

# MEASLES INITIATIVE

- Measles is one of the leading killers of children worldwide. It's highly contagious and causes severe health complications such as pneumonia, diarrhea, and blindness. In 2008, approximately 450 children died from measles each day.
- There is good news! The Measles Initiative has helped reduce measles deaths by 78 percent worldwide and by 92 percent in Africa between 2000 and 2008.
- It costs less than \$1, less than the average can of soda, to vaccinate a child against measles, making it one of the most affordable health solutions.

## Partnership: The Measles Initiative members work together to address the world's toughest health challenges.

- Working with national governments and local communities, the Measles Initiative has supported the vaccination of over 700 million children in more than 60 countries. The goal is to reduce measles deaths by 90 percent globally between 2000 and 2010.
- Youth Red Cross clubs and volunteers across the United States help the Initiative by raising awareness in their communities through creative activities and fundraisers.



## A Model for Success: The Measles Initiative typically reaches more than 95 percent of children in target areas.



- Vaccination campaigns improve children's health by delivering extra services, such as: bed nets for malaria prevention, polio vaccines and Vitamin A supplements.
- These health services help reduce childhood deaths and support the United Nations' Millennium Development Goal #4: a two-thirds reduction in child mortality between 1990 and 2015.

### Ask if you've been vaccinated!

Recently, there has been a significant increase in measles cases in the United States and Europe and hundreds of children have gotten sick.

## Challenges: There are significant challenges to reaching the 2010 goal.

- The Initiative must (1) maintain its success in Africa and other regions, and (2) support India, where the majority of measles deaths now occur, in implementing the measles control strategy.
- In 2008, 140 cases of measles were reported in the United States. Until we achieve greater control over measles worldwide, many children will continue to be at risk in the United States and elsewhere.

## GET ACTIVE

- To get involved or find out how to donate and raise money visit [www.measlesinitiative.org](http://www.measlesinitiative.org) or send an email to [measles@usa.redcross.org](mailto:measles@usa.redcross.org)
- Look for The Measles Initiative on Facebook.com and Ammodo.com to stay in touch. **You** can help raise awareness about the Measles Initiative by being creative and getting active!

*The Measles Initiative is a partnership committed to reducing measles deaths globally. Launched in 2001, the Measles Initiative—led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization—provides technical and financial support to governments and communities on vaccination campaigns worldwide.*