



Measles Is Back, But It Shouldn't Be

The National Foundation for Infectious Diseases (NFID) is working to raise awareness about the risks associated with measles and the importance of prevention through vaccination.

Through a public awareness campaign that includes an animated video and social media infographics, NFID is stressing that measles is highly contagious, potentially deadly, and easy to prevent with a vaccine that is safe and effective. The campaign urges at-risk individuals to get vaccinated with the MMR vaccine.

"Measles is the most infectious virus known," said NFID Vice President Patricia A. Stinchfield, RN, MS, CPNP, CIC, a pediatric nurse practitioner who has experienced three separate measles outbreaks during her 30-year career in Minnesota. "I have seen children die from this disease, and I want parents to know that this tragedy can easily be prevented through vaccination."

After the measles vaccine was developed in 1963, the disease became rare in the US. But, because of low vaccination rates in some communities, in 2019 the US has experienced the worst measles outbreak in decades, putting children and adults at risk for measles complications, which can include pneumonia, seizures, brain damage, and death.

According to the Centers for Disease Control and Prevention (CDC), measles is a highly infectious respiratory disease that can result in severe, sometimes permanent, complications, and even death. It is highly contagious and spreads easily by contact with an infected person through coughing and breathing. In fact, measles is so contagious that if an individual has measles, up to 9 out of 10 of their close contacts who are not immune will also become infected.

"By raising awareness about how serious measles can be, and how easy it is to prevent, we can save the lives of children and adults, and can prevent needless misery," said NFID Medical Director William Schaffner, MD.

Vaccination is the best way to help prevent the dangerous spread of measles in the US. We hope that you will air the enclosed public service announcement (:30 in English) as often as possible to encourage your listeners and/or viewers to talk to a healthcare professional about measles vaccination.

Thank you for your consideration. With your help, we can help prevent the spread of measles.

Sincerely,

William Schaffner, MD
NFID Medical Director

Marla Dalton, CAE
NFID Executive Director & CEO

About NFID

Founded in 1973, the National Foundation for Infectious Diseases (NFID) is a non-profit 501(c)(3) organization dedicated to educating the public and healthcare professionals about the burden, causes, prevention, diagnosis, and treatment of infectious diseases across the lifespan. Visit nfid.org/measles for more information.

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