



## ECDC seeks new ways to tackle measles problem in Europe

20 Apr 2012

To mark European Immunisation Week, 21-27 April, ECDC is gathering public health experts, behavioural specialists and social marketing professionals to find innovative ways on how to fight the spread of measles in Europe.

Dubbed the 'Free Thinkers' meeting, participants will be blogging live from the event. The blog entries will appear in the European Immunisation Week platform.

Measles has re-emerged in Europe. In 2011 alone, more than 30,000 measles cases were reported by EU Member States to ECDC, a more than four-fold increase compared to 2009.

ECDC is strongly committed to help EU Member States reach the 2015 measles elimination goal set by the World Health Organization. Eliminating measles is only possible if each Member State achieves at least 95% vaccination uptake with two doses in all population groups.

In addition the Agency is also jointly organising a meeting with the Standing Committee of European Doctors (CPME) on 'Prevention through Childhood Vaccination – Defining Doctors' Roles in the Stakeholder Debate' to be held on 4 May in Brussels.

During EIW, ECDC will also launch 'Communication on immunisation - building trust', a guide highlighting "the importance of trust and credibility for public health organisations in order to communicate effectively on immunisation" to EU Member States in planning and implementing communication initiatives on vaccination.

ECDC has produced a documentary with Euronews showing how measles has severely affected two families in France and Germany.

ECDC vaccine-preventable diseases experts will post blog entries on various issues and aspects such as the risks of immunisation versus disease and the role of health care workers in the EIW platform. The platform is hosted by WHO European Region and serves as the hub of information and activities on immunisation in Europe.

Follow us on Twitter: @ECDC\_EU and @ECDC\_MSprengrer

For more details on the activities, see these links:

[European Immunisation Week events](#)

[European Immunisation Week platform](#)

[Latest European monthly measles monitoring, March 2012](#)

