

Resources for pediatricians to familiarize themselves with measles, the latest recommendations for the management of measles, and tools to communicate with parents about the importance of vaccinating their children.

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Florida Chapter of the American Academy of Pediatrics

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### **ABOUT THIS GUIDE**



Measles is one of the most contagious infectious diseases known. It can cause serious health complications, especially in children younger than 5 years of age. Recent outbreaks in multiple states, including Florida, have highlighted the importance of proactive measures to stop the spread of this preventable disease.

Recognizing the critical role of education in disease prevention, FCAAP has created this toolkit, comprised of resources to educate Florida's pediatric health care providers on the latest recommendations for the management of measles and to help them educate parents and families within their communities about Measles and the MMR (Measles-Mumps-Rubella) vaccine.

#### THIS RESOURCE GUIDE INCLUDES:

#### FOR PROVIDERS:

- FCAAP Measles Webinar Navigating Measles: Testing, Diagnosis, and Parental Engagement
- AAP Think Measles Reference Sheet
- Template Op-Ed

#### FOR YOUR PATIENTS AND COMMUNITY:

- FCAAP Public Service Announcement in English, Spanish, and Creole
- Social Media Images and Sample Language in English, Spanish, and Creole
- Handout Activity Card
- Waiting / Exam Room Informational Flyer

This guide provides pediatricians with easy-to-access education and easy-to-use resources to communicate with families. Please continue to monitor the policies, professional clinical guidance, and updates from the Centers for Disease Control and Prevention, the American Academy of Pediatrics, and the Florida Department of Health as the outbreak and the necessary response evolves.



### PROVIDER RESOURCES



Use these resources to educate yourself and the other professionals in your practice on the latest recommendations for the management of measles and how to effectively communicate with parents about the MMR vaccine.

#### **2024 FCAAP MEASLES WEBINAR –**

#### NAVIGATING MEASLES: TESTING, DIAGNOSIS AND PARENTAL ENGAGEMENT

This webinar was developed with experts as an informative and practical webinar designed to equip pediatric healthcare professionals with the knowledge and skills necessary to confidently address measles diagnosis, testing, reporting, and vaccination recommendations. Led by Ivan A. Gonzalez, MD, DTM&H and Carolyn Louise Marasco, MD, FAAP, this webinar delves into the key aspects of measles management in clinical practice.

In his presentation, Dr. Gonzalez explores identifying, testing, and reporting of Measles. Through his presentation, learners gain a deeper understanding of the clinical presentation of measles, explore the nuances of testing, learn about the importance of timely and accurate reporting of positive measles cases, and the critical role healthcare professionals play in disease surveillance and outbreak control efforts.

In addition to clinical aspects of Measles, Dr. Marasco discusses effective communication strategies for recommending childhood vaccines and addressing parental questions and concerns. Specifically, she identifies the clinical manifestations and characteristic symptoms of measles to facilitate accurate diagnosis in pediatric patients, describes the appropriate diagnostic tests and processes for reporting positive cases, and demonstrates proficiency in recommending routine childhood vaccines and communicating with parents.



### PROVIDER RESOURCES



#### **CONTINUING EDUCATION CREDITS:**

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PLEASE REVIEW THE CME VERIFICATION INFORMATION PRIOR TO ACCESSING THE WEBINAR BY CLICKING HERE.

#### **ACCESS:**

Continuing education credits for this webinar will be available until December 31, 2024. Click here to view the webinar. To complete the CME attestation to obtain your credit, click here.





### Think Measles

Consider measles in any patient presenting with a febrile rash illness, especially if unvaccinated for measles or traveled internationally in the last 21 days.



#### **Measles Symptoms**

- · High Fever
- Cough
- Coryza (runny nose)
- · Conjunctivitis (red, watery eyes)
- Maculopapular Rash
  - Typically appears 2-4 days after symptoms begin.
  - Begins at hairline, spreads downward, to face, neck, and trunk.
  - Rash appears red on light complexions, but may be harder to see or appear as purple or darker than surrounding skin on dark complexions.

#### Pre-Visit Telephone Triage

- For those reporting measles symptoms, assess the risk of exposure:
  - Are measles cases present in your community?
  - Did the patient spend time out of the country in the 21 days before symptom onset?
  - Has the patient ever received the MMR vaccine?
- Triage should only be completed by a clinically trained person.
- If patient will be seen in the office, provide instructions on face masks for patient (2 years of age and older) and family.
- Instruct to arrive to a side or back entrance instead of the main entrance.

#### 3 Patients Presenting with Suspected Measles

- Provide face masks to patients (2 years of age and older) and family before they enter the facility. Patients unable to wear a mask should be "tented" with a blanket or towel when entering the facility.
- Immediately move patient and family to an isolated location, ideally an airborne infection isolation room (AIIR) if available. If unavailable, use a private room with the door closed.
- No other children should accompany a child with suspected measles.
- Patients (2 years of age and older) and family should leave face masks on if feasible.

