The Measles & Rubella Initiative (M&RI) is a global partnership to lead and coordinate a world without measles and rubella.

**MEASLES**

- A safe, effective vaccine prevents the measles.
- 9 out of 10 unvaccinated people exposed to measles gets sick.
- One person infected with measles can give it to 10 others – this is why outbreaks spread quickly.
- Measles causes a rash, fever, and cold symptoms. It may also cause serious complications such as severe diarrhea, dehydration, pneumonia, and brain damage or death.
- Measles is a leading cause of death in children under age 5, especially among those who are malnourished or have little or no access to healthcare.
- In 2017, nearly 110,000 people lost their lives from measles complications -- most were children.

**RUBELLA (GERMAN MEASLES)**

- Most people who catch the rubella experience a mild rash or fever, but it is a leading cause of birth defects if contracted by mothers during early stages of pregnancy.
- A unvaccinated pregnant woman infected by rubella during her first trimester has up to a 90% chance of giving birth to a baby with CRS -- that is if the baby survives.

Babies born with CRS may have multiple birth defects, including heart disorders, blindness, deafness or brain damage.
VACCINES PROTECT MEASLES AND RUBELLA.

- M&RI works with countries and stakeholders to rid the world of measles and rubella forever.
- Nearly all countries in the world have committed to eliminate measles.
- M&RI efforts to help vaccinate more children are saving lives.

2.9 billion children vaccinated in 88 countries since 2000.

It costs less than $2 to vaccinate a child against measles and rubella.

WE MUST MOVE FASTER!

- Measles cases increased significantly from 2017 to 2019 with outbreaks now in previously measles-free countries.
- About 20 million people remain unprotected from measles and rubella vaccine.
- Ridding the world of measles and rubella requires:
  - Vaccinating every child with 2 doses of the measles and rubella vaccine; and
  - Detecting and responding to measles and rubella outbreaks quickly.

A world without measles and rubella needs political commitment from every country to ensure high-quality vaccines reach each child.

Vaccinating against measles and rubella produces huge rewards: Every $1 invested in the measles vaccine yields a $58 return!

Measles and rubella vaccines saved 21+ million lives since 2000.

VISIT OUR WEBSITE www.measlesrubellainitiative.org
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