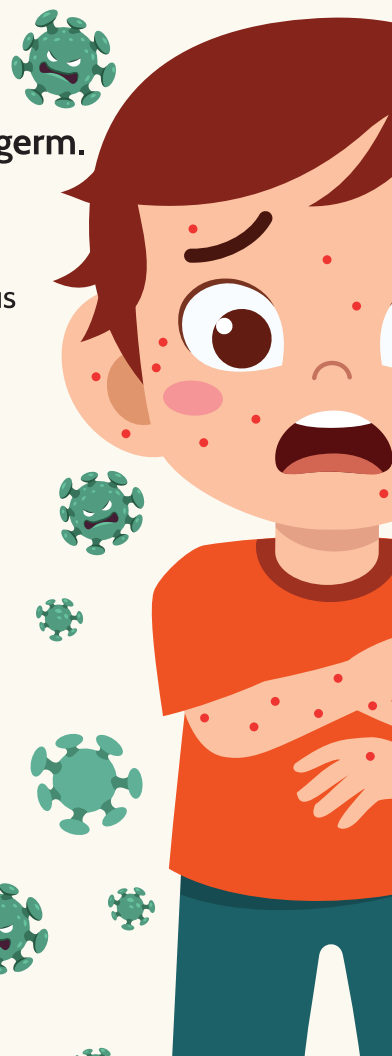


# TALKING ABOUT MEASLES:

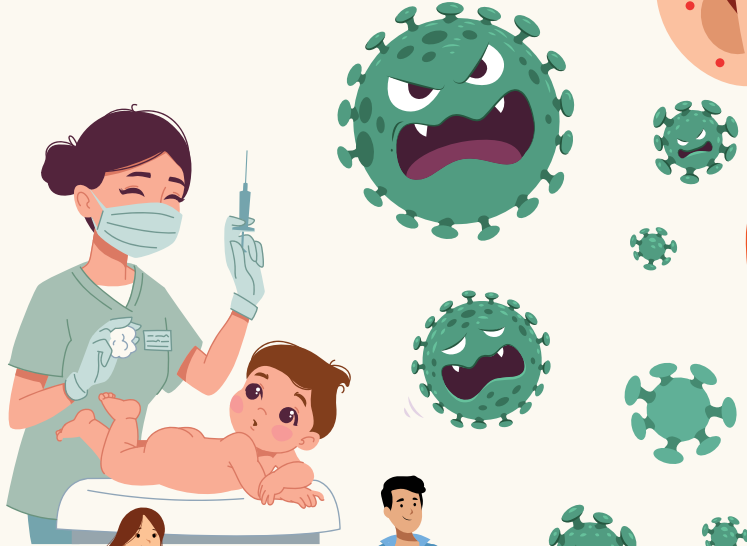
## HOW TO COMMUNICATE TO THE PUBLIC

### MEASLES IS IN CANADA

The virus is the most infectious known germ. Measles can seem like a cold in the beginning with red eyes, runny nose and cough, and then a rash. However, it is infectious before the rash appears and kids can get very sick with this virus



**Act early if you suspect measles!**  
If you suspect your child may have measles and you'd like them to be seen by a health care provider, call ahead. Special precautions are needed to care for your child and to prevent exposing others to the virus.



### MEASLES CAN BE STOPPED

Measles doesn't have to be scary. You CAN protect your child. Make sure your child is fully protected: check that they have two doses of measles protective vaccine.

Talk to your doctor to see whether your child (if younger than one year old) should be protected against measles with first dose, or (if traveling) should received a second dose.



### Speak up!

Share with your friends your decision to protect your child against measles, **how well** they have done with the vaccine and **how this vaccine protects** them and their communities



### MEASLES PROTECTION IS SAFE

The measles vaccine prevents serious illness, hospitalization, lifelong consequences from infection, and death

**Nine out of ten unprotected kids get measles if exposed.**

The virus impacts the brain and lungs (pneumonia) and can cause death in 1 in 300 infections.

**The vaccine protects against:**

- Measles encephalitis and permanent brain damage which occurs in one of every 1,000 infections.
- Degenerative brain disease can happen up to 10 years later, and occurs in one of every 1,000 infections.
- Measles infection causes "immune amnesia" or immune suppression: effectively erases the immune system's memory and protection from other diseases. This immune weakening can last weeks, and even years.