#### 4 Infection Prevention Precautions

Only health care providers with immunity to measles should provide care to the patient and family. Standard and airborne precautions should be followed, including:

- Use of a fit tested NIOSH-approved N95 or higher-level respirator.
- Use of additional PPE if needed for task (e.g., gloves for blood draws).
- Cleaning hands before and after seeing the patient.
- Limiting transport or movement of patients outside of room unless medically necessary.

#### 5 Public Health Notification

- To ensure rapid investigation and testing with contact tracing, notification should occur immediately upon suspicion of measles. Public health departments will be able to help confirm vaccination history for U.S. residents, provide guidance on specimen collection and submission, and manage contacts of confirmed cases.
- Acute care facilities should immediately notify the hospital epidemiologist or infection prevention department.
- Outpatient settings should immediately notify local or state health departments.

#### 6 Clinical Care

- People with confirmed measles should isolate for four days after they develop a rash.
- If an AIIR was not used, the room should remain vacant for the appropriate time (up to 2 hours) after the patient leaves the room
- Standard cleaning and disinfection procedures are adequate for measles virus environmental control.



Maculopapular Rash
Source: CDC PHIL



Resources

Measles Red Book Online Outbreaks Page
CDC Interim Infection Prevention and Control
Recommendations for Measles in Healthcare Settings



### PROVIDER RESOURCES



#### **TEMPLATE OP-ED**

Customize this template op-ed and send it to your local newspaper to help educate even more families within the community you serve.

Sample Title: Protecting Our Children: The Importance of the MMR Vaccine

As pediatricians serving the [Name of Local Community], we feel compelled to address a growing concern in our area: the resurgence of measles. Measles, a highly contagious viral infection, was once thought to be under control thanks to widespread vaccination efforts. However, recent outbreaks have highlighted the importance of ensuring that our community is adequately protected through vaccination, specifically the measles, mumps, and rubella (MMR) vaccine.

[Insert Local Statistics/Case Numbers]: Unfortunately, [insert local case numbers or statistics] cases of measles have been reported in our community in recent months. These numbers serve as a stark reminder that measles is still a threat and can easily spread among unvaccinated individuals.

Measles is not a benign illness. It can lead to severe complications, including pneumonia, swelling of the brain, and even death, particularly in young children and those with compromised immune systems. This is why vaccination is crucial—it not only protects the individual but also helps prevent the spread of the disease within our community.

Some parents may have concerns about the safety of vaccines. However, extensive research and real-world evidence have consistently shown that the MMR vaccine is safe and effective. The benefits of vaccination far outweigh the risks, and the vast majority of children can receive the vaccine without experiencing any adverse effects.

As pediatricians, we have seen firsthand the devastating effects of vaccine-preventable diseases. We have comforted parents as they watch their child suffer from complications that could have been prevented with a simple vaccine. We urge all parents to prioritize their child's health by ensuring they are up to date on all recommended vaccinations, including the MMR vaccine and consult their pediatrician with any concerns.

[Insert Personal Story or Testimonial]: [Share a personal story or testimonial about a patient who experienced the consequences of not being vaccinated against measles. This could be anonymized to protect patient privacy.]

Together, we can protect our community from measles and other vaccine-preventable diseases. Let's work together to ensure that every child in [Name of Local Community] has the opportunity to grow up healthy and thriving.

[Optional: Add a closing statement or call to action encouraging readers to get vaccinated or seek further information.]

A target word count is about 600 words.

CLICK TO DOWNLOAD WORD .DOC



## **COMMUNITY RESOURCES**



#### FOR YOUR PATIENTS AND COMMUNITY:

Use these resources in your practice, on your website, on your social media accounts, and anywhere in your community where you have a presence to help educate families about Measles and the MMR vaccine.

#### **PUBLIC SERVICE ANNOUNCEMENT**

FCAAP's public service announcement (PSA) video is aimed at educating communities across the state about the seriousness of Measles and the importance of vaccination. In collaboration with healthcare professionals and linguistic experts, FCAAP recorded the PSA in English and translated it to include subtitles in both Spanish and Creole to ensure accessibility by the state's diverse population.

Recognizing the critical role of education in disease prevention, the PSA is an effort to raise awareness and empower communities with accurate, science-based information about Measles and the MMR (Measles-Mumps-Rubella) vaccine. The PSA covers essential information about Measles, including its symptoms, transmission, and the ages at which the MMR vaccine is most effective.







