



Measles immunisation, prevention, and alert resources

Provider toolkit

Version 2 | July 2024

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

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About this toolkit

This toolkit brings together resources and messaging about measles in one place.

It is designed to support health providers and others to communicate measles prevention messages in their communities.

How to access printed resources

Printed copies of *some* resources can be ordered for free via the Bluestar portal.

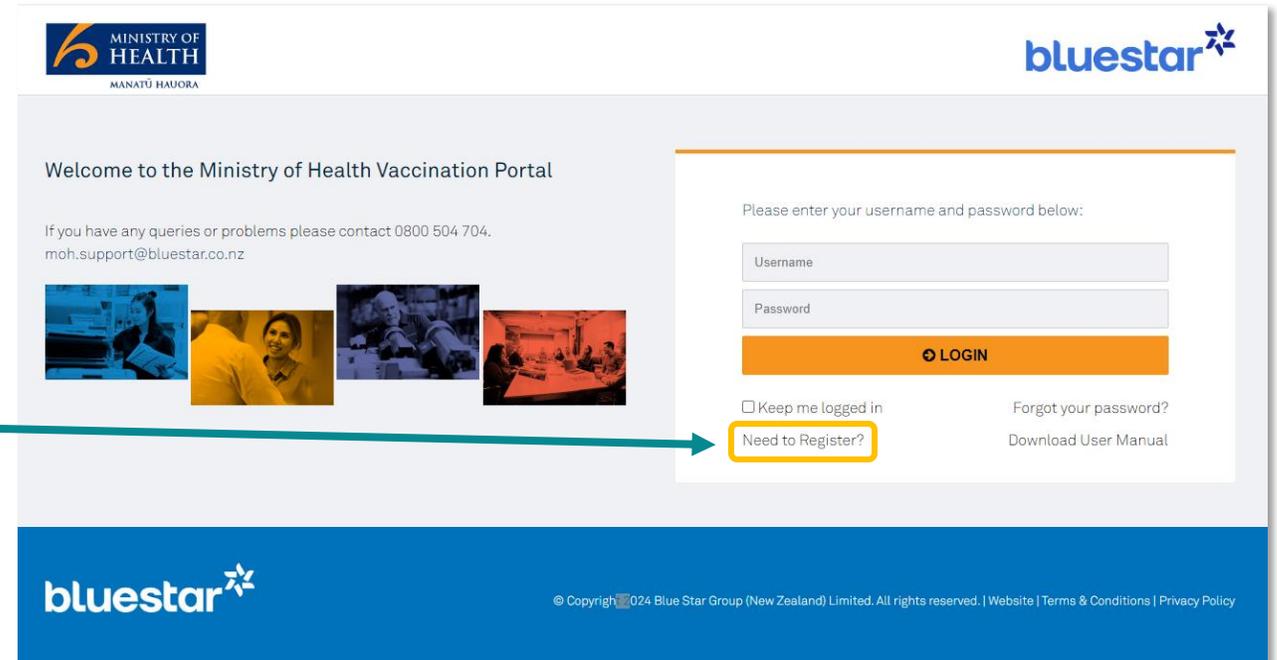
Register on the Bluestar portal

If you're not already registered, you can register on the Bluestar portal.

Below the login details, select 'Need to Register?'. 

Complete the online registration form, include your clinic/practice/pharmacy name and your contact details. You will receive an email confirming your registration.

Remember to click the button in the email to 'Activate' your registration.



MINISTRY OF HEALTH
MANATŪ HAUORA

bluestar

Welcome to the Ministry of Health Vaccination Portal

If you have any queries or problems please contact 0800 504 704.
moh.support@bluestar.co.nz

Please enter your username and password below:

Username

Password

LOGIN

Keep me logged in

Forgot your password?

Download User Manual

Need to Register?

bluestar

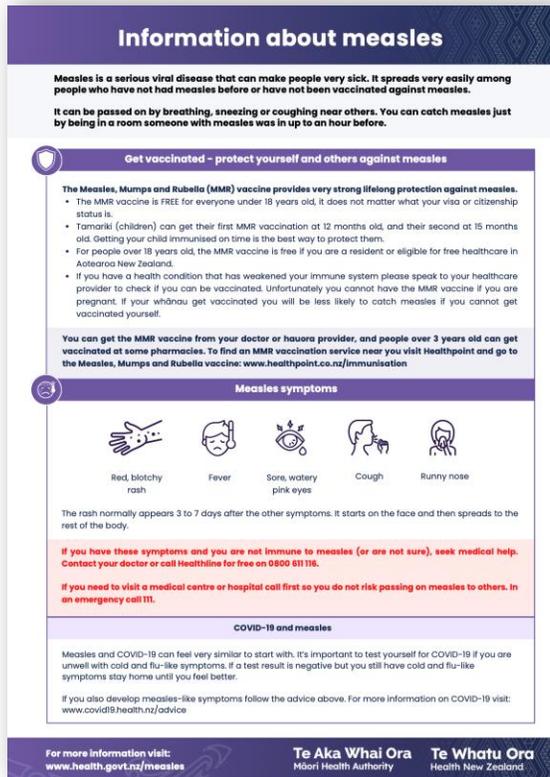
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Prevention resources: What is measles and what does it look like?



Information sheet about measles

This fact sheet that can be downloaded and printed for use at events or home visits.



