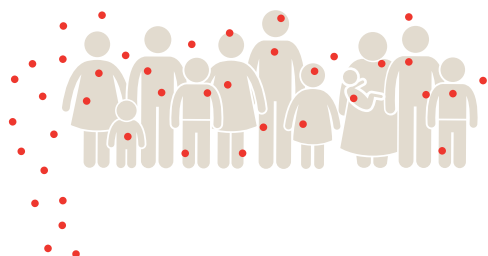


HERD IMMUNITY

Fighting measles is a **SHARED** responsibility

BEFORE VACCINES

Measles is one of the most contagious diseases affecting humans. Before vaccines were available, there was no way to stop the disease from spreading. Each time a community was exposed to the virus, nearly everyone who had not been infected before contracted the disease. Many suffered serious complications such as pneumonia, deafness or diarrhoea, and many died.



BUILDING THE HERD

Measles moves quickly. The higher the number of vulnerable individuals there are in a community, the higher each person's individual risk will be of contracting the disease. As more and more people are vaccinated, it becomes more difficult for the virus to find someone new to infect.



PROTECTION FOR ALL

Thanks to the measles vaccine, the number of measles cases in the WHO European Region has dropped by over 90% since the 1990s. But the virus still spreads wherever it can find enough people to infect. By stopping the chain of infection, vaccinated children and adults prevent the virus from potentially reaching babies too young to be vaccinated and people who cannot be vaccinated because of weakened or impaired immune systems. At least 95% immunization coverage is needed to achieve this 'herd immunity' protection for all.

✓
Herd immunity protects vulnerable children and adults who cannot be vaccinated.

Do your part to
#immunizeEurope!

#Vaccineswork to protect you and those around you

