

**MEASLES INITIATIVE
LETTER TO THE PUBLIC**

WINSTON-SALEM, May 13, 2008 - According to recent reports in the media, the rise in measles cases in the United States is largely due to parents who decided not to have their children vaccinated against measles. However, in many developing countries, parents don't have this choice.

Factors such as poverty, poor health infrastructure, and a lack of information mean that families cannot get the immunizations they need. As a result, measles is still one the leading killers of children worldwide.

Since 2001, the Measles Initiative has been working to change this situation. In collaboration with local ministries of health, the initiative has supported the vaccination of more than 500 million children in 50 countries. This has been a major contributor to the dramatic reduction in global measles deaths.

At the Northwest North Carolina Chapter, we are supporting these efforts by raising awareness and funds to prevent measles. Please visit our website at www.nwnc-redcross.org to learn more about our International Services program.

However, more needs to be done. Each day, more than 600 children die from measles. Until families everywhere have the opportunity to immunize their children against measles, children will be under threat, and, tragically, many more will get sick or die from this disease.

Sincerely,

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On behalf of the Measles Initiative, a partnership led by the American Red Cross, United Nations Foundation, Centers for Disease Control and Prevention, UNICEF and World Health Organization. For more information: www.measlesinitiative.org.