Measles information sheet

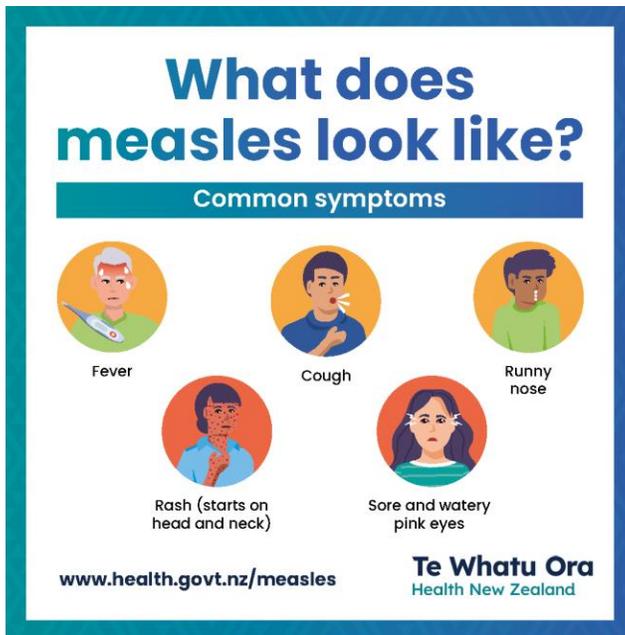
Includes clear information on vaccination, symptoms, what happens if you catch measles
Only available in English.

[Download](#)

How to identify measles

This social media tile shows symptoms to help people know what to look for as soon as they know there is measles in their community or if they have recently returned from somewhere that has confirmed measles cases.

This tile has been translated into multiple languages.



Suggested text:

Measles spreads easily from person to person and can make people really sick.

If you've recently returned from somewhere that has measles and you have these symptoms, stay home.

Then call your doctor or Healthline any time for free on 611 116 for advice.

Download tiles

[Te Reo Māori](#)

[English](#)

Pacific languages

[Cook Islands Maori](#)

[Samoan](#)

[Tongan](#)

[Fijian](#)

[Kiribati](#)

[Niuean](#)

[Tokelau](#)

[Tuvalu](#)

[Rotuman](#)

More languages

[Arabic](#)

[Hindi](#)

[Simplified Chinese](#)

[Traditional Chinese](#)

[Tagalog](#)

[Urdu](#)

[Persian](#)

[Punjabi](#)

Prevention resources: Vaccine information



Alternate formats

Information about measles and the MMR vaccine

You can find information about measles and the MMR vaccine in easy read, New Zealand Sign Language, audio, braille and large print on the info.health.nz website.

[Easy read \(PDF\)](#)

[New Zealand Sign Language \(YouTube video\)](#)

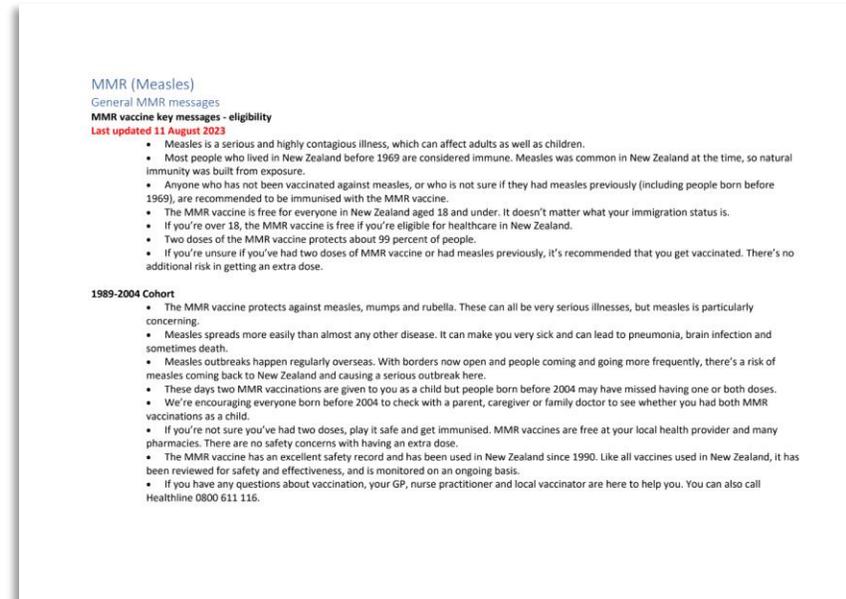
[Audio \(MP3\)](#)

[Braille](#)

[Large print \(PDF\)](#)

Prevention resources

MMR (Measles) general messages	
Description	A document with key messages promoting measles immunisation for different audiences.
Resource type	Communications key messages
Audience	Comms and social media teams, media
Language	English
Size	A4
File type	PDF
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviumsdn4/h?r[key]=7wi4jptjya48cpzz39lmmjgy&dl=0



Prevention resources

After your MMR vaccination	
Description Information for consumers about the MMR vaccine and potential side effects.	
Resource type	Information sheet
Audience	Vaccinated people
Language	English
Size	A4
File type	PDF
Download from HealthEd	After your MMR vaccination - HP8154 – HealthEd
Reference number	HP8154

Measles, Mumps and Rubella (MMR) After your MMR vaccination

The measles, mumps and rubella (MMR) vaccine protects against 3 viral infections – measles, mumps and rubella.

MMR vaccine has an excellent safety record

MMR vaccines have been used in New Zealand since 1990.

The vaccine is very effective. After one dose, about 95% of people are protected from measles and after two doses, more than 99% of people are protected.

