

Measles & Rubella Initiative Annual Meeting Fundraising & Outreach Session



How do we communicate about the Measles & Rubella Initiative?

Why do our communications matter?



MEASLES & RUBELLA INITIATIVE A global partnership to stop measles & rubella

1.1 Billion Vaccinated since 2001

78% FEWER CHILD DEATHS because of measles vaccine

330 children still die of measles every day that's 14 every hour

13.8 Million deaths averted 2000 - 2012

1 in 5 child lives saved since 1990 due to measles vaccine

It costs about **\$1** to protect a child from both measles & rubella

MEASLES MOVES FAST WE MUST MOVE FASTER

Follow @measlesrubella www.measlesrubella.org

Logos: American Red Cross, CDC, UNITED NATIONS FOUNDATION, UNICEF, World Health Organization

1. Wash hands
2. Get vaccinated
3. Avoid contact with sick people
4. Stay home if sick
5. Avoid contact with sick people
6. Get vaccinated
7. Avoid contact with sick people
8. Stay home if sick

4 **REDUCE CHILD MORTALITY**

SINCE 1990
20% OF CHILD DEATHS AVERTED ARE DUE TO MEASLES VACCINATION.

#MDGMOMENTUM

330 children still die from measles every day

That's 14 every hour

it costs about **1 DOLLAR** to vaccinate a child against measles

#SPOTTED

MEASLES & RUBELLA INITIATIVE

Who do we communicate to?

- Community Organizations and General Public
- Donor Governments
- Private Sector
- High Net Worth Individuals

Your task...

Discuss and answer the following questions:

- 1) Define the audience – Who are we trying to reach? What do we want them to do?
- 2) How do we reach this audience? What are a few ideas for effective outreach?
- 3) Identify 1-2 concrete next steps for implementing one of these ideas.
- 4) Prioritize audiences (i.e., which audience is most important for the M&RI).

If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.

~Winston Churchill

Good words are worth much, and cost little.

~George Herbert

Group 1: Community Organizations

Leaders: Niki McMillan, Alan Janssen, Molly Kurnit

Aapore

Boonprasarn

Callis

Carter

Crabbe

Dathan

Dennis

Goldman

Guigui

Margules

Martinez Schmickrath

Miller

Mirza

Mondero

Moss

Patel

Petrofsky

Schluter

Sniadack

Snider

Sodha

Tessema

Yeshineh

Group 2: Donor Governments

Leaders: Robb Butler, Hayatee Hasan, Karen Mah

Andrus

Ayikanying

Badiane

Bakainaga

Beyene

Cochi

Goodson

Gupta

Hanson

Harper

Henkens

Hoekstra

Lange

Linkins

Mbabazi

Noe

Othepa

Reef

Routray

Ruberwantagaramba

Strebel

Tsega

Ward

Group 3: Private Sector

Leaders: Martha Rebour, Mariam Khan

Ahmed

Baker

Brooks

Cooper

Davis

Dodson

FALL

Fisher

Fitzsimmons

Gay

Glenn

Grabowsky

Haycock

Hill

Hongisto

Jadhav

Kaiser

Lkhagva

Pham

Schuchat

Shimp

Sundaram

Takashima

Weinstein

Zimmerman

Group 4: High Net Worth Individuals

Leaders: Cara Ciullo, Chelsea Hedquist

Banerjee

Bravo

Dagne Abebe

Emmel

Futransky

Garcia

Katz

Kingshott

Kretsinger

Leech

Leive

Mahoney

Matthews

Norma

Perry

Plotkin

Porterfield

Santos

Selanikio

Shefer

Shen

Steinglass

Sutton

Happy brainstorming!

