

About Measles

Measles is a highly contagious disease caused by a virus. It is passed through direct contact with someone who is infected, through the air, or by touching the surfaces that an infected person touched. It can remain in the air or on surfaces for up to two hours — causing an infection after the contagious person has left. Most measles-related deaths are due to complications from the disease, especially in children under age five.

Vaccination Strategy

The measles vaccine is delivered in two doses and is sometimes incorporated with rubella and/or mumps vaccines. Receiving two doses of the measles vaccine ensures lifelong protection.

Building on experiences in the Americas region, and in countries that successfully eliminated indigenous transmission of measles, vaccination campaigns focus on improving coverage to ensure high population immunity against measles. In addition, an emphasis on outbreak preparedness, timely detection and rapid response, as well as communication and public engagement, support the global vaccination strategy.

Role of Shot@Life

The United Nations Foundation, American Red Cross, U.S Centers for Disease Control and Prevention, UNICEF, and the World Health Organization founded the Measles & Rubella Initiative (M&RI) in 2001 to ensure no child dies from measles or is born with congenital rubella syndrome. Since the launch of the campaign, Shot@Life has raised enough funding to provide the equivalent of more than 33 million measles vaccines to children in developing countries. *

Sources:

The World Health Organization: <http://www.who.int/mediacentre/factsheets/fs286/en/>

Measles & Rubella Initiative: <http://www.measlesrubellainitiative.org/>

*Funds raised through end of CY2017.

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Key Facts

In 2016, there were nearly 90,000 measles deaths globally — **about 246 children every day** or 10 deaths every hour.

Measles vaccination resulted in an **84% drop in measles deaths** worldwide between 2000 and 2016.

From 2000-2016, **measles vaccination prevented an estimated 20.4 million deaths**, making measles vaccine one of the best buys in public health.

The measles vaccine is the **largest contributor to combating childhood mortality** in the last 16 years.

