



World Health
Organization



Media Advisory

Measles Initiative to Announce Major Achievement in Public Health *GLOBAL MEASLES DEATHS DROP WORLDWIDE*

The Measles Initiative partners – led by the American Red Cross, the U.S. Centers for Disease Control and Prevention, the United Nations Foundation, UNICEF and the World Health Organization – will announce the latest achievement in global health during a press teleconference on Thursday, December 4, 2008 at 10:00 a.m. EST, 4:00 p.m. CET.

Speakers will present new data about the remarkable reduction in measles deaths globally since 2000. Partners will also discuss progress towards the United Nations goal for measles mortality reduction, how this progress has been achieved, and remaining challenges for reducing measles deaths globally.

WHAT: A press teleconference to announce new progress in reducing measles deaths around the world. There will be time for questions and answers with each of the speakers.

WHO: **Dr. Hussein Abdel-Razzak Al Gezairy**, Regional Director, Eastern Mediterranean Region, World Health Organization
Ann M. Veneman, Executive Director, UNICEF
Dr. Julie L. Gerberding, Director, Centers for Disease Control and Prevention
Bonnie McElveen-Hunter, Chairman of the Board, American Red Cross
Kathy Calvin, Executive Vice President and Chief Operating Officer, United Nations Foundation

WHEN: **Thursday, December 4, 2008**
10:00 a.m. EST/ 4:00 p.m. CET

MEDIA CALL IN INFORMATION:

U.S.: +1 866 814 1918
Int'l Dial-In: +1 703 639 1362
Passcode: Measles Initiative call
Host: Christy Feig
Company: American Red Cross

To pre-register for the call, please contact Christy Feig at feigc@usa.redcross.org or (202) 303-5074.

The Measles Initiative is a partnership committed to reducing measles deaths globally. Launched in 2001, the Initiative— led by the American Red Cross, the U.S. Centers for Disease Control and Prevention, the United Nations Foundation, UNICEF and the World Health Organization—provides technical and financial support to governments and communities on vaccination campaigns. To learn more, visit www.measlesinitiative.org.