

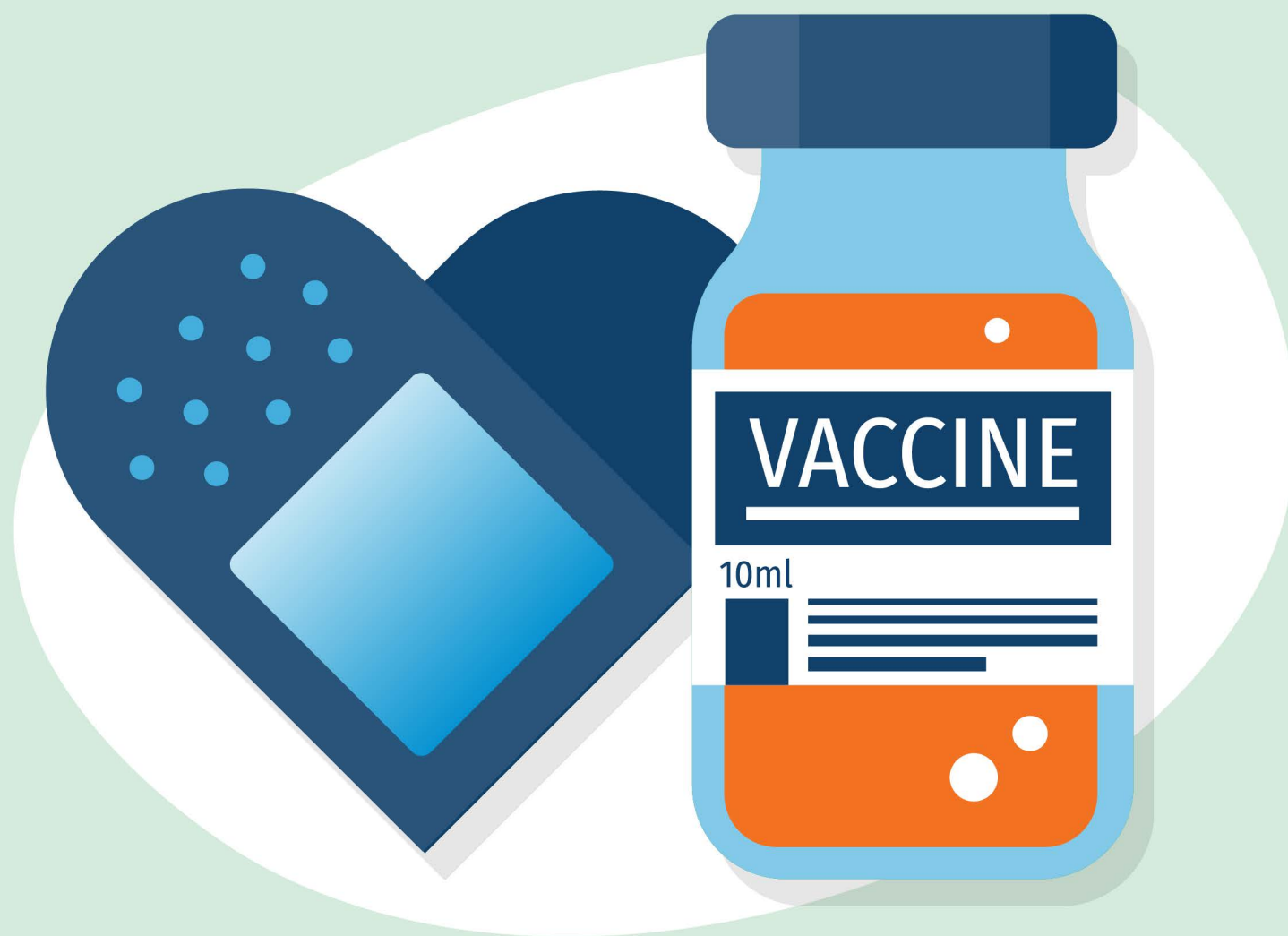
Attached you'll find educational materials on measles that can be used for your health communication/education needs.

- **Talking Points**, which can be used for media interviews, health education needs, public remarks, informing press releases and creating social media content, etc.
- **Social Media Graphics**, which you can add your logo to.
- **MDHHS "What to Know About Measles" Flyer**, which can be used for health education needs.
This is also available online: [What to Know About Measles flyer \(michigan.gov\)](#)

For further questions and support, contact MDHHS PHA Communications Liaison Sam Radecki at radeckis@michigan.gov.

