image here.](#)

Social media: get vaccinated

Social media:

The best protection is to get vaccinated against measles.

The measles vaccine is safe, and two doses of a measles-containing vaccine provide long-term protection in 99% of vaccinated people.

No Medicare card is required to get a free state-funded MMR vaccine.

If you haven't had two doses, or you don't know, get vaccinated.

For more information visit:

<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>



[Download image here.](#)

Social media: catch-up vaccinations

Social media caption:

You may be eligible for free catch-up measles vaccination if you were born between 1966 and 1992, born overseas, travelling overseas, or are aged 19 or less and have not had two doses of the measles-mumps-rubella (MMR) vaccine.

Two doses of the MMR vaccine is the best way to protect yourself and others from measles.

No Medicare card is required to get a free state-funded MMR vaccine.

Learn more about your vaccination status here and how to get vaccinated: <https://www.betterhealth.vic.gov.au/site-5/health/healthyliving/How-to-find-your-immunisation-records>



[Download image here.](#)

Social media: travel vaccinations

Social media caption:

Global measles case numbers are rising and any overseas travel could lead to exposure to measles.

Victorians planning to go overseas should make sure their routine vaccinations are up to date, including measles-mumps-rubella (MMR) vaccine. Seek advice from a health professional at least 6-8 weeks before travelling to determine what vaccinations you may need.

Infants as young as 6 months old can get the MMR vaccine before travelling overseas. Talk to your doctor to see if your child needs early protection.

No Medicare card is required to get a free state-funded MMR vaccine.

If you were born overseas and travelling to visit family, make sure your vaccinations are up to date. Learn more about measles and how to get vaccinated here:
<https://www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles>



[Download image here.](#)

Posters

General



Measles
is a highly infectious disease and can cause serious illness.

Vaccination is the best and safest way to protect yourself and others.

Early symptoms resemble a cold or flu, with fever, cough, sore or red eyes (conjunctivitis), runny nose and feeling generally unwell. This is usually followed by a rash that starts on the face before spreading down the body. You need two doses of the measles-mumps-rubella (MMR) vaccine for protection.

No Medicare card is required to get a free state-funded MMR vaccine.

If you haven't had two doses, or you don't know, get vaccinated.

To receive this document in another format email info@vics.diseases@health.vic.gov.au

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 **Find out more about measles**
www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles

[Download poster here.](#)

Vaccination



Get vaccinated and protect yourself from **measles.**

You need two doses of the measles-mumps-rubella (MMR) vaccine to protect yourself and others.

If you were born between 1966 and 1992, you may have only had 1 dose of the MMR vaccine.

If you haven't had two doses, or you don't know, visit your GP or pharmacy.

No Medicare card is required to get a free state-funded MMR vaccine.

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 **To check your vaccination status visit:**
www.betterhealth.vic.gov.au/like-5/health/healthyliving/how-to-find-your-immunisation-records

[Download poster here.](#)

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Posters

Testing



The poster features a large red circle in the center with the text "Testing for measles is quick and easy." The background is light pink with scattered red circles of various sizes.

Testing for measles is quick and easy.

If you think you have measles, it's important to get tested.

Speak to your doctor for urgent medical care.

Wear a face mask and call ahead to the clinic to let them know you will be attending.

 **Learn more at:**
www.betterhealth.vic.gov.au/health/conditionsandtreatments/measles#where-to-get-help

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[Download poster here.](#)

Overseas travel



The poster features a large red circle in the center with the text "Global case numbers of measles are rising." The background is light pink with scattered red circles of various sizes.

Global case numbers of measles are rising.

Anyone planning to go overseas should make sure their routine vaccinations are up to date, including the measles-mumps-rubella (MMR) vaccine.

Travellers should ensure they have received 2 doses of the MMR vaccine before going overseas. Infants as young as 6 months can receive a dose.

No Medicare card is required to get a free state-funded MMR vaccine.

If you were born overseas and travelling to visit family, talk to them about your own vaccination status.

 **Learn more about measles vaccination here:**
www.betterhealth.vic.gov.au/site-5f/health/healthy-living/how-to-find-your-immunisation-records

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Factsheets

This factsheet provides information on measles, symptoms, and how to protect yourself.

[Measles factsheet](https://www.health.vic.gov.au/sites/default/files/2025-07/measles-fact-sheet-english.pdf) <https://www.health.vic.gov.au/sites/default/files/2025-07/measles-fact-sheet-english.pdf>



Measles

There has been a rise in measles cases in Victoria, and around the world.

Two doses of the measles-mumps-rubella (MMR) vaccine is the best way to protect yourself, your family and community against measles.

What is measles?

Measles is a highly infectious viral illness that spreads easily through the air when an infected person breathes, coughs or sneezes.

Measles can be dangerous, especially for babies, young children, pregnant people and people with a weakened immune system.

Severe measles can lead to hospitalisation and death.

What are the symptoms of measles?

Symptoms usually appear 7 to 18 days after exposure and can include a fever, cough, runny nose, red, watery eyes, and a rash.

If you think you have measles, get tested. Call the health service to advise that you may have measles and wear a fitted face mask to prevent spreading the infection.

How to protect yourself

Two doses of the MMR vaccine are required for immunity. If you haven't had two doses, or you don't know, get vaccinated.

Talk to your GP or local pharmacist to make sure you and your family have all received two doses, or check [here](https://www.betterhealth.vic.gov.au/health/healthyliving/how-to-find-your-immunisation-record) <https://www.betterhealth.vic.gov.au/health/healthyliving/how-to-find-your-immunisation-record>

If you are travelling, make sure you have had two doses of MMR vaccine. If you're visiting friends and family, make sure your vaccinations are up to date in Victoria. MMR vaccine is free if you are:

- Eligible under the National Immunisation Program:
 - Infants aged 12 and 18 months
 - People under 20 years of age who need catch-up vaccination
 - Refugees and humanitarian entrants of any age.
- Eligible under the Victorian state-funded MMR program:
 - Anyone born during or since 1966 and haven't had two doses of the MMR vaccine.
 - Infants aged from 6-11 months of age prior to overseas travel.

No Medicare card is needed to access state-funded MMR vaccine.
For more information on measles and how to protect yourself and others visit <https://www.health.vic.gov.au/health/condition/sand/treatment/measles>

To receive this document in another format, phone 1300 651 160, using the National Relay Service 13 36 77 if required, or email infectious_diseases@health.vic.gov.au <infectious.diseases@health.vic.gov.au>

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Translated information on [measles](https://www.health.vic.gov.au/infectious-diseases/measles#measles-resources) <https://www.health.vic.gov.au/infectious-diseases/measles#measles-resources>

- [الحصبة \(Measles fact sheet – Arabic\)](#)
- [麻疹 \(Measles fact sheet – Chinese Simplified\)](#)
- [麻疹 \(Measles fact sheet – Chinese Traditional\)](#)
- [ιλάρá \(Measles fact sheet – Greek\)](#)
- [मीजल्स \(खसरा\) \(Measles fact sheet – Hindi\)](#)
- [Campak \(Measles fact sheet – Indonesian\)](#)
- [Morbillo \(Measles fact sheet – Italian\)](#)
- [ਖਸਰਾ \(Measles fact sheet – Punjabi\)](#)
- [อีดำ \(Measles fact sheet – Thai\)](#)
- [Bệnh sởi \(Measles fact sheet – Vietnamese\)](#)