

**TIME Global Health Summit
Press Conference: Measles Initiative
Partners to Make Major Funding
Announcement
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[START RECORDING]

James Kelly: Good morning. I'm Jim Kelly. I'm the editor of *TIME* Magazine, and I'm honored to be hosting today's press conference about the measles initiative. As the editor of *TIME*, I put out a magazine that tries to educate and inform people about the problems, like measles and other diseases. But it's these folks behind me who actually come up with the money and implement the plan to eradicate a disease like measles.

It is my honor to introduce Steven Carr, of the American Red Cross.

Steven Carr: Thank you, Jim. Good morning. On behalf of the American Red Cross, and its Measles Initiative partners you see here today, welcome. You will hear from each of the partners today about the impact the Measles Initiative is having in Africa, and how ongoing support pledged today will keep our mission of saving lives going strong.

My name is Steve Carr, and I am member of the American Red Cross Board of Governors. I am pleased to join you today. Marsha Evans, our



President and CEO, wishes she could be here, but with the many disaster relief efforts globally, she could not join us. Please join me now as we watch a brief message from her.

[VIDEO]

Marsha Evans: Good morning to all of you. I wanted to much to be with you today, but I know you can appreciate the demands this hurricane season have placed on the American Red Cross. Let me take this opportunity to thank all of you for your continued support every step of the way.

This Summit, however, is about the health of children and families around the world. The American Red Cross is proud to be a part of the Measles Initiative and to collaborate with our fine colleagues you see here today. The American Red Cross mission is to save lives, whether from natural disasters, famine or infectious diseases. I truly believe that with the Measles Initiative, we are doing just that.

The Measles Initiative was created in 2001 to reduce measles deaths in Africa by vaccinating



200 million children over five years. The Initiative has saved more than one million young lives. Our great partners in the UN Foundation, WHO, UNICEF and CDC, agree that even one life lost to a disease, preventable with a vaccine that has been around for more than 40 years, is too much.

You will hear about our great successes from our partners here today. You will also hear about how our supporters continue to help us reach children around the world with our life-saving work. The Measles Initiative Partnership is unique. Each of us has a particular role to ensure that each child at risk for measles in Africa has an opportunity to be vaccinated. The Measles Initiative has been able to provide vaccinations for less than a dollar per child.

In a world where things are not perfect, we are under budget, exceeding our targets, and are ahead of schedule. For us, the bottom line is, lives are being saved. The American Red Cross and its Measles Initiative partners thank you for being here today. And thanks so much for giving me this opportunity to join you. Have a very successful



Summit.

[END VIDEO]

Steven Carr: As you heard Marty say, partnership and support have been key in the Measles Initiative success. One of our long time supporters, Becton Dickinson, since the Measles Initiative was formed, Becton Dickinson has supported our efforts. Their mission to help all people live healthy lives matches perfectly with our mission of saving lives.

Please join me in welcoming Mr. Ed Ludwig, BD Chairman, President and Chief Executive Officer.

Edward J. Ludwig: Good morning, and thank you, Steve. It's a great honor for me to represent the 25,000 associates of BD around the world who really make it possible to be part of this great alliance. Our relationship with the American Red Cross, as Steve just said, goes back many decades, well before this Initiative, and will go forward many decades, I'm proud to say, as well. It includes a wide collaboration, which includes disaster relief



efforts and health care campaigns.

As a global leader in immunization and safe injections - and I hope you stop by and see some of our products outside that we're working with - these reuse prevention devices that are used in these campaigns are essential in the fight against measles and many other diseases. BD pioneered auto-disable devices for use in childhood immunization programs to help prevent inappropriate reuse of disposable syringes in needles.

Very importantly, we also have people in expertise which we're making available to assist in immunization campaigns and the training of health care professionals around the world. And again, as Steve said, in 2000, we were early to make a commitment to support the Measles Initiative because we believe in the mission. And as Steve said, our purpose of helping people live healthy lives is closely aligned with this mission.

We've seen results over the last five years, and we're committed to doing even more going forward. On behalf of our associates, I'm very proud to announce our expanded commitment to this



campaign. Our \$1.7 million commitment includes cash contributions, product donations, training and education, and additional support. Because safe injection is critical to achieving the Initiative's goals, BD will train healthcare workers on safe injection techniques, provide voluntary support from our injection safety team for annual immunization campaigns, and sponsor an American Red Cross youth leader who will help mobilize awareness of the campaigns.

