

Update on Measles in the Southwestern Public Health Region

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May 27, 2025



Current situation

- 664 confirmed cases (between October 2024 and May 20, 2025)
- Predominantly affecting unvaccinated and school-aged children

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:

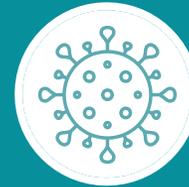
- Individuals 18 years of age or under (75.4%) unimmunized (85.4%)



Understanding measles



Highly contagious: spreads through airborne respiratory droplets



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



Rash appears last



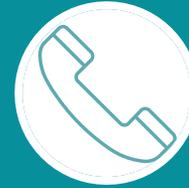
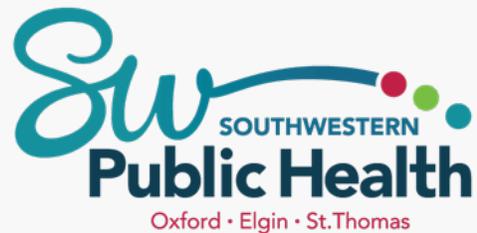
Infectious 4 days before and 4 days after rash

The role of public health

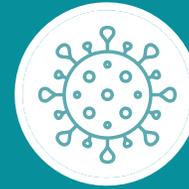
- Surveillance, contact tracing and case management
- Public notification and communication
- Vaccination and immunization
- Outbreak control measures
- Collaboration with schools, hospitals and partners



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