MEASLES PSA | ENGLISH

MEASLES PSA | SPANISH SUBTITLES

MEASLES PSA | CREOLE SUBTITLES

THE FULL PLAYLIST WITH ALL THREE VERSIONS CAN BE ACCESSED AT: FCAAP.ORG/GO/MEASLES2024PLAYLIST



### **COMMUNITY RESOURCES**



#### SAMPLE SOCIAL MEDIA POSTS

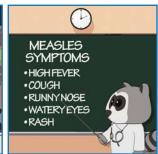
Download these images and use the sample language to post on your social media accounts and on your practice website to help educate the families in your community.



















#### CLICK TO DOWNLOAD .ZIP OF IMAGES

- Measles is one of the most contagious infectious diseases known. The MMR vaccine provides protection against all strains of measles. Call your pediatrician today to ensure your child is protected.
- Measles is very contagious and can be serious. Your child can get measles just by being in a room where a person with measles has been, even up to two hours after that person has left. Call your pediatrician today to ensure your child is protected.
- Measles spreads through the air. It is so contagious that if one person has it, up to 9 out of 10 people around them will also become infected if they are not vaccinated. Some of the more common measles symptoms include high fever, cough, runny nose, red watery eyes, and a rash. The best protection is the MMR vaccine, which provides long-lasting protection against all strains of measles. Call your pediatrician today to ensure your child is protected.
- The recent measles outbreaks in the US have been in unvaccinated people. Choosing to not vaccinate your child is dangerous to them and others! This includes infants who are too young to be vaccinated and those who can't due to other health conditions. Your child needs two doses of the MMR vaccine for the best protection. Call your pediatrician today to ensure your child is protected.

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### **COMMUNITY RESOURCES**



#### SAMPLE SOCIAL MEDIA POSTS | SPANISH



















#### CLICK TO DOWNLOAD .ZIP OF IMAGES

- El sarampión es una de las enfermedades infecciosas más contagiosas que se conocen. La vacuna triple viral (MMR) brinda protección contra todas las cepas de sarampión. Llame a su pediatra hoy para garantizar la protección de su hijo.
- El sarampión es muy contagioso y puede ser grave. Su hijo puede contraer sarampión simplemente estando en una habitación donde estuvo una persona con sarampión, incluso hasta dos horas después de que la persona se haya ido. Llame a su pediatra hoy para garantizar la protección de su hijo.
- El sarampión se propaga a través del aire. Es tan contagioso que, si una persona lo contrae, hasta 9 de 10 personas a su alrededor también se contagiarán si no están vacunadas. Entre los síntomas más frecuentes del sarampión se encuentran la fiebre alta, tos, goteo nasal, ojos llorosos y enrojecidos y sarpullido. La vacuna triple viral (MMR) es la mejor protección, ya que brinda una protección duradera contra todas las cepas de
- Los brotes recientes de sarampión en los EE. UU. se produjeron entre personas no vacunadas. Optar por no vacunar a su hijo es peligroso para ellos y para otras personas. Esto incluye a bebés que son muy pequeños para vacunarse y a otras personas que no pueden hacerlo debido a otras afecciones de salud. Su hijo necesita dos dosis de la vacuna MMR para obtener la mayor protección. Llame a su pediatra hoy para garantizar la protección de su hijo.



### **COMMUNITY RESOURCES**



#### **SAMPLE SOCIAL MEDIA POSTS | CREOLE**



















#### CLICK TO DOWNLOAD .ZIP OF IMAGES

- Lawoujòl se youn nan maladi enfektyez yo konnen ki pi atrapan. Vaksen MMR bay pwoteksyon kont tout souch lawoujòl yo. Rele pedyat ou jodi a menm pou asire w timoun ou an pwoteje.
- Lawoujòl trè atrapan epi li kapab grav. Timoun ou an ka trape lawoujòl jis paske l nan yon chanm kote yon moun ki gen lawoujòl te ye, menm jiska dezèdtan apre moun sa soti. Rele pedyat ou jodi a menm pou asire w timoun ou an pwoteje.
- Lawoujòl transmèt nan lè a. Li tèlman atrapan, si yon moun genyen l, jiska 9 moun sou 10 ki bò kote l ap vin enfekte tou si yo pa vaksinen. Kèk nan sentòm lawoujòl ki pi kouran yo gen ladan gwo lafyèv, tous, nen k ap koule, zye ki wouj k ap fè dlo, epi yon gratèl. Pi bon pwoteksyon an se vaksen MMR, ki bay pwoteksyon ki dire lontan kont tout souch lawoujòl yo. Rele pedyat ou jodi a menm pou asire w timoun ou an pwoteje.
- Epidemi lawoujòl resan Ozetazini yo te rive kay moun ki pa vaksinen. Lè w chwazi pou w pa vaksinen timoun ou an, se yon danje pou li ak pou lòt moun! Sa gen ladan tibebe ki twò jèn pou yo ta vaksinen epi moun ki pa kapab vaksinen akòz lòt pwoblèm sante. Timoun ou an bezwen de dòz vaksen MMR pou pi bon pwoteksyon an. Rele pedyat ou jodi a menm pou asire w timoun ou an pwoteje.



