

Free Europe from **MEASLES AND RUBELLA**

Approximate number of cases in
the WHO European Region in 2013



Elimination in Europe is
critical for eliminating
these diseases worldwide.

measles
31 000

rubella
38 000

**What can
health care workers do?**

Recommend vaccination

Patients follow their health care providers' advice. Those who strongly recommend vaccination can overcome negative patient attitudes and double the rate of acceptance among hesitant patients.



Use every opportunity to vaccinate

9 out of 10 children needing a dose of measles-containing vaccine will not be vaccinated when they visit a medical facility for another reason.