A small number of people who are immunised may still become unwell if infected with measles mumps or rubella, but they usually get a milder illness than people who haven't been immunised.

How might I feel after I get the vaccine

A few people may get a mild response between five and twelve days after immunisation, like a mild fever, a rash or swollen glands.

Other mild reactions that can happen (usually within one or two days of immunisation) include:

- headache
- a slight fever (feeling hot)
- nausea (feeling sick)
- fainting or feeling faint (eating beforehand helps with this)
- generally feeling a bit unwell

Rare side effects

The chance of having a serious allergic side-effect from the MMR vaccine is extremely rare and would happen within 20 minutes of being immunised. That's why you'll be asked to stay for 20 minutes after you have the MMR vaccine. If a severe allergic reaction does happen, the vaccinator is trained to treat it.

Your vaccinator will talk about possible reactions with you at the time of your immunisation.

You can call **Healthline** if you have any concerns about how you are feeling after your immunisation. You can phone **Healthline on 0800 611116** for health advice and information. You can also contact your family doctor.

You can also report any side effects to the Centre for Adverse Reactions Monitoring (CARM) at nzphvc.otago.ac.nz/report/.

**Te Kaitiaki Take Kōwhiri
New Zealand Government**



MINISTRY OF HEALTH
MANATŪ HAUORA

HP8154 | After your MMR vaccination | 20 May 2022

Prevention resources

After the MMR dose zero vaccination	
Description Information for parents and caregivers about MMR dose zero.	
Resource type	Information sheet
Audience	Vaccinated people
Language	English
Size	A4
File type	PDF
Download from HealthEd	After the MMR dose zero vaccination - HP8229 – HealthEd
Reference number	HP8229

Measles, Mumps and Rubella (MMR) After the MMR dose zero vaccination

The measles, mumps and rubella (MMR) vaccine protects against 3 viral infections – measles, mumps and rubella.

Dose Zero
This is an extra dose given to infants between the age of 6-12 months who may be higher at risk of catching measles if there is a measles outbreak in their community or if the whānau is travelling to a region where there are active measles cases. Dose Zero can be recommended by a doctor for infants aged over 6 months to provide short term immunity before they can receive their regular MMR vaccine doses at age 12 and 15 months. These infants will still need two doses of MMR after they have turned 1 year to provide strong lifelong immunity and it is important not to delay these.

How might my baby feel after the vaccination?
Most immunisations do not cause a reaction, but as a normal response to the vaccine, your baby may develop a fever or experience tenderness, swelling and redness where the injection was given. Give your child lots of cuddles and fluids to drink. If breastfeeding, give them lots of feeds. Here are some ways to make your child more comfortable.

Fever
If your child is hot, it can help to undress them down to a single layer, for example, a singlet and nappies or pants. Make sure the room is not too hot or too cold.

Tenderness, swelling and redness at the injection site
Ice wrapped in a dry cloth, or a cooled cloth, can be held over the injection site if it is sore. Don't rub the injection site. This can make the reaction worse.

Medication
Give paracetamol or ibuprofen only as advised by your doctor or nurse. Paracetamol may reduce the effectiveness of childhood vaccinations.

Rash
A rash may occur between 5 and 10 days after the immunisation. This rash is not contagious and shows the vaccine is working.

Rare side effects
The chance of having a serious allergic side-effect from the MMR vaccine is extremely rare and would happen within 20 minutes of being immunised. That's why you'll be asked to stay for 20 minutes after you have the MMR vaccine. If a severe allergic reaction does happen, the vaccinator is trained to treat it.

If you are concerned about your baby after their immunisation, contact your family doctor or nurse. You can also call Healthline 0800 611 116 day or night.

You can also report any side effects to the Centre for Adverse Reactions Monitoring (CARM) at nzphvc.otago.ac.nz/report/.

Dose Zero MMR

Date given: / / Age:

Venue where vaccine was given:

MMR dose 1 to be given: / /




HP8229 | After the MMR dose zero vaccination | 13.01.23

Prevention resources

Protect your tamariki against measles A3 poster	
Description An A3 poster promoting measles immunisation for tamariki	
Resource type	Poster
Audience	Parents, whānau and caregivers of tamariki
Language	English
Size	A3 - A3 posters can be resized to A4 for printing.
File type	PDF
Download from HealthEd	Search results: 21 results for "measles" – HealthEd
Order from Bluestar	Reference code: HP8199



Protect your tamariki against
Measles

Measles is a serious disease that can spread very quickly.
Measles immunisations are FREE for all tamariki. Your child needs 2 doses of the vaccine to be fully protected.

For more information about getting your tamariki immunised against measles, talk to your doctor, nurse or healthcare provider, or call Healthline on **0800 611 116**