We will also contribute up to 10,000 needle and syringe hub cutters. These cutters are portable, disposable, point-of-use devices that offer a simple convenient solution for medical sharps waste disposal in emerging markets. Finally, we will contribute in advertising and in-kind printing.

I'd like to make special thanks, again, to the BD associates who are here today, and to Mark Grabowski at the Red Cross; Dr. Mark Grabowski, who was key in getting this started and keeping it going. So working hand-in-hand with the Red Cross, we know we are able to make a real impact on



preventable disease. I'd like to commend the Red Cross and all of our partners here today. It's a great example of what we can do and what we will continue to do. Working together, we will make a difference now and in the future.

Now, I'd like to turn the microphone back over to Steve Carr. Thank you very much.

Steven Carr: Thank you, Ed. BD truly is a wonderful partner. I thank you for your added support. Now, we'd like to hear from Dr. Kim, of WHO.

Dr. Jim Yong Kim: Thank you very much. I'm here today representing Dr. Jong-wook Lee, the Director General of the World Health Organization. As many of you know, in March of this year, WHO and UNICEF announced that countries are on target to halve deaths for measles, based on results from Africa. Between 1999 and 2003, there was a 46% drop in measles deaths, from 519,000 deaths, to 282 in 2003.

We've done the calculations, and in early 2006, we'll announce the official numbers for 2004.



But I'm very happy to be able to tell you that the drop between 1999 and 2004 is in fact 60%. So things are moving at pace.

As we heard mentioned, between 1999 and 2005, more than 200 million children in Africa have been vaccinated through supplementary immunization activities, and over one million deaths have been averted. This is a remarkable achievement, and it's due to improvements in both routine and supplementary immunization activities.

Let me just make some comments on why Africa is so important. Give us the trend in the world, because out of the 45 high burden countries that represent 95% of all cases, 31 of those 45 countries are in Africa. Also, like all the best health interventions, the success story of the Measles Initiative goes beyond just the lives saved. Vaccinators are bringing other life-saving services, such as insecticide-treated bed nets for malaria prevention, vitamin A supplements, and de-worming tablets.

The empty measles wards in Africa are closing and freeing up valuable resources for other



critical health interventions to save lives. And an example, of course, is the response of the HIV epidemic, of which I am the head at WHO. This is a major public health achievement, and it's the result of hard work and dedication of the affected governments, but all of the partners, especially in the Measles Initiative.

Progress in saving these lives is a major contributor to the millennium development target. The Measles Initiative has already been invaluable in providing financial and technical assistance, and in strengthening advocacy, political and social commitment in the fight against measles. WHO looks forward to continuing and extending this work together with the partners.

I'd like to now introduce Dr. Stephen Blount of the United States Centers for Disease Control.

Dr. Stephen Blount: Jim, thank you very much. Good morning. I'm Dr. Stephen Blount, from the Centers for Disease Control. I bring greetings from our Director, Dr. Julie Gerberding.



As you've heard, this is one of the true public health success stories of modern times. The Measles Initiative, as Jim has mentioned, has achieved an enormous amount in just the last five years. Measles vaccination is a critical health intervention for young children. But these children are also vulnerable to other diseases, such as malaria, which kills an estimated 800,000 African children each year, as well as other conditions.

One of the great benefits of an immunization campaign, such as the measles campaigns, is access to a nation's mothers and children. In the course of one or two weeks of a measles campaign, health workers have contact with nearly all of the mothers and children, age nine months to 15 years.

In a major step forward over the last few years, more and more countries are taking advantage of this unique opportunity to access mothers and children. Ministries of Health are moving from implementing vertical, single-disease programs that target just one condition to implementing integrated child health programs that deliver additional life-



saving interventions to this vulnerable age group.

Integrated campaigns that target the prevention of a number of diseases at one time save money; they appeal to clients; they are very attractive to families and communities that have many sometimes competing health conditions. With the support of the Measles Initiative, the West African country of Togo held for the first time, in December 2004, an integrated campaign that provided measles vaccinations, as well as bed nets to prevent malaria infection. This was a major step forward, and the benefits are already being seen in that country.

