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Acclaimed illustrator Sophie Blackall joins the fight to abolish measles¹

NEW YORK, United States of America, 19 October 2012 - Acclaimed illustrator Sophie Blackall has designed a series of posters for the Measles and Rubella Initiative².

The posters are part of a worldwide campaign that aims to reduce measles deaths by 95 per cent by 2015. They are based on a trip Ms. Blackall recently took to the Democratic Republic of the Congo.

5 Measles is entirely preventable. It costs about US\$1 to vaccinate a child. Yet, worldwide, about 380 children die every day from measles-related complications.

10 In the Democratic Republic of the Congo, Ms. Blackall says, “we met dozens of families who have been affected by measles and who’d lost children. Even one chief of a village – his daughter had died just a few days before we went to meet with him, and that really brought it home dramatically.”

Ms. Blackall says she hopes her posters, which illustrate the many steps of the vaccination process, will help people engage in the campaign to abolish the disease.

By Chris Niles

Taken from the UNICEF website : http://www.unicef.org/immunization/index_66218.html

A W.H.O. POSTER³



measles : *la rougeole*

² Measles and Rubella Initiative: an awareness campaign to encourage vaccination in countries where these diseases are a big health risk

³ Smallpox : *variole*

Sum up this article and explain the main ideas using your scientific knowledge