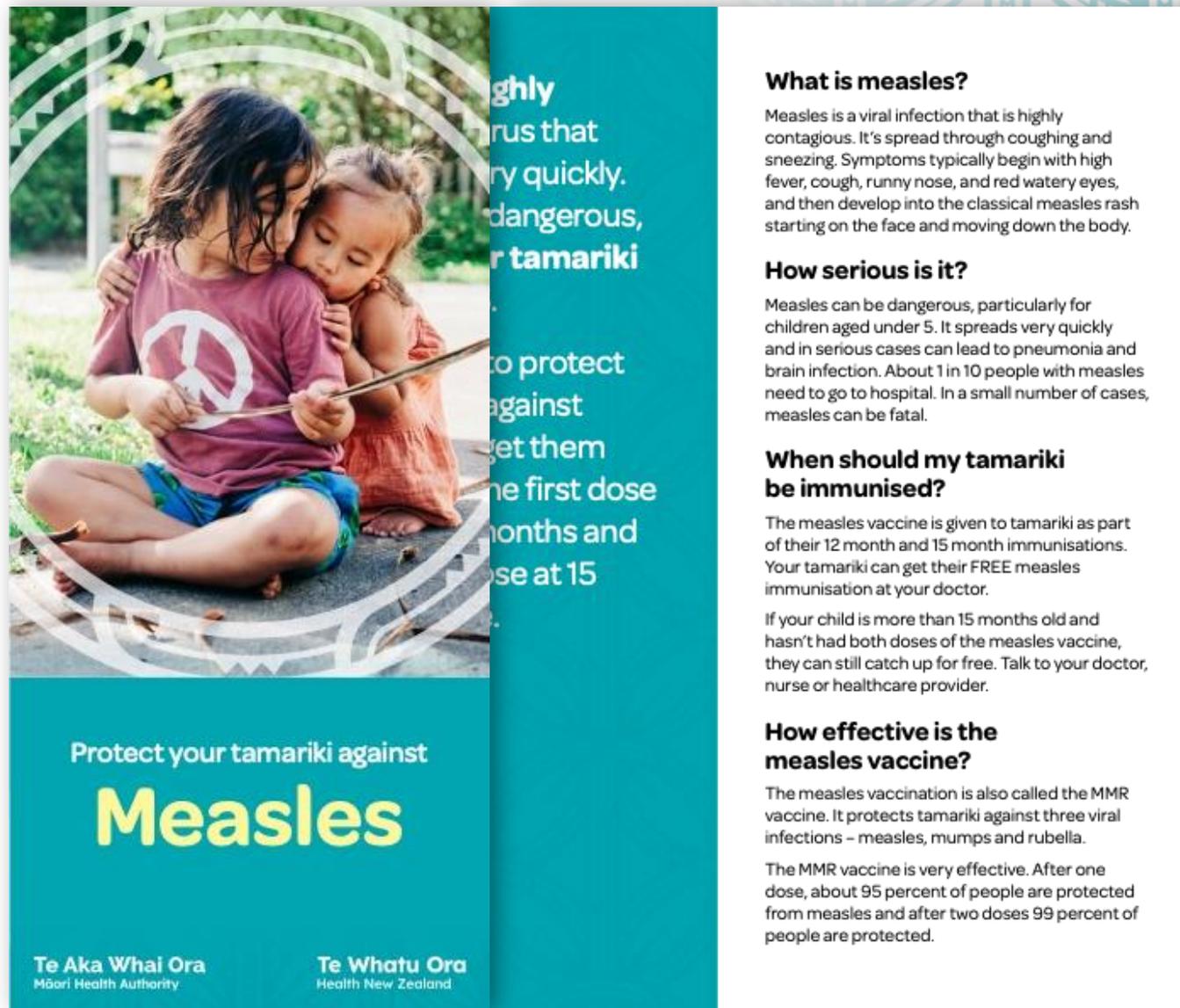
Te Aka Whai Ora
Māori Health Authority

immunise.health.nz/measles

Te Whatu Ora
Health New Zealand

Prevention resources

Protect your tamariki against measles DL flyer	
Description A DL flyer promoting measles immunisation for tamariki, with information about the disease and why you should immunise.	
Resource type	DL flyer
Audience	Parents, whānau and caregivers of tamariki
Language	English
Size	DL 99mm x 210mm (folded)
File type	PDF
Download from HealthEd	Search results: 21 results for "measles" – HealthEd
Order from Bluestar	Reference code: HP8198



The flyer features a photograph of two young children, a girl and a boy, sitting on a bench and hugging. The girl is wearing a purple t-shirt with a white peace symbol. The boy is wearing an orange shirt. The background is a blurred outdoor setting with a white metal archway.

What is measles?
Measles is a viral infection that is highly contagious. It's spread through coughing and sneezing. Symptoms typically begin with high fever, cough, runny nose, and red watery eyes, and then develop into the classical measles rash starting on the face and moving down the body.

How serious is it?
Measles can be dangerous, particularly for children aged under 5. It spreads very quickly and in serious cases can lead to pneumonia and brain infection. About 1 in 10 people with measles need to go to hospital. In a small number of cases, measles can be fatal.

When should my tamariki be immunised?
The measles vaccine is given to tamariki as part of their 12 month and 15 month immunisations. Your tamariki can get their FREE measles immunisation at your doctor.
If your child is more than 15 months old and hasn't had both doses of the measles vaccine, they can still catch up for free. Talk to your doctor, nurse or healthcare provider.

How effective is the measles vaccine?
The measles vaccination is also called the MMR vaccine. It protects tamariki against three viral infections – measles, mumps and rubella.
The MMR vaccine is very effective. After one dose, about 95 percent of people are protected from measles and after two doses 99 percent of people are protected.

Protect your tamariki against Measles

Te Aka Whai Ora
Māori Health Authority

Te Whatu Ora
Health New Zealand

Prevention resources

Measles –Born between 1989 and 2004? Poster	
Description A poster promoting measles catch up immunisation, aimed at people born between 1989 and 2004	
Resource type	Poster
Audience	Young adults
Language	English
Size	A3 A4
File type	PDF
Download from HealthEd	Search results: 21 results for "measles" – HealthEd
Order from Bluestar	Reference code: HP8152



Measles
Born between 1989 and 2004?