Successes like this don't go unnoticed, and other countries are following suit in 2006. Integrated campaigns are planned in at least nine countries, including Kenya, Ghana, Angola, and Indonesia. Benin is planning such a campaign later this year. As these and other countries implement these integrated campaigns, we have no doubt that we will see further reductions in measles cases and deaths from malaria, as well.

Thank you very much. Let me introduce Mr.



Comment [MSOffice1]: Name correct? Can't find it on participants' list

Bo Stinson, of the Global Alliance for Vaccines and Immunizations.

Dr. Bo Stinson: Thank you, Dr. Blount. I am delighted to be here today as a representative of the Global Alliance for Vaccines and Immunizations. History demonstrates that immunization is one of the most cost-effective public health interventions. Already today, we can prevent 26 diseases through immunization, and within a few years that will certainly be more.

But the world is not fair. Poor countries use fewer vaccines and reach fewer children with our current vaccines. Like the Measles Initiative, GAVI was established to change that. A new study out of the Harvard School of Public Health shows that the impact of immunization is greater than what we have thought before. The study published in the current edition of the *Journal of World Economics* determined that previous measurements of the benefits of immunization have generally underestimated their economic value.

The study has looked at the impact of



immunization on cognitive development, educational attainment, labor productivity and savings. When a child is protected from illness, she learns better and grows up to be more productive. Thus, the immunization of children is not only the compassionate and right thing to do, it's the smart thing to do.

The Measles Initiative is a tremendous success story. It is therefore a particular pleasure for me to participate in today's event to show our strong support of the Initiative. GAVI works hand-in-hand with the Measles Initiative to support countries to strengthen their immunization systems and extend the benefits of immunization to all children. Nothing can be more important than that.

And I'm now happy to turn it over to Mr. Ted Turner, of the UN Foundation. Thank you.

R.E. "Ted" Turner: Thank you. It's a real honor and privilege to be here today representing the UN Foundation, which since its inception and the inception of this program, has already put \$35



million into the Measles Initiative. And I'm happy to be able to announce today that the UN Foundation is making a further commitment of \$20 million over the next four years to measles eradication.

We, along with everybody else at the conference here, believe that this is one of the most efficient uses of dollars, because this is a disease that can be combated with a minimal amount of money and an immunization program. And so we are proud and happy to be part of this important, important effort.

And now, it is my pleasure to introduce Ann Veneman, who is the Director of UNICEF. Thank you.

Ann M. Veneman: Thank you very much, Ted Turner, for all that you do on behalf of development and humanitarianism around the world. And a special thanks to the UN Foundation's generous contribution to fight measles over the next four years. It is a major vote of confidence in the effectiveness of this partnership.

It is a pleasure to help celebrate such good news, a 60% reduction in deaths for measles in



just four years among African children. That means that last year alone, more than 250,000 African children were saved from a painful, unnecessary death. Millions more have been protected from other devastating effects, including brain damage, immune deficiency, and chronic malnutrition. This puts us ahead of the schedule to meet the UNICEF/WHO target to reduce measles deaths by half by the year 2005.

Efforts to eliminate measles must be viewed as part of much broader commitment to children, such as the Millennium Development Goal's target to significantly reduce overall child mortality by the year 2015. There is still much work to do to achieve that, as well as the other goals. The Measles Initiative provides an excellent opportunity to make additional life saving gains against the disease that remains a major threat.

Every day, measles kills more than an estimated 1,000 children, deaths that are preventable and needless. While the Measles Initiative includes all of Africa, its success must be replicated in Asia, which accounts for the greatest number of children who die from measles.



In February, the Initiative and the government of Bangladesh will launch the largest ever measles campaign, aiming to reach more than 35 million children.

I just last night returned from Northern Pakistan, where they continue to suffer in the wake of the earthquake. I visited a tent clinic, providing immunizations for children who are living in temporary shelters, including the measles vaccination, which is viewed as a major priority in the area. But this fight is about more than a single disease.

Measles campaigns are becoming a vital pipeline for the delivery of integrated services into hard to reach communities, including insecticide-treated bed nets to protect against malaria, vitamin A, and de-worming tablets. The Measles Initiative is also providing funds and training to local health workers as they battle child illness and death in their communities.

