MEASLES VACCINE SOCIALIZATION AS A MEASLES PREVENTION EFFORT IN TODDLERS USING BOOKLET MEDIA

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SUMMARY

Background: *Measles cases in Indonesia have increased drastically, from 3,309 cases (2024) to 11,094 cases (2025), due to second-dose immunization coverage that has only reached 81.6%, still below the 95% herd immunity target. This low coverage is driven by vaccine hesitancy, with 60% of parents doubting the halal status of the vaccine and 75% worried about side effects. A booklet was chosen because it can present comprehensive information and can be stored and reread at home without requiring electronic devices, making it suitable for parents in areas with limited internet access and supporting independent understanding.* ***Objective:*** *To develop a booklet containing comprehensive information on measles immunization (disease definition, vaccine types, schedule, benefits, and management of AEFI) to reduce parental hesitancy toward measles immunization.* ***Methods:*** *The booklet was developed through three stages, problem identification, material collection, and design execution using Canva and Adobe Photoshop.* ***Results:*** *The KIE output was an A5-size, 20-page booklet covering measles disease information, vaccine types and schedule, AEFI management, clarification of MUI Fatwa, and healthy post-immunization practices. The booklet was tested on three respondents and revised based on their feedback.* ***Conclusion:*** *The booklet was successfully developed and is ready to be registered for intellectual property rights (IPR).*

Keywords: *Measles, Immunization, Vaccine Hesitancy, Toddlers*