You might not be fully protected against measles. It's a serious disease that's highly contagious and can be life threatening.

To find out more, call Healthline on **0800 611 116** or visit immunise.health.nz/measles

Te Kāwanatanga o Aotearoa
New Zealand Government

Te Whatu Ora
Health New Zealand

Prevention resources

Measles –Born between 1989 and 2004? DL flyer	
Description Information about measles catch-up immunisation for people born between 1989 and 2004	
Resource type	DL flyer
Audience	Young adults
Language	English
Size	DL 99mm x 210mm (folded)
File type	PDF
Download from HealthEd	Search results: 21 results for "measles" – HealthEd
Order from Bluestar	Reference code: HP8156

The flyer features a photograph of three diverse young adults smiling. The background is teal with white text. The main title 'Measles' is in large yellow font. Below it, the text reads 'Born between 1989 and 2004? Make sure you're fully protected'. At the bottom, the logos for 'Te Kāwanatanga o Aotearoa New Zealand Government' and 'Te Whatu Ora Health New Zealand' are visible.

Why worry about measles?

Measles is a virus that spreads more easily than almost any other disease and can make you very sick. About 1 in every 10 people with measles needs to go to hospital. In the most serious cases, measles can be fatal. If you are not protected against measles and get measles when you're pregnant, there is an increased risk of miscarriage and premature labour.

Symptoms may include a fever, cough, runny nose and sore, watery 'pink' eyes. Then you may get a rash, starting on the face and behind the ears before moving down the body.

Immunisation is your best protection

Immunisation is the best protection against measles. If you're not sure that you're fully immunised, check with your doctor or your Plunket or Well Child book to make sure you've had both doses of the MMR vaccine.

If you haven't had both doses, or you're not sure, play it safe and get immunised. There's no risk with getting an extra dose.

How effective is the measles vaccine?

The measles vaccine (also known as the MMR vaccine) protects you against three viral infections – measles, mumps and rubella.

The vaccine is very effective. After two doses 99% of people are protected from measles.

Prevention resources

Protect your tamariki against measles social tile	
Description Social tile with text Protect your tamariki against measles It's a serious disease and highly contagious	
Resource type	DL flyer
Audience	Parents, whānau and caregivers
Language	English
Aspect ratio	1:1
Resolution	1200 x 1200
File type	jpg
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviums4/h?rlkey=7wi4jptjya48cpzz39lmmjgy&dl=0
Reference code	NIP8754



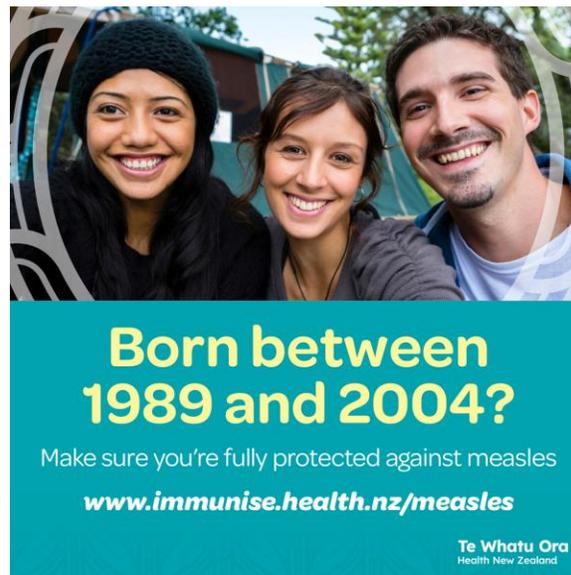
Prevention resources

Protect against measles social tile	
Description Social tile with text Protect against measles The measles vaccine is FREE for everyone under 18 years old	
Resource type	Social tile
Audience	Mid-teens, parents, whānau and caregivers
Language	English
Aspect ratio	1:1
Resolution	1200 x 1200
File type	jpg
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviumsdn4/h?rlkey=7wi4jptjya48cpxzz39lmmjgy&dl=0
Reference code	NIP8749



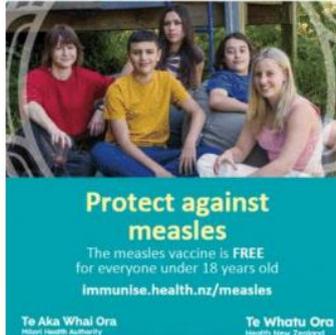
Prevention resources

Born between 1989 and 2004? Social tile	
Description Social tile with text Born between 1989 and 2004? Make sure you're fully protected against measles	
Resource type	Social tile
Audience	Young adults
Language	English
Aspect ratio	1:1
Resolution	1200 x 1200
File type	jpg
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviums4/h?rlkey=7wi4jptjya48cpzz39lmmjgy&dl=0
Reference code	NIP8746



