

MEASLES AND RUBELLA



+ Impact goal

Sustain **elimination** of transmission

+ Elimination target

Zero endemic cases of measles and rubella in ≥ 12 months in any defined geographical area

+ Programmatic targets

Achieve and sustain **$\geq 95\%$** coverage with two doses of measles–rubella and mumps vaccine (MMR1 and MMR2)

Achieve an annual notification rate of **≥ 2** suspected cases of measles and rubella per 100.000 population

Action steps to sustain elimination

Best buys

① Vaccinate to protect:

- Maintain $\geq 95\%$ MMR1 and MMR2 coverage through routine immunization
- Conduct follow-up measles and rubella campaigns if susceptibles exceed 80% of the most recent birth cohort
- Implement supplementary immunization activities in low-coverage areas, outbreaks, or high-risk groups (e.g., tourism personnel)

② Ensure sustainability:

- Integrate measles and rubella vaccination, surveillance, and case management into primary health care; and apply local measures to prevent spread after importation based on risk assessments

③ High-quality surveillance:

- Achieve $\geq 80\%$ in key indicators: adequate case investigation, adequate blood sample, timely sample arrival (≤ 5 days), and timely laboratory results (≤ 4 days)
- Enhance surveillance through active case-finding in health facilities, communities, and laboratories

④ Outbreak preparedness and response:

- Rapid response with case investigation, contact-tracing, vaccination of at-risk groups, case isolation with infection control, and targeted (ring or mass) vaccination

More information

· Pan American Health Organization. Regional Framework for the Monitoring and Re-Verification of Measles, Rubella, and Congenital Rubella Syndrome Elimination in the Americas. Washington, D.C.: PAHO; 2021. Available from: <https://iris.paho.org/handle/10665.2/55074>.

· Pan American Health Organization. Guidance on active case-finding for acute flaccid paralysis, measles, and rubella. Washington, D.C.: PAHO; 2025. Available from: <https://iris.paho.org/handle/10665.2/64596>.

· World Health Organization. Measles and rubella strategic framework: 2021–2030. Geneva: WHO; 2020. Available from: <https://iris.who.int/handle/10665/339801>.



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