



**American
Red Cross**

Youth & Young Adults

ACTIVITY GUIDE

Impact Starts Here

The American Red Cross has developed fun activity guides for youth volunteers to use to help spread the word about the Red Cross and its mission: to prevent and alleviate human suffering in the face of emergencies, by mobilizing the power of volunteers and the generosity of donors.

Activity Guides can be used by Red Cross Clubs, general youth groups or any other students who want to organize Red Cross mission-related activities. With these helpful resources and guidelines, you are well on your way to a successful activity!

Measles and Rubella Partnership Awareness Event

About

The Measles & Rubella Partnership (M&RP) is led by the American Red Cross, the Bill & Melinda Gates Foundation, Gavi the Vaccine Alliance, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

The M&RP aims to achieve a world without measles and rubella by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate outbreaks and provide technical and financial support for effective outbreak response, propose and participate in solutions to strengthen immunization delivery; and support a global laboratory network for measles and rubella. One way to approach fundraising for the M&RP is to partner with a business in your community.

Purpose

This activity gives volunteers the opportunity to organize a M&RP awareness event on the importance of vaccines and the science behind why they work. By hosting this awareness event, you will educate others about the M&RP, save children from these deadly, yet preventable,

diseases, and make a huge impact in the Red Cross mission to promote health and wellbeing by preventing measles and rubella around the world.

How to Get Started

Step 1: Set Clear Goals and Objectives

- Define what you want to achieve through the activity and create measurable goals (e.g., number of participants engaged in this educational activity) and objectives to guide the planning process.
- We encourage you to integrate Environmental, Social and Governance (ESG) considerations into your activity and here are some tips:
 - Environmental considerations: Incorporate environmentally friendly practices, such as providing digital copies instead of printing, into the activity.
 - Social considerations: Engage with the community in a respectful and culturally appropriate manner.
 - Governance considerations: Define roles and responsibilities and facilitate a transparent decision-making process.

Step 2: Plan the Key Logistics

Determine the Admission Structure:

- Since the event's purpose is to educate the audience, we recommend making entrance free of charge to maximize turnout. If you want to focus more on fundraising, you could include a suggested donation of \$5 or less to still make the event accessible to the public.

Develop Activity Ideas:

- Vaccine Trivia Game: Create an engaging quiz covering various aspects of the Measles and Rubella vaccine, its history, efficacy, and importance. Encourage participants to form teams and compete for prizes.
- Immunization Station: Set up interactive booths where participants can learn about the Measles and Rubella vaccine, its ingredients, and how it works. Include visual aids and informative handouts.
- Expert Talks: Invite healthcare professionals or scientists to give short presentations on vaccine development, herd immunity, and debunking common myths surrounding vaccinations. Q&A sessions should be held to address participants' questions.
- Role-play Scenarios: Divide participants into groups and assign them roles such as healthcare workers, parents, and policymakers. Task them with sharing the importance

of the Measles and Rubella vaccine and the impact of the Measles and Rubella Partnership from their role's perspective.

Allocate Time for Each Segment:

- It's important to ensure a balance between informative sessions and interactive activities.
 - Provide an Overview: 10-15 minutes could be dedicated at the beginning as an introduction to outline the purpose of the event and set expectations, followed by a discussion on the topics to be covered and an order of the day.
 - Activity Sessions: Each activity would be around 45-60 minutes, allowing participants to delve deeper into the subject matter, actively participate and create more dynamic conversations.
 - Debrief: 15-20 minutes at the end for a group discussion or reflection session should be allocated. In this time slot, participants should share key takeaways and insights from the event.

Step 3: Prepare for the Activity

- Set a date and time
 - This activity requires at least one hour but can be more depending on the number of activities you choose to do.
- Secure a venue
 - If you plan on hosting this event virtually, decide on a platform (e.g., Zoom, Microsoft Teams) that is accessible to your prospective participants.
- Assign roles and responsibilities
 - This activity requires at least 3 lead volunteers to facilitate.
- Spread the word
 - Through various channels such as social media, email, and school announcements.

Step 4: Host the Activity

- Run through the logistics (Step 2 and 3) with your lead volunteers in advance and engage the participants throughout the activity.
- We recommend tracking the number of participants.

Step 5: Debrief and Thank Your Volunteers

- Invite participants to discuss their experiences and capture any lessons learned. You can also create a post-activity survey to gather feedback from participants.

- Thank everyone who participated and helped plan the activity.
- **Remind volunteers to record their volunteer hours through Volunteer Connection.**

Additional Resources

These resources include more information about MR&P or may be used to promote your event:

MeaslesRubellaPartnership.org

[Red Cross Measles and Rubella Partnership Website](#)

[Measles & Rubella Partnership Fact Sheet](#)

[Measles and Rubella Partnership Photo Gallery](#)

[Measles & Rubella Partnership Video Gallery](#)

Red Cross Club Toolkits:

Review youth volunteer resources on [Red Cross Youth](#). Share the [Red Cross Club Toolkits](#) with students at the event who may be interested in learning about Red Cross Clubs.

Share with Us

Share pictures and videos of your activity by posting them in the [American Red Cross Youth Network Facebook Group](#) or posting on Instagram and tagging [@americanredcrossyouth](#).

Looking for More Information?

If you're interested in organizing another activity, visit our Activity Guides Archive [here](#). Have more questions about volunteering with the American Red Cross as a youth volunteer? Email youthinvolvement@redcross.org!