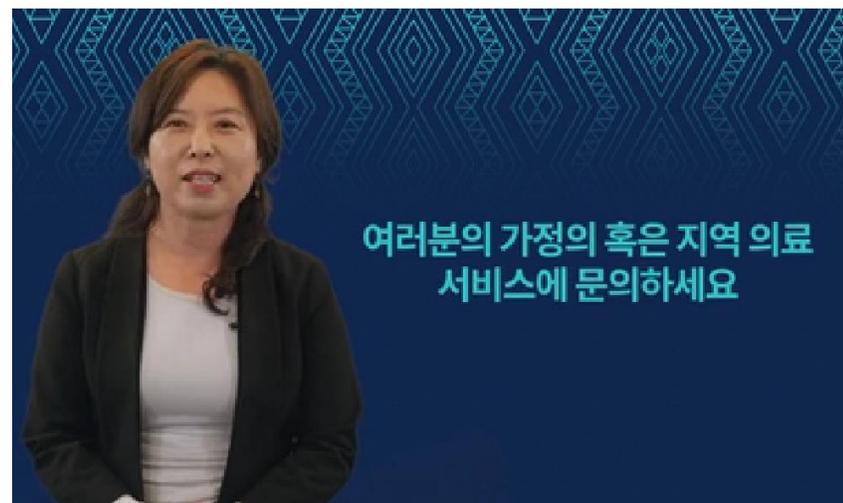
Prevention resources

Editable files	
<p>Description</p> <p>Editable templates have been created to make it easy as possible to localise communications. They are available to support any organisation in their measles immunisation efforts</p>	
Resource type	Social tiles and poster
Audience	Tamariki and young adults
Language	English
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxlzlh2bbhrviumsdn4/h?rlkey=7wi4jptjya48cpxzz39lmmjgy&dl=0

<p><u>Under 5s measles social tile</u></p> 	<p><u>Mid-teens measles social tile</u></p> 	<p><u>Catch up measles social tile</u></p> 
<p><u>MMR vaccine text only social tile</u></p> 	<p><u>Protect your tamariki against measles A3 poster (can be resized to A4 for print)</u></p> 	

Prevention resources

Multilingual Clinician MMR Videos	
Description A series of videos for culturally and linguistically diverse communities (including ethnic, migrants and refugee communities) about the importance of immunising against measles to protect yourself, your family and community.	
Resource type	Video
Audience	General public – all ages
Language	English, Hindi, Simplified Chinese, Korean
Available on Vimeo or YouTube	<ul style="list-style-type: none">• Hindi MMR - Hindi (vimeo.com)• Simplified Chinese MMR - Simplified Chinese (vimeo.com)• Korean MMR - Korean (vimeo.com)• English MMR – English (vimeo.com)• YouTube here.



Prevention resources

Multilingual Animated MMR videos	
Description A series of 3 animated videos to explain what measles is, how to protect yourself from the disease and where you can access reliable health information.	
Resource type	Video
Audience	General public – all ages
Language	20 languages, including Chinese (Simplified), Arabic and Spanish
Access on the Ministry for Ethnic Communities' YouTube channel and/or website	YouTube: https://www.youtube.com/@EthnicCommunitiesgovt.nz Website: https://www.ethniccommunities.govt.nz/resources/videos/health-videos/



Protecting yourself against measles



What is measles?



Misinformation

Prevention resources: Māori communities



Prevention resources – Māori communities

Protect your whakapapa A3 poster	
Description An A3 poster promoting MMR vaccination	
Resource type	Poster
Audience	Māori
Language	English, Māori
Size	A3- A3 posters can be resized to A4 for printing
File type	PDF
Download from NIP Dropbox	Protect your whakapapa



Prevention resources – Māori communities

Are you and your whānau protected against measles? A3 poster	
Description An A3 poster promoting MMR vaccination	
Resource type	Poster
Audience	Māori
Language	English, Māori
Size	A3- A3 posters can be resized to A4 for printing
File type	PDF
Download from NIP Dropbox	Protect your whakapapa



Prevention resources – Māori communities

Protect your whakapapa. Get your MMR vaccination

Description

Social tile with text
Protect your whakapapa.
Get your MMR vaccination.

Resource type Social tile

Audience Māori

Language English

Aspect ratio 1:1

Resolution 1200 x 1200

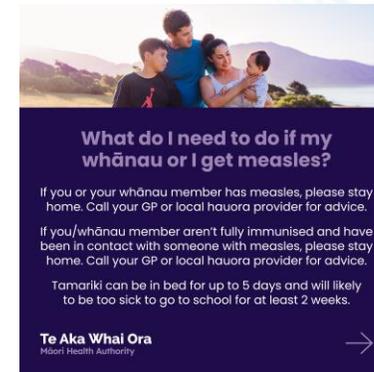
File type jpg

Download from [Protect your whakapapa](#)
NIP Dropbox



Prevention resources – Māori communities

Measles symptoms carousel	
<p>Description Seven tiles with information about measles symptoms, next steps and immunisation.</p>	
<p>Resource type</p>	<p>Social tiles</p>
<p>Audience</p>	<p>Māori</p>
<p>Language</p>	<p>English</p>
<p>Aspect ratio</p>	<p>1:1</p>
<p>Resolution</p>	<p>1200 x 1200</p>
<p>File type</p>	<p>jpg</p>
<p>Download from NIP Dropbox</p>	<p>Protect your whakapapa</p>



Prevention resources – Māori communities

Protect your whakapapa – editable files

Description

Three editable templates have been created to make it easy as possible to localise communications. They are available to support any organisation in their measles immunisation efforts

Resource type Social tiles and poster

Audience Māori

Language English

Download from [Protect your whakapapa](#)
NIP Dropbox

[Whānau measles social tile](#)



[Whakapapa measles social tile](#)



[Whakapapa measles A3 poster \(can be resized to A4 for print\)](#)



