

Even before the coronavirus pandemic upended all of our lives, measles cases surged to a 23-year high around the world. Now, because of global lockdowns or restricted access to health care services, immunization programs have been slowed or paused completely, putting millions of children at risk of disease and death because of missed vaccines.

While planning and implementing your Measles & Rubella Awareness Campaign or Vaccinate a Village Fundraiser it is important to consider the current COVID-19 response efforts and the topic of COVID-19 vaccination. ***Your Measles and Rubella Initiative Awareness Campaign or Vaccinate a Village Fundraiser should focus only on Measles and Rubella vaccination efforts.***

Please use the following information to help make your fundraiser or awareness campaign successful during this time. If you have questions or need additional support answering questions during your project, please email measles@redcross.org or youthinvolvement@redcross.org.

Reminder!

Please follow all [Red Cross social media guidelines](#) when planning and implementing your project.

Please use these approved COVID-19 Response Social Media Post Templates as additional resources.

- During 2020 an estimated 116 million children in 28 countries either were delayed in receiving or still have not received the measles vaccine due to the postponement of vaccination campaigns. We must quickly “catch up” to reach these children and ensure that they are protected against this preventable disease.
- COVID-19 has severely impacted routine immunization systems in countries around the world. Parents and caregivers have been hesitant to visit health centers due to fears of contracting COVID-19. As result, millions have children remain vulnerable to measles and rubella despite the availability of safe and effective vaccines.

Additional Measles and Rubella COVID-19 Response Information

- UNICEF and the World Health Organization (WHO) today issued an urgent call to action to avert major measles and polio epidemics as COVID-19 continues to disrupt immunization services worldwide, leaving millions of vulnerable children at heightened risk of preventable childhood diseases. More information about these efforts can be found here: <https://measlesrubellainitiative.org/measles-news/unicef-who-call-emergency-action-avert-major-measles-polio-epidemics/>