

# MEASLES INITIATIVE



**The Measles Initiative** is a partnership committed to reducing measles deaths globally. Launched in 2001, the Initiative—led by the American Red Cross, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization—provides technical and financial support to governments and communities on vaccination campaigns and disease surveillance worldwide. To learn more or make a donation, visit [www.measlesinitiative.org](http://www.measlesinitiative.org).

## Key Statistics

- **Between 2000 and 2007, global measles mortality in all ages was reduced by 74%**, from an estimated 750,000 deaths in 2000 to an estimated 197,000 deaths in 2007.
- **Estimated deaths from measles by WHO regions in 2007:**

➤ Southeast Asia:	136,000	➤ Western Pacific:	7,000
➤ Africa:	45,000	➤ Americas and Europe:	<1,000
➤ Eastern Mediterranean:	10,000		
- **The largest percent reductions during this time period were in the Eastern Mediterranean and African regions (where measles mortality decreased by 90% and 89% respectively);** followed by the Western Pacific region (73% reduction) and the South East Asian Region (42% reduction). In the region of the Americas, measles has not been endemic since 2002.
- **From 2000 to 2007, approximately 3.6 million deaths were averted as a result of accelerated activities (both increases in routine coverage and implementation of measles campaigns).**
- **Since 2001, the Measles Initiative has supported the vaccination of more than 600 million children, mostly in Africa and Asia.**
- **Of the 22 countries conducting vaccination campaigns in 2007, 18 (82%) countries integrated the campaigns with at least one other child survival intervention** such as an insecticide-treated bed net, de-worming medicine, vitamin A, or polio vaccine.
- **Between 2000 and 2007, global routine immunization coverage increased from 72% to 82%.** Coverage varied significantly across geographical regions. In the Africa region, routine coverage rose from 56% to 74%; in the Eastern Mediterranean region, from 73% to 84%; in the South East Asia region from 61% to 73%; and in the Western Pacific region, from 86% to 92%
- **In 2007, more than 23 million one-year old children did not receive a dose of measles vaccine through routine immunization services.** An estimated 15.2 million (65%) of these reside in 8 large countries: India (8.5 million children), Nigeria (2.0 million), China (1.0 million), Ethiopia (1.0 million), Indonesia (0.9 million), Pakistan (0.8 million), Democratic Republic of the Congo (0.6 million) and Bangladesh (0.5 million).
- **From 1998 through 2007, WHO's measles and rubella laboratory network (MRLN) expanded from less than 40 laboratories to 679 national and subnational laboratories serving 164 countries.**
- **Our work is far from over. An estimated 540 children die from measles each day.**