MEASLES FACTS

Measles can be prevented with a safe and effective vaccine. This is your best defense. Get vaccinated if you are not already.



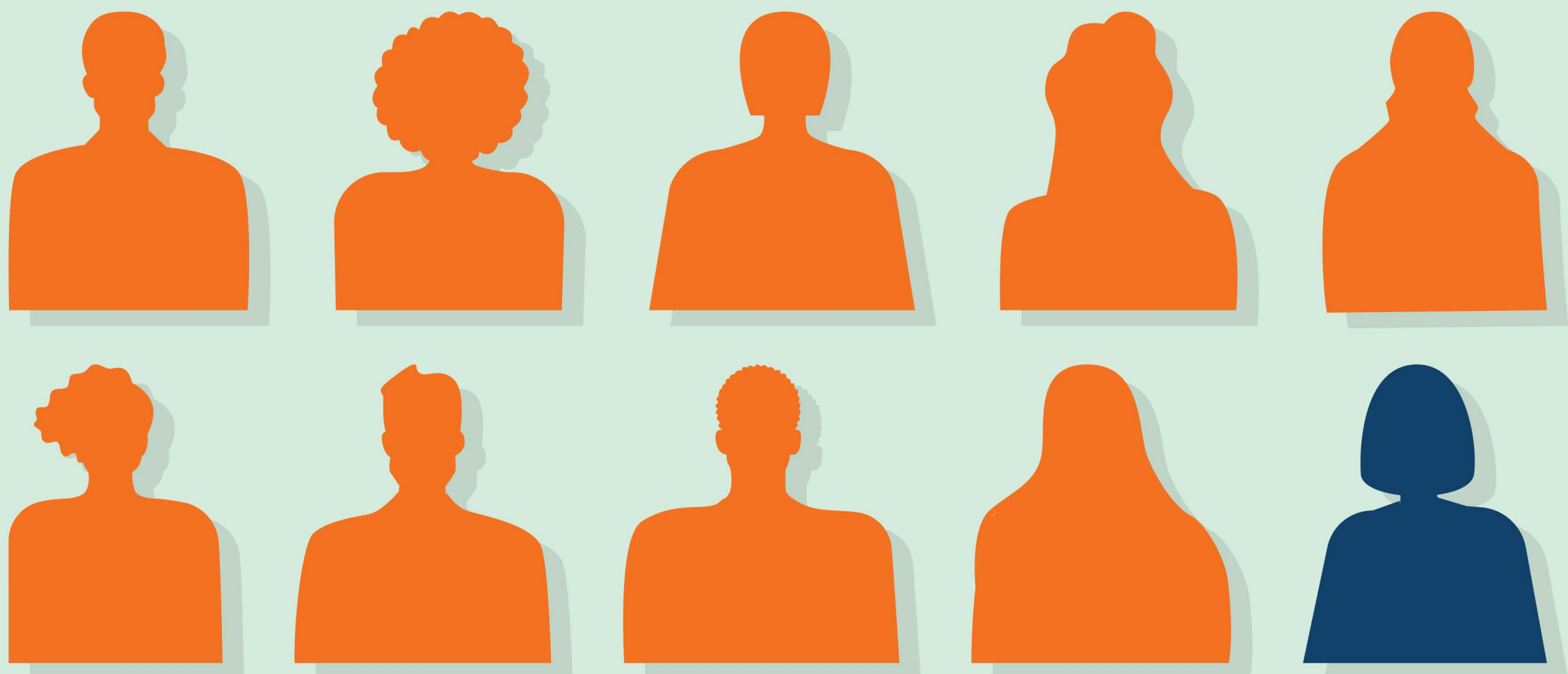
MEASLES FACTS

Measles is a **highly contagious virus** that can lead to hospitalizations and death especially in young children, older adults, pregnant people and those with weakened immune systems.



