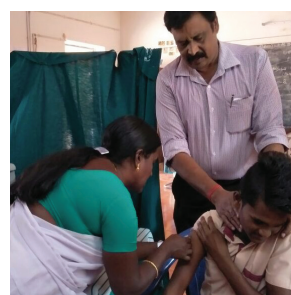


90% of  
unvaccinated  
people exposed  
to measles  
become ill<sup>1</sup>



Humanitarian  
Efforts

## VOLUNTEERS AND VACCINES



An unthinkable number of children dies each day from measles, many in India. In fact, India has the fifth highest number of measles cases worldwide<sup>2</sup>.

Seeing their country ravaged by the disease, Lions

throughout India embarked on a two-year campaign to stem the wrath of measles and rubella (MR). Their goal? Assist with the government's country-wide MR initiatives by vaccinating 410 million youth. Integral to their plan was grant funding from Lions Clubs International Foundation (LCIF), empowering Lions to execute a pervasive social mobilization strategy.

"LCIF has  
helped keep  
our children  
healthy."

"Volunteering in our communities is how we reach and educate people," said one Lion in Tamil Nadu. "We met with school administrators and parents to share the importance of MR vaccination." In similar efforts nationwide, Lions went door to door, school to school, community to community, to educate and share news of upcoming vaccination events. They also posted flyers and on social media, ran newspaper and radio ads, and spoke at events. "Many parents don't vaccinate because they don't know the shot exists or how dangerous measles is. Education is vital for a positive outcome. LCIF has helped keep our children healthy."



Lions Clubs International  
**FOUNDATION**



# A Vulnerable Population Targeted

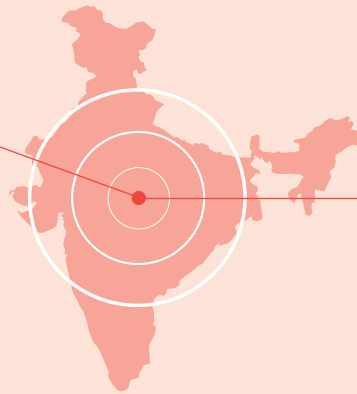
## 95.

Of measles-related deaths worldwide, that's the percentage that occurs in countries with low per-capita incomes and weak health infrastructures<sup>3</sup>. Sadly, the disease – often causing severe pneumonia, brain damage, and death – is still common in many developing countries.

### 2.3 MILLION

infants in India unvaccinated against measles

2nd-highest rate globally in 2018<sup>4</sup>



### #5

India's ranking among countries with highest incidence of measles

19,474 cases<sup>5</sup>

THAT'S INDIA. GLOBALLY, THE SITUATION LOOKS LIKE THIS:



### 6 million

people are affected by measles each year<sup>6</sup>

### 10,000 babies+

are born with Congenital Rubella Syndrome annually<sup>7</sup>

Measles is a leading cause of death in children under 5<sup>8</sup>



## LCIF AND LIONS

### Funding Service, Delivering Solutions

Every year measles infects more than six million people, and every day 300 people perish because of the disease, for which a safe and effective vaccine exists<sup>9</sup>. Fortunately, numbers have declined due to strengthening routine immunization services and mass vaccination campaigns, like those made possible with funding from LCIF.

With support from LCIF, Lions will continue to be there, delivering healthier futures around the world.

[lcif.org/humanitarian](http://lcif.org/humanitarian)

### US\$83 MILLION+

mobilized by LCIF for measles and rubella efforts

SOURCES/NOTE: <sup>1,6,7,9</sup>Measles & Rubella Initiative; <sup>2,3,5,8</sup>World Health Organization; <sup>4</sup>Centers for Disease Control and Prevention; grant limits subject to change



Lions Clubs International  
FOUNDATION

LCIF is the grant-making body empowering Lions to create greater impact in their communities and around the world. The vast majority of funding LCIF receives is from Lions; one hundred percent of every donation supports Lions service through LCIF grants and programs.

Humanitarian efforts is just one cause area supported by LCIF and *Campaign 100: LCIF Empowering Service*. With financial support from Lions and clubs worldwide, Campaign 100 is empowering Lions to increase service impact in vision, youth, disaster relief, and humanitarian efforts; fight the global epidemic of diabetes; and make important progress in expanded cause areas of childhood cancer, hunger, and the environment.

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BY SUPPORTING YOUR  
FOUNDATION**

[lionsclubs.org/donate](http://lionsclubs.org/donate)