

IVY+BEAN vs. THE MEASLES

Measles & Rubella Initiative & American Academy of Pediatrics

Over 300 children die from measles globally every day and 100,000 children are born with congenital rubella syndrome each year. In 2012, the AAP became a member of the Measles & Rubella Initiative (M&RI). The M&RI is a global partnership committed to ensuring that no child dies from measles or is born with congenital rubella syndrome. The founding partners of this Initiative are the American Red Cross, United Nations Foundation, U.S. Centers for Disease Control and Prevention, UNICEF, and World Health Organization. The Initiative supports vaccination campaigns worldwide and continues to lead the efforts in global measles and rubella elimination. Having the AAP as a partner has not only helped to raise the profile of the M&RI but has provided the partnership with a perspective of pediatric leaders.

The Campaign

The AAP has collaborated with the M&RI along with other stakeholders to launch an education campaign that emphasizes the value of childhood immunization generally and measles vaccination more specifically. The campaign features beloved children's book characters Ivy + Bean as they discover why getting vaccinated is so important! The *Ivy + Bean vs. The Measles* campaign is made possible with the support of the AAP, Chronicle Books, and the M&RI. The AAP will make available posters and other educational tools for pediatricians to use in office while other partners such as the American Red Cross will use materials during a fundraising campaign with their chapters.

The Materials

Posters, activity cards, stickers, and temporary tattoos are available for a limited time to AAP members. The double-sided posters are great for exam and waiting rooms. The remaining materials are ideal for children in the waiting room and those who deserve a prize after visiting their favorite pediatrician!

How Pediatricians Can Use the Materials

We recommend using the materials in your office or where you see patients. Allow children to work on the activity cards while waiting to see you or offer them as a take-home activity. Use the tattoos and stickers as prizes for children after receiving their own vaccines. Hang the posters so parents and children can read through the scenes and learn about Ivy + Bean's adventures in vaccinations.

To order your resources, visit:

<http://www2.aap.org/international/immunization/IvyAndBean/>

For more information or for questions, please email us

GlobalVaccines@aap.org