### COMMUNITY RESOURCES



#### **EDUCATIONAL ACTIVITY CARDS**

Download and print these educational activity cards to use with families in your practice. One side includes educational information for caregivers and the other side provides a fun image for kids to color. The cards are available in English, Spanish, and Creole.

Measles is one of the most contagious infectious diseases known and can cause serious health complications, especially in children younger than 5 years of age. Measles spreads through the air. It is so contagious that if one person has it, up to 9 out of 10 people around them will also become infected if they are not vaccinated.

- Some of the more common measles symptoms include high fever, cough, runny nose, red watery eves, and a rash.
- The best protection is the MMR vaccine, which provides long-lasting protection against all strains
- Your child needs two doses of the MMR vaccine. The first dose is given at 12 to 15 months of age and the second at 4 to 6 years of age.
- If your family is traveling overseas, the vaccine recommendations are a little different. Talk to your pediatrician to ensure your child is protected.

FCAAP.ORG/PARENTS







ENGLISH DOWNLOAD

- El sarampión es una de las enfermedades infecciosas más contagiosas que se conoce y puede causar complicaciones de salud graves, particularmente en a través del aire. Es tan contagioso que, si una persona lo contrae, hasta 9 de 10 personas a su alrededor también se contagiarán si no
- Entre los síntomas más frecuentes del sarampión se encuentran la fiebre alta, tos, goteo nasal, ojos llorosos y enrojecidos y sarpullido.
- La vacuna triple viral (MMR) es la mejor protección, va que brinda una protección duradera contra todas
- Su hijo necesita dos dosis de la vacuna MMR. La primera dosis se administra entre los 12 y 15 meses de vida, y la segunda entre los 4 y 6 años
- Si su familia viajará al exterior, las recomendaciones de vacunación varían un poco. Hable con su pediatra para garantizar la protección

FCAAP.ORG/PARENTS







SPANISH DOWNLOAD

Lawoujòl se youn nan maladi enfektyez yo konnen ki pi atrapan e ka lakòz konplikasyon sante grav, sitou kay timoun ki pi piti pase 5 lane. Lawoujòl transmèt nan lè a. Li tèlman atrapan, si yon moun genyen I, jiska 9 moun sou 10 ki bò kote I ap vin enfekte tou si yo pa vaksinen.

- Kèk nan sentòm lawoujòl ki pi kouran yo gen ladan gwo lafyèv, tous, nen k ap koule, zye ki
- Pi bon pwoteksyon an se vaksen MMR, ki bay pwoteksyon ki dire lontan kont tout souch lawoujòl yo.
- Timoun ou an bezwen de dòz vaksen MMR. Premye dòz la bay nan laj 12 a 15 mwa epi dezyèm lan nan laj 4 a 6 lane.
- Si fanmi w ap vwayaje aletranje, rekòmandasyon pou vaksen yo yon ti jan diferan. Pale ak pedyat ou pou asire pitit ou pwoteje pitit ou a.

FCAAPORG/PARENTS







CREOLE DOWNLOAD

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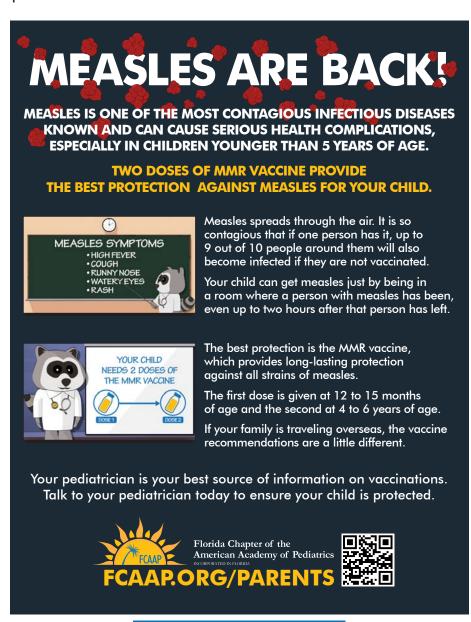


### **COMMUNITY RESOURCES**



#### **WAITING / EXAM ROOM INFORMATIONAL FLYER**

Download and print this educational flyer to display in your waiting room and exam rooms to help educate families about Measles and the MMR vaccine.



ENGLISH DOWNLOAD



#### SPANISH DOWNLOAD



CREOLE DOWNLOAD

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