

MEASLES & RUBELLA INITIATIVE

2018

The Measles & Rubella Initiative is a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome.



Measles kills

246
children
each day



Each year
measles infects
7 million
people

VACCINES SAVE LIVES

MEASLES

- A safe and effective measles vaccine that can prevent suffering and death has been available for more than 50 years.
- Measles kills almost 90,000 people each year and is a leading cause of death in children under age 5.
- Measles causes a rash and fever, but complications may also include ear infections, diarrhea, pneumonia, and encephalitis, which can cause permanent brain damage.
- Children who are malnourished, very young, or have little or no access to medical care are at greatest risk of dying from measles.
- Measles is one of the most contagious viruses on earth; one measles infected person can give the virus to 18 others.
- 90% of unvaccinated people exposed to the virus become infected.
- Overcrowded places, such as refugee or displaced person camps, are ripe to spread measles and cause outbreaks.
- Measles infections take an economic toll on a family.

A family can lose a month's income caring for a child who is sick with measles.




2 billion
children vaccinated
since M&RI began
2001

RUBELLA (German Measles)

- Rubella causes mild symptoms of a rash or fever in most people, but it's a leading cause of birth defects if a woman contracts the virus during pregnancy.
- Women infected during their first trimester of pregnancy have up to a 90% chance of delivering an infant with congenital rubella syndrome (CRS).
- More than 100,000 babies are born with CRS every year.

Infants born with CRS can have multiple birth defects, including heart disorders, blindness, deafness, or brain damage.

A MEASLES AND RUBELLA FREE WORLD IS POSSIBLE!

- The western hemisphere eliminated measles in 2002 and rubella in 2009.
- In 2016, measles deaths fell to fewer than 100,000 for the first time.
- The Measles & Rubella Initiative's partner organizations--American Red Cross, US Centers for Disease Control and Prevention, UN Foundation, UNICEF, and WHO--work closely with countries and stakeholders like Gavi, the Vaccine Alliance, to rid the world of measles and rubella by:
 - vaccinating every child against measles and rubella with two doses of vaccine,
 - ensuring every child is vaccinated on time, and
 - detecting and responding to measles and rubella outbreaks quickly.



Less than \$2

to vaccinate a child against measles and rubella

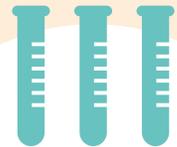


More than
100,000
babies born
with CRS
every year

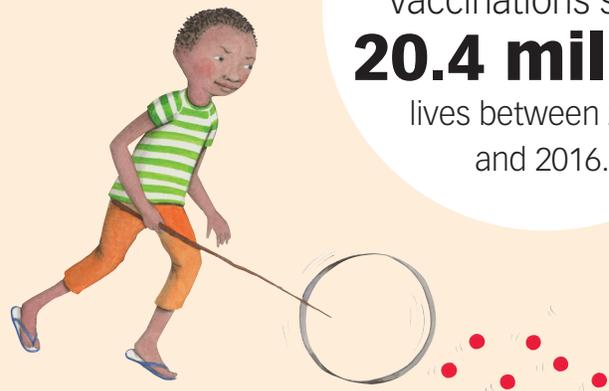
Measles deaths fell by 84% between 2000 and 2016.

Vaccinating against measles and rubella provides huge rewards: Every \$1 invested in vaccines yields a \$58 return!

A world without measles and rubella needs political commitment by every country to ensure high-quality vaccines reach every child.



Measles
vaccinations saved
20.4 million
lives between 2000
and 2016.



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