

Update on Measles in the Southwestern Public Health Region

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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:

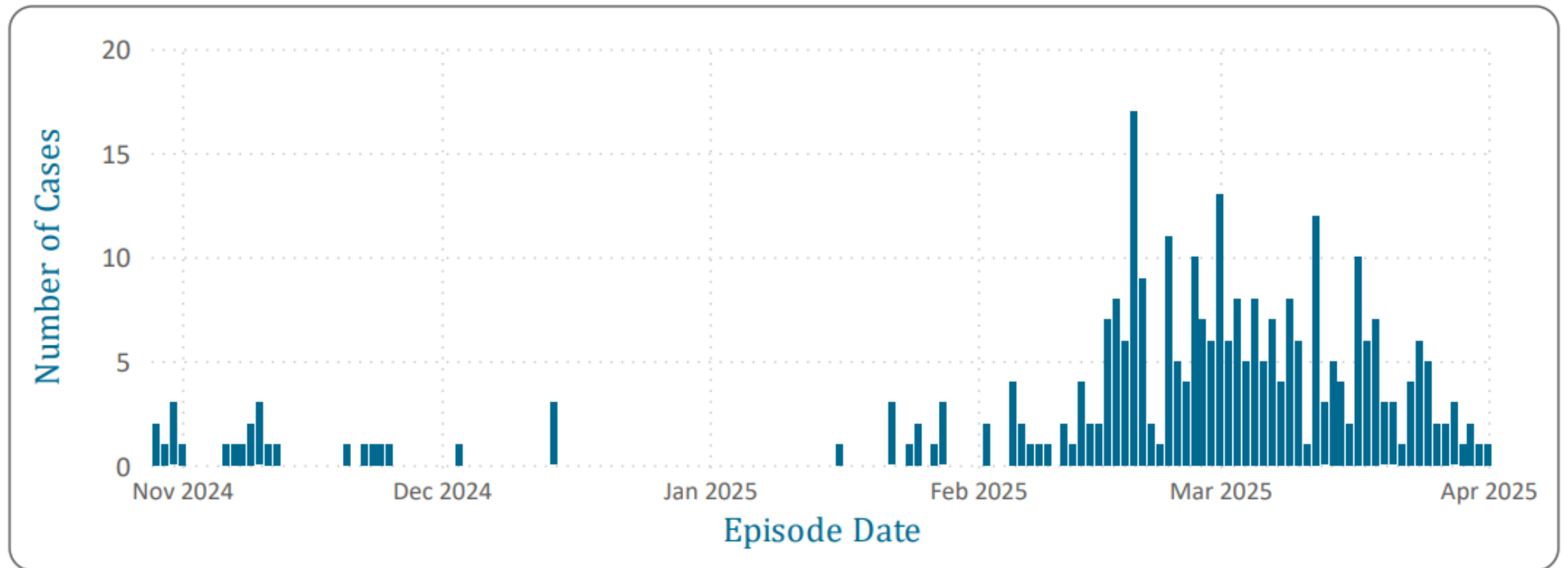
- Unimmunized – **85.4%**
- One dose – **3.1%**
- Two doses - **5.3%**
- Unknown - **6.2%**

Most measles cases reported to SWPH continue to occur among:

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



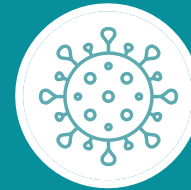
SWPH measles outbreak curve



Understanding measles



Highly contagious: spreads through airborne respiratory droplets



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



Rash appears last



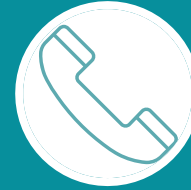
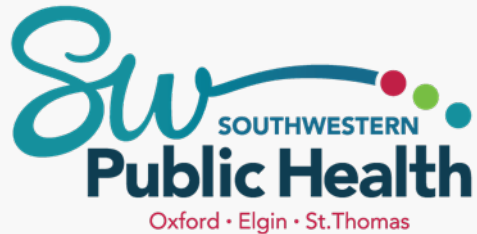
Infectious 4 days before and 4 days after rash

The role of public health

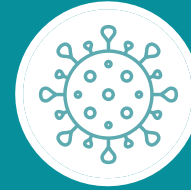
- Surveillance, contact tracing and case management
- Public notification and communication
- Vaccination and immunization
- Outbreak control measures
- Collaboration with schools, hospitals and partners



Our response



Targeted outreach and multi-language messaging



Enhanced vaccination strategy



Regular coordination with local and provincial health teams



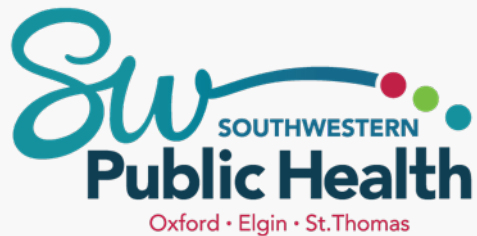
Engagement with schools, hospitals, community partners

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