Prevention resources: Pacific communities



Video from Dr Hina Lutui about the measles vaccine

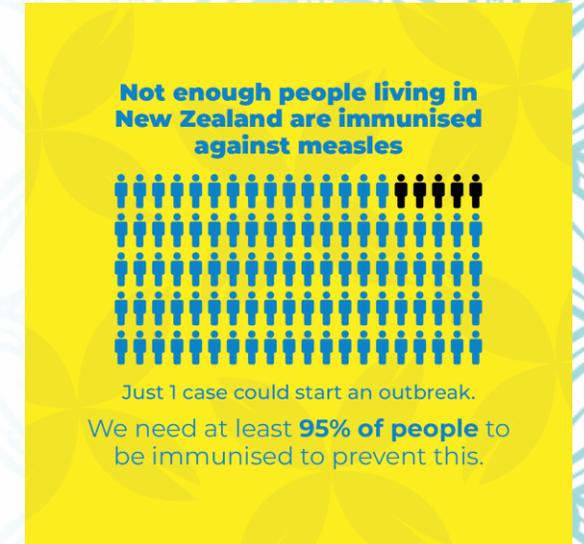
A link to this video can be shared with your communities:



<https://youtu.be/FgKscEDAmH0>

Prevention resources – Pacific communities

Don't be a bots, get your shots	
Description Social tiles with Pacific imagery that can be edited to insert text that is appropriate for your audiences or in different languages.	
Resource type	Social tiles
Audience	Pacific
Language	English
Aspect ratio	1:1
Resolution	1200 x 1200
File type	jpg
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviumsdn4/h?rlkey=7wi4jptjya48cpxzz39lmmjgy&dl=0



Prevention resources – Pacific communities

Don't be a bots, get your shots editable A3 poster

Description

An editable A3 poster promoting MMR vaccination. This poster has been specifically developed to encourage Pacific peoples aged 18-34 to get their MMR vaccination up to date with Pacific imagery that can be edited to insert text that is appropriate for your audiences or in different languages.

Resource type

Poster

Audience

Pacific

Language

English

Size

A3- A3 posters can be resized to A4 for printing

File type

PDF

Download from NIP
Dropbox

<https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviums4dn4/h?rlke=y=7wi4jptjya48cpxzz39lmmjgy&dl=0>



Alert resources

Measles symptoms carousel, editable social tiles	
Description Social tiles with Pacific imagery that can be edited to insert text that is appropriate for your audiences or in different languages.	
Resource type	Social tiles
Audience	Pacific
Language	English
Aspect ratio	1:1
Resolution	1200 x 1200
File type	jpg
Download from NIP Dropbox	https://www.dropbox.com/scl/fo/8sxalzeh2bbhrviumsdn4/h?rlkey=7wi4jptjya48cpxzz39lmmjgy&dl=0



Alert resources:
Measles cases are confirmed
in your community



Alert resources and key messages

Resources

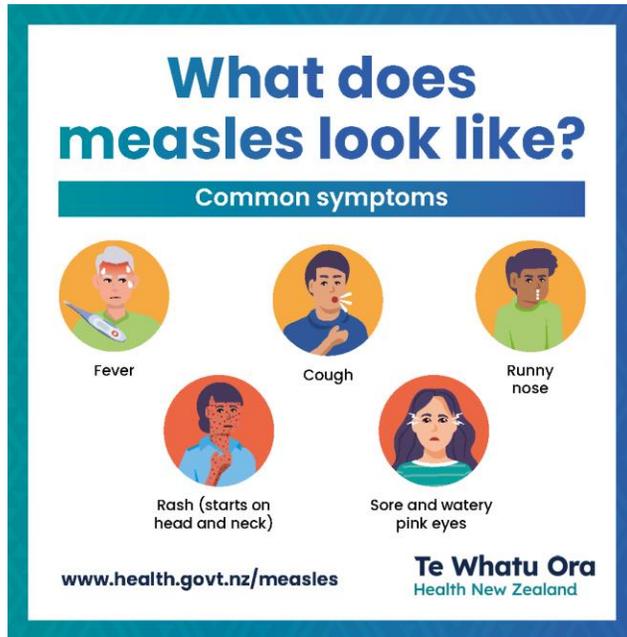
These resources focus on:

- symptoms to help people be aware what to look for as soon as they know there is measles in their community or if they have recently returned from somewhere that has confirmed measles cases, and;
- to help people know when they should get advice and encourage them to stay home to stop the spread.
- They have been translated into multiple languages.
- The resources on the following pages, and more ALERT resources, can be downloaded from the Health New Zealand website: [Measles – Health New Zealand | Te Whatu Ora](#)

Key messages

- Regularly updated, situation-based key messaging will be available from Health New Zealand when cases have been confirmed.

Alert resources – social tiles



Suggested text:

Measles spreads easily from person to person and can make people really sick.

If you've recently returned from somewhere that has measles and you have these symptoms, stay home.

Then call your doctor or Healthline any time for free on 611 116 for advice.