By continuing to scale up and broaden these integrated approaches, even more lives can be saved, and suffering avoided for the world's children.



It is now my pleasure to turn it back to Mr. Steve Case[sic]. Thank you all very much.

Steven Carr: Thank you, Ann. This is truly an ongoing success story. The Measles Initiative partners, with Sheri Lansing and especially invited celebrity guests, will host a media tour to Benin, Africa during its measles vaccination campaign this December. The Benin campaign will mark the culmination and success of the Initiative's original five year goal in Africa, reducing measles deaths by vaccinating 200 million children, saving 1.2 million lives.

If you are interested in attending, there is information in your press kits, or please see me. Thank you.

James Kelly: Thank you, Mr. Carr. I'm here to take questions. I'm not going to answer them myself, but I'm going to moderate any questions. Plus I think we have some people listening in on the phones, so we may get some questions from them, as well.



Male Speaker: -- pretty thin in terms of data. Are you folks going to be able to put out more in terms of the actual numbers and what the reductions have been in a timely fashion today?

Male Speaker: The official launch of the report, giving the actual numbers, is January 2006. Unfortunately, we have to confirm and go through a process of confirming numbers with countries so that everyone agrees that these are the numbers. But the ones that we have now show that we're going to reach 60%. I apologize for not being able to give it to you today. But they will be out in January.

Male Speaker: What we've got right now is a headline with no data. It's a problem.

Male Speaker: The only thing I can tell you is that what we have officially is the 2003 number, and the 2004 number will be in January.

Dr. Mark Grabowski: If I could respond to that, as well. The first three-year data were published in



Lancet two months ago, under Otten, et al. And it's the first three years data comprehensively published in *Lancet*. I'm Dr. Mark Grabowski, with the American Red Cross.

Male Speaker: Perhaps later you can tell this gentleman exactly what that data is. Any other questions?

Mike Hutman(sp): Mike Hutman, CNBC. How much of the \$20 million will go toward a vaccine specifically, and is there a specific vaccine, for example, the new Pro Quad(sp)?

Male Speaker: We've been pleased that for the last 40 years, we've had a highly effective vaccine. The challenge in Africa and elsewhere is to apply what we know. We're always trying to advance our knowledge, but the current vaccine is highly effective. This extraordinary contribution from the UN Foundation will allow us to make the vaccine that currently is so effective more widely available, and to target additional interventions, such as



insecticide-treated bed nets.

Male Speaker: Does that answer your question?

Mike Hutman(sp): No.

Male Speaker: More questions?

Female Speaker: There was a lot of talk about integrated campaigns. Is there an effort to coordinate sanitation, water, and hygiene efforts with those campaigns to make sure that these children who are getting treated don't get sick again just from drinking the contaminated water, not knowing to hand wash?

Female Speaker: Integrated programs are a very important part of not only the immunization campaigns, but overall efforts on behalf of children. We are working hard now through some pilot programs - we know that integrated health care interventions, the whole range of immunizations, starting with the pregnant mother, through the



infant, through the child, is a very effective thing to do. But it is also critical that we include clean water and sanitation. We're working hard to get clean water and sanitation in the communities where these interventions are taking place.

In addition, clean water and sanitation are critical ingredients in a school program. To try to get kids in school, it's important that you include clean water and sanitation, as well. As I said earlier, this is one of the issues. I just got back from Pakistan last night. The water and sanitation issues are those that are among the top priorities to address to keep children from getting sick as we enter the winter months there.

Male Speaker: Any more questions?

Larry Fine: Larry Fine, from Reuters. You mentioned that in Asia, we're seeing the highest mortality rate currently for measles, I believe. Is there a specific game plan in place for expanding the program into Asia?



Male Speaker: Two things. I think individual countries are making this commitment. I think it was mentioned here that Bangladesh will be establishing a major campaign in the next year. And various regions of the world are adopting substantially controlled measles as a priority. I think this is the case in the Western Pacific region where this commitment has been made of the countries in the Western Pacific, as well as countries in Europe, as well.

So the success in Africa has inspired and emboldened countries and regions to do this across the world, including in the area in Asia where the disease burden is the greatest.

Male Speaker: I want to thank you very much for coming today. Thank you.

[END RECORDING]