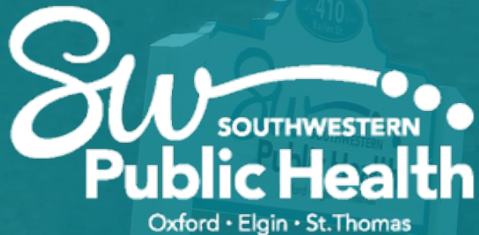


# Update on Measles in the Southwestern Public Health Region

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Dr. Ninh Tran  
Medical Officer of Health

May 20, 2025



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# Current situation

- 524 confirmed cases (between October 2024 and May 8, 2025)
- Predominantly affecting unvaccinated and school-aged children

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# Data & demographics

Vaccination status of all cases:

- Unimmunized – **85.4%**
- One dose – **3.1%**
- Two doses - **5.3%**
- Unknown - **6.2%**

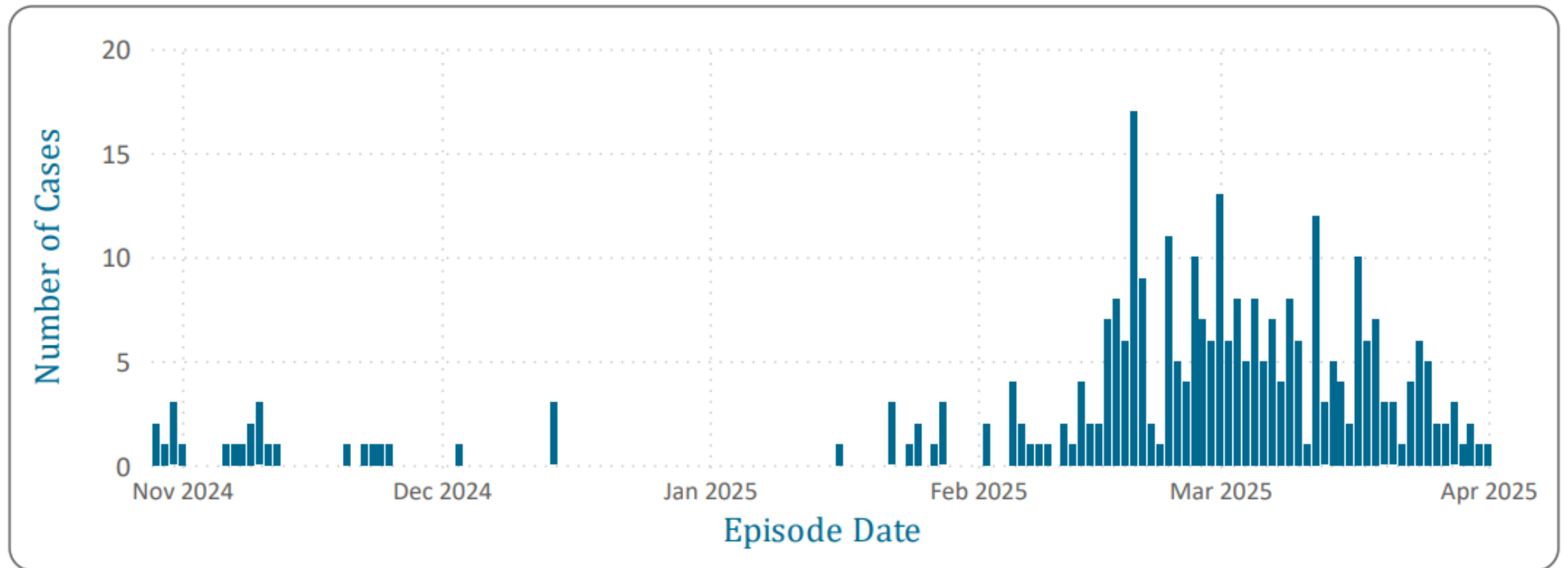
Most measles cases reported to SWPH continue to occur among:

- Individuals 18 years of age or under (75.4%)  
unimmunized (85.4%)





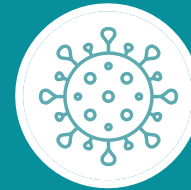
# SWPH measles outbreak curve



# Understanding measles



**Highly contagious: spreads through airborne respiratory droplets**



**Initial symptoms: fever, cough, runny nose, red eyes**



**Rash appears last**



**Infectious 4 days before and 4 days after rash**

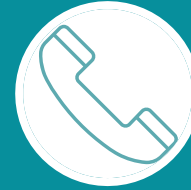
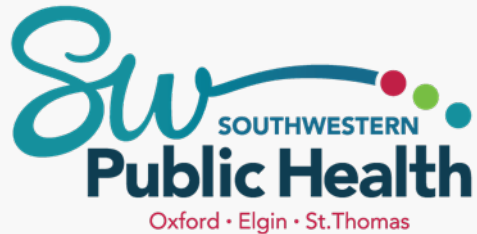
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# The role of public health

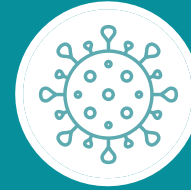
- Surveillance, contact tracing and case management
- Public notification and communication
- Vaccination and immunization
- Outbreak control measures
- Collaboration with schools, hospitals and partners



# Our response



**Targeted outreach and multi-language messaging**



**Enhanced vaccination strategy**



**Regular coordination with local and provincial health teams**



**Engagement with schools, hospitals, community partners**

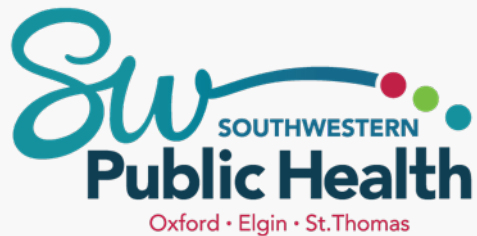
# Reaching priority populations

- Partnering with community organizations for direct outreach
- Multilingual materials and campaigns
- Working with cultural and faith groups, trusted leaders





# Community messages



**Get vaccinated**

**Check your immunization  
records**

**Watch for early symptoms**

**Stay home if sick**

**Seek medical advice if  
exposed**



# How you can help

**Share our messaging through your networks**

**Direct residents to SWPH for credible information**

**Reinforce the importance of immunization in community meetings**