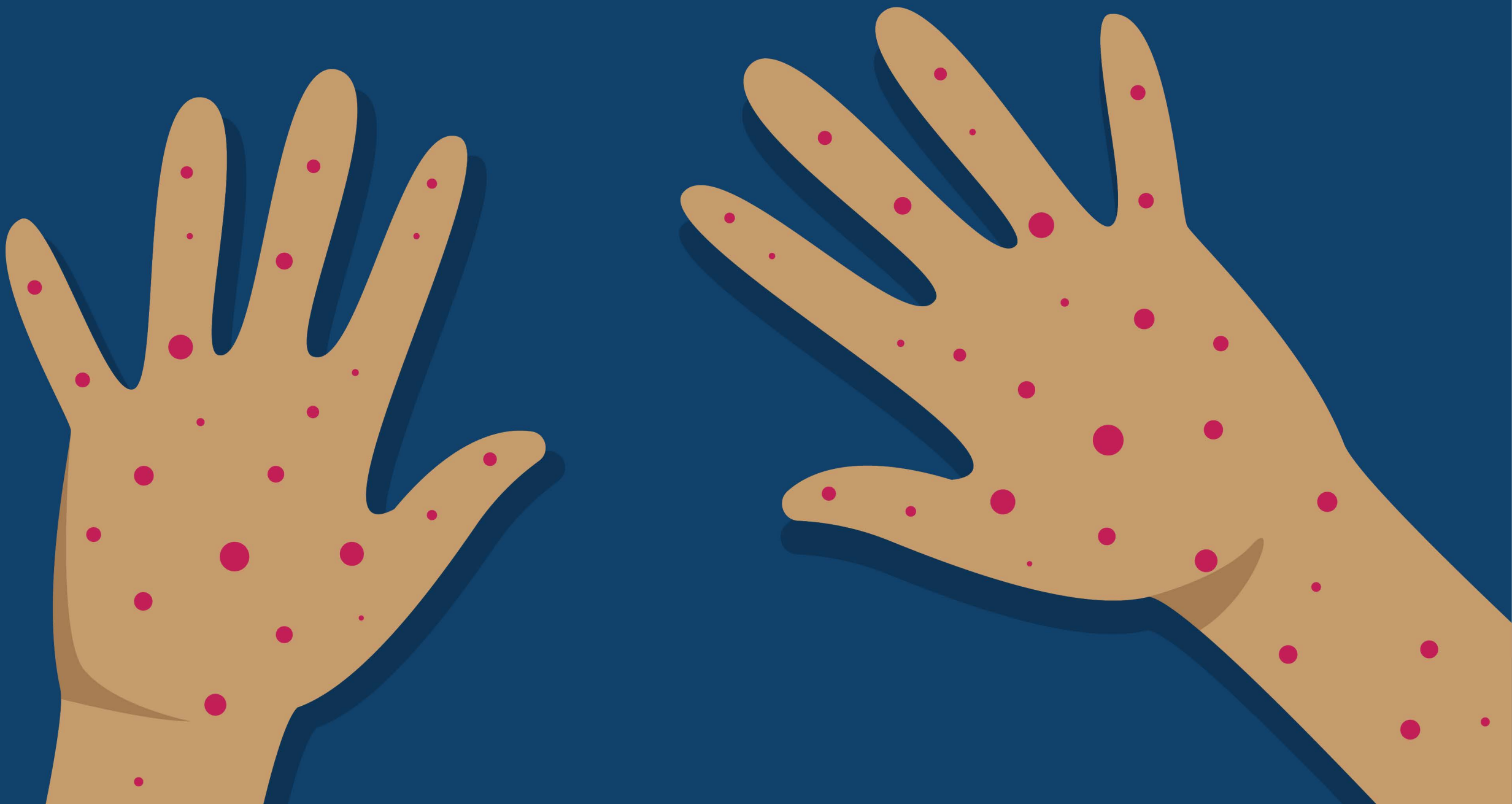
MEASLES FACTS

Up to **9 in 10 people** who lack immunity and are exposed to an infected person will become infected with measles.



MEASLES FACTS

136,000 lives were lost to measles worldwide in 2022, mostly children. Measles is preventable with just **2 doses** of vaccine.



Talking Points on Measles for Local Health Departments, May 2024

Messenger/Audience: For MDHHS and local health department leaders to use when communicating w/ the public on measles.

Top Line:

- Measles cases in the U.S. are frequently occurring in unvaccinated Americans who have traveled to other countries, who then bring measles back to the United States when they return home.
- As measles cases increase across the U.S., the risk of local exposure is becoming increasingly common in Michigan.

