

MEASLES AND RUBELLA MOVE FAST

Measles is a leading cause of death among children despite the fact that a safe and effective vaccine has been available for over 50 years.

Measles is life threatening in low-income countries where children have limited or no access to medical treatment, and are often malnourished. Measles outbreaks are particularly deadly during emergency settings in communities experiencing, or recovering from conflict or natural disaster.

Measles costs money, time and lives. During outbreaks, public health authorities spend time tracing potential contacts, answering calls from the public and money treating people in hospital. Sick children stay home from school and parents stay home to care for them.



A household in Ethiopia can lose 1 month's income if just 1 child is sick from measles.

Rubella is generally a mild illness but when pregnant women become infected, there is a **90%** chance of the fetus having **congenital rubella syndrome (CRS)**. The baby can be born with multiple birth defects – if it survives at all.



Measles and **rubella** can be prevented with a safe, effective and inexpensive vaccine which can be delivered alone, combined, or as the measles, mumps and rubella vaccine.

The use of measles vaccines led to a **75% decline** in the number of child deaths due to measles and its complications between 2000 and 2013.

20 MILLION

People affected by measles each year



400

Children killed by measles complications each day - that's **16** every hour



100,000

Babies born with congenital rubella syndrome every year



\$1.50

Cost to vaccinate a child against both measles and rubella in low-income countries



1.8 BILLION

Children vaccinated with Measles & Rubella Initiative support since 2001



15.6 MILLION

Child deaths averted with measles vaccination from 2000-2013



WE HAVE COMMITTED TO MOVE FASTER

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Eliminating measles & rubella requires **reaching every child** to protect them against both diseases, including the poor and marginalized.



All countries have committed to eliminating measles by 2020 and many have rubella control goals. 42 countries have already achieved measles elimination based on an independent review!

Yet more than 60% of the 21.5 million children who did not receive even a single dose of measles vaccine in 2013 came from only 6 countries



India: 6.4M | Nigeria: 2.7M | Pakistan: 1.7M | Ethiopia: 1.1M | Indonesia: 0.7M | DR Congo: 0.7M

To reach **2020 elimination goals**, necessary financial resources must be secured to ensure timely and high quality measles and rubella activities.



LET'S MOVE FASTER TOGETHER



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