Communications Objective

• To support achievement of the 2015 and 2020 goals of the *Global Measles and Rubella Strategic Plan 2012-2020*
Communications Goals to Support Objective

To ensure communications strategies and activities help to achieve the M&R Initiative’s programmatic, advocacy and fundraising goals & maintain a high profile as the global leader for measles and rubella elimination.
• Position measles and rubella elimination in the broader context of health and development:
  • contributing to the goals of DOV/GVAP
  • child survival/MDG4
  • post-MDG agenda

• Align ourselves with the concept of the fully immunized child – It ends with measles...as the last RI vaccination

• Measles and rubella elimination as a path to health equity - measles as the canary in the coal mine and the stress test of a health system

• Position the M&RI as a legacy partner for GPEI
The strategy broadly comprises the following areas; recognizing overlap across some elements.

- **Corporate Communication**: Branding and positioning of the M&R Initiative
- **Advocacy**: Creating awareness to nurture the policy, programmatic, and funding environment to meet the goals
- **Public Information and education**: Ensuring the public has the information they need to make the right decisions about measles and rubella immunization, and are motivated to encourage others to do the same
- **Risk Communication**: Ensuring the public understands the facts, risks and benefits of M, MR and MRR vaccination
- **Social Mobilization/Community Engagement**: Supporting efforts to mobilizing leaders, groups and individuals to create demand for vaccination in country
- **Internal Communication**: a) Ensuring all relevant individuals within the partnership have the information they require to meet the goals of the M&RI; b) Ensuring the internal fundraisers (UNICEF Nat Comms, ARC Chapters, IFRC) have updated information needed to raise funds and support
Audience Messaging

- Successful messaging relies on:
  - data and evidence demonstrating a clear course of action, results, and a benefit to the audience

- We must make decisions about the strategies, activities and channels required to reach these audiences based on our knowledge of what and who influences these audiences most, existing opportunities and opportunities we can create.
PAHO: Advocacy in a post-elimination landscape to ensure political will and resources

EURO: Advocacy to address lack of political commitment in some countries
Promoting MR adult vaccination to prevent/eliminate CRS - outbreaks in CAM, VNM, JPN, PHL, SOL, etc.

Activities including:
- developing a multi-country report on CRS
- communications and advocacy products that explain CRS in the Region and importance of adult vaccination in local languages

- Develop measles surveillance training video
- Communications support for SIAs as required
- Provide support to regional efforts to increase public trust in vaccination, including healthcare workers as strong proponents of vaccination
AFRO

• Technical advocacy package template to secure mobilisation of resources, and to ensure high quality implementation of activities
• Communications guideline for measles and rubella elimination
• Communications products for all forms of media to support demand creation around measles SIAs
• Cultivating individual champions to advocate for measles and rubella elimination within the African Region
• Support and help shape the next steps to develop workshops for national immunisation program managers and representatives of national pediatric societies
STOP RUBELLA
Make sure every child gets the rubella vaccine

Rubella is a viral infection that spreads in airborne droplets when people sneeze or cough. If a woman gets rubella while pregnant—especially in her first 3 months—serious consequences can result, including miscarriages, fetal deaths, still births, and congenital rubella syndrome (CRS). Rubella virus is an important cause of severe birth defects.

A woman infected with rubella during the first 3 months of pregnancy has up to a 90% chance of giving birth to a baby with congenital rubella syndrome. Or her baby may not survive.

Globally, there are more than 100,000 babies born each year with CRS

Congenital Rubella Syndrome leads to

- Blindness
- Deafness
- Heart Disease
- Other Birth Defects

1.1 Billion Vaccinated since 2001

78% FEWER CHILD DEATHS because of measles vaccine

330 children still die of measles every day

MEASLES MOVES FAST
WE MUST MOVE FASTER

13.8 Million deaths averted 2000 - 2012

1 in 5 child lives saved since 1990 due to measles vaccine

It costs about $1 to protect a child from both measles & rubella

@measlesrubella
www.measlesrubellainitiative.org
Measles & rubella move fast

The Measles & Rubella Initiative is a global partnership committed to ensuring no child dies from measles or is born with congenital rubella syndrome. Since 2001, the initiative has been led by the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization.

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.

More than 20 million people are affected by measles each year, particularly in parts of Africa and Asia.

Measles is life threatening in developing countries where children have limited or no access to medical treatment, and are often malnourished.

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.

By the Numbers

330 Children die from measles every day

$1 Cost to vaccinate a child against measles & rubella in low-income countries

1.1B Children vaccinated in over 88 countries since 2001
7.5 billion cell phones
Products

M&RI FACT SHEET & 2013 ANNUAL REPORT

If you’ve missed them, our latest fact sheet and annual report are available to view and download.

SPOTLIGHT ON MDG4

JOIN OUR TWITTER Q&A ON MEASLES AND RUBELLA VACCINATION

August 18 marks the 500 day milestone to the target date to achieve the Millennium Development Goals (MDGs). From 12:30 – 1:00pm (ET) the Measles & Rubella Initiative and the UN Foundation’s Shot@Life campaign will host a Twitter chat to answer questions about measles and rubella vaccination and the global effort to eliminate measles and rubella. Experts from the M&RI and other partners, such as GAVI, will be available to discuss the progress being made to achieve MDG4. Join the conversation by following #MDGMomentum and #MDG4.
Products

M&R Initiative
@MeaslesRubella

The Measles & Rubella Initiative is a global partnership to stop measles and rubella. Join us, American Red Cross, CDC, UNICEF, UN Foundation, WHO

🔗 Global
🔗 measlesrubellainitiative.org
🔗 Joined August 2011

55 Photos and videos

#SolomonIslands launches #measles campaign to control its outbreak w/ 2 deaths & 600+ cases bit.ly/ZaNr94

View more photos and videos
Let Every Child Have a Name

Sophie Blackall’s journey to the Democratic Republic of the Congo
ILLUSTRATIONS FOR THE MEASLES & RUBELLA INITIATIVE

THE ROAD TO A WORLD WITHOUT MEASLES

Fall 2014 Awareness & Advocacy campaign