Background:

- As of May 3, 2024, there have been five [measles](#) cases reported in Michigan and more than [128 cases reported in the U.S.](#)
- While measles was declared [“eliminated”](#) in the U.S. in 2000, the [disease is still prevalent](#) in [many regions around the world](#).
- With modern travel, [measles can be just a plane ride away](#), and can be brought back to the United States.
- The current increase in domestic cases is associated with [international travel](#) – and measles exposures that can occur from those cases in communities more susceptible to measles, due to declining vaccination rates in the U.S.

Travel-Associations:

- Since measles is common in many [places abroad](#), a [U.S. international traveler](#) who is unvaccinated can unknowingly become infected while traveling and bring measles back to the U.S.
- If a secondary exposure occurs in a community that is underimmunized, the highly contagious disease can spread and potentially lead to a measles outbreak.

Concerns:

- Public health’s greatest concern is **sustained measles transmission** in the United States.
- In 2024, current vaccination rates **among children** are insufficient for preventing outbreaks (and they are declining).
- [About 1 in 5](#) unvaccinated people in the U.S. who get measles become hospitalized.
- Measles can cause serious complications, such as pneumonia, encephalitis and death.

Vaccinations:

- While measles is very contagious, it is also vaccine preventable. [Getting vaccinated](#) is the best way to protect individuals from illness and communities from outbreaks.
- Two doses of the MMR vaccine are about 97% effective at preventing measles and one dose is about 93% effective.
- [The Centers for Disease Control and Prevention](#) recommends children receive the first dose of MMR vaccine at 12 to 15 months old and the second dose at 4 to 6 years old.
- Infants travelling internationally are eligible to get their first dose of the MMR vaccine at just 6-months of age or older.

What to Know About Measles



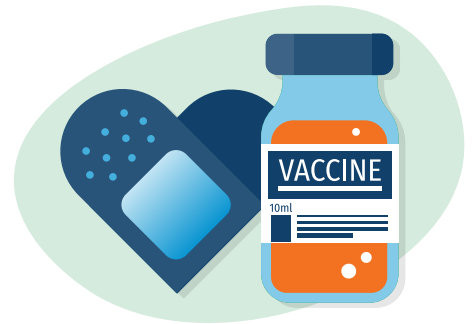
How Dangerous is Measles?

Measles is a highly contagious virus that can lead to hospitalizations and death especially in young children, older adults, pregnant people and those with weakened immune systems.

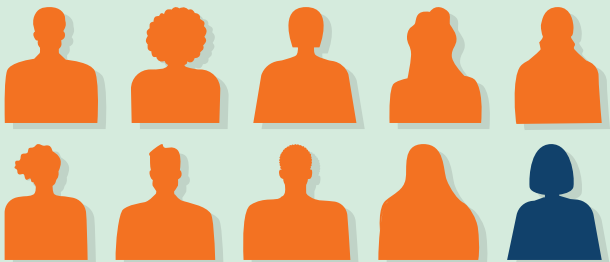
While measles was declared "eliminated" from the U.S. in 2000, measles is now back in the U.S. and cases are popping up in local communities.

Can Measles Be Prevented?

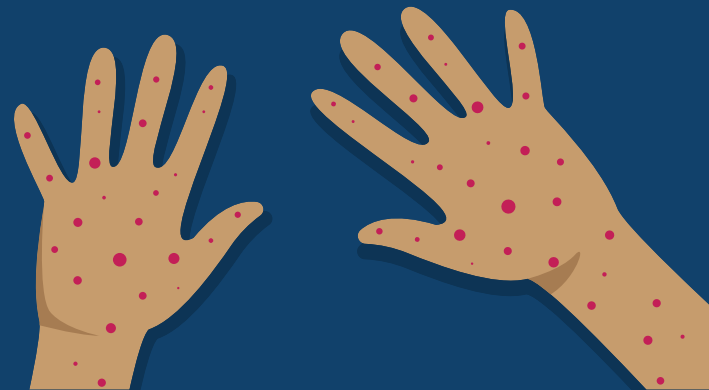
The good news is that **measles can be prevented with a safe and effective vaccine.** This is your best defense. Get vaccinated if you are not already.



Up to **9 in 10 people** who lack immunity and are exposed to an infected person will become infected with measles.



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How do I get vaccinated?

Talk with your health care provider or call your local health department. **Learn more at Michigan.gov/Measles.**