

MEASLES & RUBELLA INITIATIVE



Measles kills more than **380** people every day, mostly children.

The Measles & Rubella Initiative (M&RI) is working with countries, partners and parents to create a world free from measles and rubella.

MEASLES

- Over 140,000 people lost their lives to measles in 2018, most were children.¹
- Measles causes a rash, trouble breathing and flu-like symptoms. It may also cause more serious complications like severe diarrhea, dehydration, pneumonia, brain damage or even death.
- Measles infection leads to loss of immunity to other deadly diseases.
- 1 person with measles can infect 12-18 people, making it the most infectious —yet vaccine preventable —disease.
- 9 out of 10 susceptible people (unvaccinated/have not had measles) who are exposed to measles will get sick.
- A safe and affordable vaccine has prevented measles for over 50 years.



In 2018, measles infected over **9 million** people.²



84 countries have eliminated rubella transmission.

RUBELLA (GERMAN MEASLES)

- Rubella is a leading cause of preventable birth defects, caused by a viral infection during the first 16 weeks of pregnancy.
- A pregnant woman infected with rubella can suffer a miscarriage or has up to a 90 per cent chance of giving birth to a baby with Congenital Rubella Syndrome (CRS).

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

#VACCINESWORK TO PROTECT AGAINST MEASLES AND RUBELLA

- The Measles & Rubella Initiative (M&RI) is working with countries, partners, parents and caregivers to create a world free from measles and rubella.
- We are committed to eliminating measles in every region of the world, even as we combat the COVID-19 pandemic and work to minimize its impact.
- M&RI efforts are saving millions of lives each year by protecting children and families from serious, yet preventable, diseases.



Two recommended doses of measles and rubella vaccine cost less than **\$2 per child.**



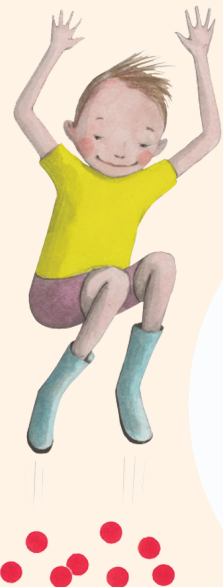
5.5 billion doses of measles vaccine delivered to children since 2000



MEASLES MOVES FAST, WE MUST MOVE FASTER!

- Many measles and rubella vaccination campaigns scheduled for 2020 have been interrupted or postponed due to the COVID-19 pandemic.
- As of June 2020, over 178 million people are at risk of missing out on measles vaccine due to paused campaigns to minimize the spread of COVID-19.
- Many of these children live in countries with ongoing measles outbreaks.
- Measles cases skyrocketed from 2017 to 2019 with outbreaks happening in 7 measles-free countries.³
- To win the fight against measles and rubella, we must reach every child with 2 doses of measles and rubella vaccine and respond quickly to outbreaks wherever they occur.

Reaching a world without measles and rubella requires political commitment from every country to ensure high quality vaccines reach every child.



Measles vaccines have saved more than **23 million** lives since 2000.

Vaccinating against measles and rubella produces huge rewards:

Every \$1 invested

in the measles vaccine yields a \$58 return!



VISIT OUR WEBSITE www.measlesrubellainitiative.org

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¹<https://www.who.int/news-room/fact-sheets/detail/measles>

²https://www.cdc.gov/mmwr/volumes/68/wr/mm6848a1.htm?scid=mm6848a1_w

³<https://www.cdc.gov/mmwr/volumes/68/wr/mm6840e2.htm>