



The MMR vaccine protects against measles, mumps and rubella.

The 'Measles, mumps and rubella (MMR) vaccination' campaign aimed to encourage uptake of the MMR vaccine. The campaign ran throughout June and July 2024.

Over 51,850 patients were engaged through 505 pharmacies on campaign messages.

Over 49,600 leaflets were distributed.

356 pharmacies reported the public's feedback to the campaign to be positive or very positive.

466 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.

The main age groups provided with campaign information were those aged under 16, 16-30, 31-50, and 51-60 years old.

The main queries addressed were in relation to **measles, mumps and rubella infections (including symptoms, complications etc), information about the MMR vaccine, childhood immunisation schedule, post-immunisation pain relief and MMR vaccination as an adult.**

315 pharmacies handed a leaflet to patients they knew could benefit from it.

114 pharmacies referred patients to their GP or another healthcare professional.

19 pharmacies completed additional training/professional development as a result of the campaign.

How did pharmacy engage?

362	Verbally informed patients
260	Provided leaflets alongside prescriptions
73	Via social media or their website
43	Via their delivery driver
33	Visual displays (other than posters)

Number of pharmacies that provided campaign information to the following:

445	Young families
169	Ethnic minorities
137	Those with long-term health conditions or their carers
134	Those living in poverty or deprivation
133	Those where English is not their first language
118	Socially isolated
117	Older people

“The pharmacy organised a Spot the MMR Superhero day as part of [a] local festival to engage children and young families. It was a fun way to learn about vaccination.”

“[The leaflet was] an excellent resource to engage with patients and parents who may not have otherwise chosen to discuss [MMR vaccination].”

“[The campaign] put many parents at ease with regards to post [vaccine] health issues that they had read about online.”

“Patient presented with possible case of measles. [I] referred to GP for assessment. Shortly afterward received email from HSC to alert of increase in reporting of measles cases in NI.”



“A woman from Africa had recently relocated to Ireland and was living locally. She had asked a member of staff about the vaccine because her 5-year-old child had received little or no vaccines... We explained the importance of vaccination and [advised] them to get MMR vaccine for their child and check to see if there was any other vaccines that they should receive.”

“A young mother came to our pharmacy, anxious about vaccinating her child due to misinformation she found online. We provided her with clear, evidence-based information about the MMR vaccine's safety and importance. After our discussion, she felt reassured and scheduled her child's vaccination. She later returned to thank us, stating that our support helped her make a confident decision for her child's health.”

“MMR has been forgotten about to a certain extent by the public with other vaccines gaining the headlines recently. It was a good campaign to reinforce the positive benefits of MMR vaccinations and members of the public were more acutely aware of the symptoms of measles. With the rise of measles, more queries were made from patients that related to safety issues/autism and how they could check if they were fully vaccinated.”

“Had a conversation with a young mother who agreed that getting vaccinated was a good idea. She took a number of leaflets to share at her mother and baby group.”

“We had discussions with some parents with young children around getting catch up vaccinations, including some children not born in the UK who were not sure of their vaccine status.”

“A mother came in to ask about mumps and how she would know if her son had mumps. He had been vaccinated but had symptoms. I was able to reassure her and signpost her with regard to safety netting.”

“[A] patient who never had MMR vaccine as [a] child was vaccinated as a result of [the] info provided by [the] campaign.”



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“Young mother was very concerned about vaccinating her young child; she had heard lots of negative incidents. [The] Pharmacist talked at length with her in private, went through the MMR booklet with her and also viewed [the information on] the NI direct childhood immunisation programme. [The Pharmacist] gave her other websites to look at at home-[she] returned a few days later and told us she had made appointment to get her child vaccinated.”

“One parent was very against vaccinations of any kind. We explained the risks associated with vaccines then compared them to the risks associated with various conditions to highlight the benefit of vaccines. Although I’m unsure if we changed her mind, it was a good opportunity to engage with someone who had differing thoughts even if they are not based in evidence.”

“[A] mum with her child who was due to get the MMR vaccine [asked] questions about [the vaccine]. She wanted to know side effects (which we discussed), post vaccination pain relief and she also said about a link with autism. I said there was no link between the MMR vaccine and autism. We discussed the leaflet, what the vaccine covered and signs and symptoms to look out for. She was happy with the information received.”