Failure to vaccinate children against measles & rubella puts them at risk of severe health complications, such as:

- Measles Rubella/CRS
  - Brain Damage
  - Deafness
  - Heart Disorders
  - Diarrhea
  - Blindness

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

Rubella vaccination prevents mothers from giving birth to babies with CRS and prevents life-long disability.

100,000 babies are born with CRS around the world each year.

More than 50% of the 20.8 million children who did not receive one dose of measles vaccine in 2016 came from only 6 countries:

- Nigeria: 3.3 million
- India: 2.9 million
- Pakistan: 2.0 million
- Indonesia: 1.1 million
- Ethiopia: 0.9 million
- DR Congo: 0.7 million

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

Measles is one of the leading causes of death among children around the world.

245 children die every day, 10 every hour – despite the fact that a safe and effective vaccine has been available for over 50 years.

MEASLES AND RUBELLA MOVE FAST
WE HAVE COMMITTED TO MOVE FASTER

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

It cost less than $2.00 to vaccinate a child against both measles and rubella in low-income countries.

Measles vaccination prevented 20.4 MILLION child deaths from 2000-2016!

#MeaslesRubellaMeaslesRubellaInitiative

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