

The Measles & Rubella Partnership (M&RP) is a global initiative to lead and coordinate efforts to achieve a world without measles and rubella. Founded in 2001, the M&RP is led by the American Red Cross, the Bill & Melinda Gates Foundation, Gavi, the Vaccine Alliance, the United Nations Foundation, the U.S. Centers for Disease Control and Prevention, UNICEF and the World Health Organization. The M&RP aims to reach the measles and rubella elimination goals of the Immunization Agenda 2030 by supporting countries to raise coverage of measles, rubella and other vaccines; fund, plan, implement and monitor quality supplementary campaigns; investigate outbreaks and provide technical and financial support for effective outbreak response, propose and participate in solutions to strengthen immunization delivery; and support a global laboratory network for measles and rubella.

The Problem



Measles is a highly contagious virus, spread by contact with an infected person through coughing and sneezing. In 2000 measles was a top five cause of death of children under the age of 5 years, with 761,000 deaths annually.

- Measles has a 90% transmission rate; 9 out of 10 people will contract the disease if not immune.
- Complications from measles can include pneumonia, blindness, encephalitis, and diarrhea.
- Hundreds of children die everyday due to measles.

Rubella is generally a mild disease but can have serious consequences for pregnant women and their children.

- Pregnant women can pass rubella to their fetuses resulting in Congenital Rubella Syndrome (CRS).
- CRS often results in multiple birth defects including heart problems, deafness, and blindness.
- Thousands of babies are born with CRS each year — completely preventable by a safe vaccine.

The Solution



Since 2001 the M&RP has significantly reduced global measles and rubella mortality and morbidity.

- The M&RP has helped to vaccinate over 4 billion children in 88 countries.
- Global measles mortality has decreased by 83% since 2000 and global measles vaccine coverage administered through the routine immunization system has increased from 72% to 82%.
- An estimated 57 million deaths have been prevented by the M&RP's work.
- For \$2 dollars a child can be vaccinated against both measles and rubella. The average return on investment for measles vaccination is \$58 saved for every \$1 spent, making it one of the most cost-effective health interventions available.

The American Red Cross



As a founding member of the Measles & Rubella Partnership, the American Red Cross has helped to protect children around the world from these life threatening diseases through coordination of the partnership and access to volunteers and resources from the Red Cross Movement.

- We support social mobilization campaigns to increase demand for vaccines and to reach high-risk underserved populations.
- We partner with Red Cross/Red Crescent national societies to train and mobilize local volunteers to conduct house to house visits among their neighbors providing information on vaccination campaigns to caregivers and encouraging the vaccination of children.
- Populations in Red Cross supported areas have a better awareness of the campaign and the importance of vaccination.
- Since 2001, 145 campaigns in 47 countries have been directly supported by the American Red Cross with more than 90,000 volunteers mobilized.
- We have contributed over \$185 million towards campaigns and the purchase of vaccines and materials.

To learn more and stay informed about the progress of the Measles & Rubella Partnership campaigns visit: measlesrubellapartnership.org