Download tiles

[Te Reo Māori](#)

[English](#)

Pacific languages

[Cook Islands Maori](#)

[Samoan](#)

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[Fijian](#)

[Kiribati](#)

[Niuean](#)

[Tokelau](#)

[Tuvalu](#)

[Rotuman](#)

More languages

[Arabic](#)

[Hindi](#)

[Simplified Chinese](#)

[Traditional Chinese](#)

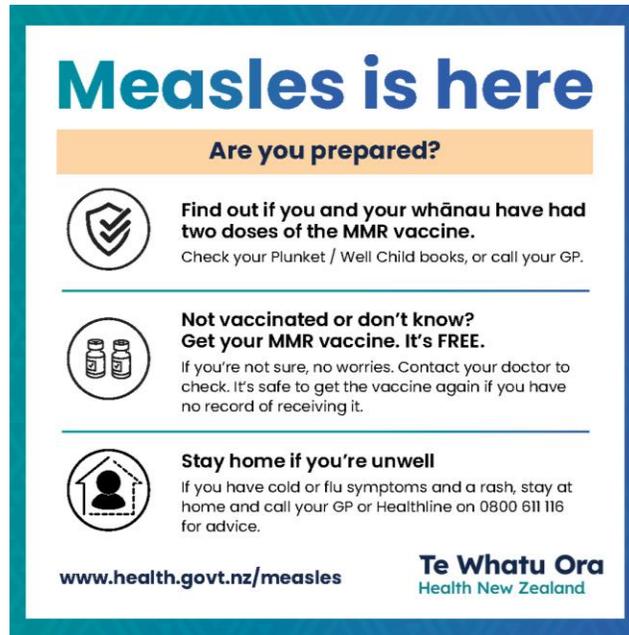
[Tagalog](#)

[Urdu](#)

[Persian](#)

[Punjabi](#)

Alert resources – social tiles



Measles is here

Are you prepared?

 **Find out if you and your whānau have had two doses of the MMR vaccine.**
Check your Plunket / Well Child books, or call your GP.

 **Not vaccinated or don't know? Get your MMR vaccine. It's FREE.**
If you're not sure, no worries. Contact your doctor to check. It's safe to get the vaccine again if you have no record of receiving it.

 **Stay home if you're unwell**
If you have cold or flu symptoms and a rash, stay at home and call your GP or Healthline on 0800 611 116 for advice.

www.health.govt.nz/measles **Te Whatu Ora**
Health New Zealand

Suggested text:

We have a measles case in our community. Measles spreads easily from person to person and can make people really sick.

Protect yourself and your family by getting vaccinated and stay home if you are sick.

[insert locally appropriate contact details for vaccination]

Download tiles

[Te Reo Māori](#)

[English](#)

Pacific languages

[Cook Islands Maori](#)

[Samoan](#)

[Tongan](#)

[Fijian](#)

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[Persian](#)

[Punjabi](#)

Alert resources – social tiles



Suggested text:

Someone has measles in your community.

Getting vaccinated and staying home if you have symptoms will help protect people who are more likely to get sick.

[insert local contact details if appropriate]

Download tiles

Download tiles

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[English](#)

Pacific languages

[Cook Islands Maori](#)

[Samoan](#)

[Tongan](#)

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Alert resources – social tiles



Stay home if you have symptoms of measles

Measles is dangerous and very contagious if you're not immune.

If you have cold or flu like symptoms **and a rash**, call your GP or Healthline on **0800 611 116** for immediate advice.

www.health.govt.nz/measles **Te Whatu Ora**
Health New Zealand

Suggested text:

We have a measles case in our community. Measles spreads easily from person to person and can make people really sick.

Protect yourself and your family by getting vaccinated and staying home if you have symptoms:

- fever
- cough
- runny nose
- sore and watery 'pink' eyes.

For advice, call your doctor or Healthline any time for free on 611 116 for advice.

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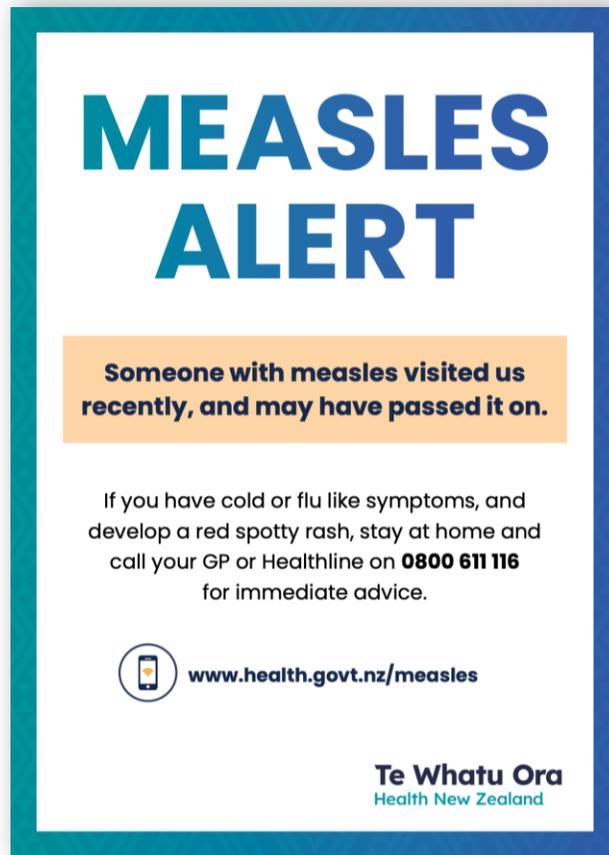
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Useful links

[Measles – Te Whatu Ora - Health New Zealand](#)

Latest information about locations where people may be at risk, and how they can protect themselves:

[Measles: Locations of interest in Aotearoa New Zealand | Health Information and Services](#)

MMR immunisation resources for the public

[Measles, mumps and rubella \(MMR\) vaccine | Health Information and Services](#)

[Booking an immunisation appointment | Health Information and Services](#)

Contact us

If you have any questions, please get in touch.
Your query will be directed to the right person in our team.

[Email: Immunisation@tewhatuora.govt.nz](mailto:Immunisation@tewhatuora.govt.nz)