

BROADCAST- Stopping a preventable outbreak: Vaccination is key to ending a resurgence of measles

ANCHOR LEAD-IN:

An OSF HealthCare advanced practice provider specializing in pediatrics is issuing a warning – if you haven't vaccinated your child or yourself, you are putting yourself at risk as measles cases are surging in pockets across the country.

VO or Radio Package:

Dana DeShon (duh-SHON) is very concerned that vaccine hesitancy will bring measles back as a public health crisis. The number of measles cases has already soared past the number in all of 2024.

DeShon stresses the *only* solution to stop the spread of the most contagious vaccine-preventable disease is vaccination.

"How are we going to stop this? It is not vitamin A. Vitamin A is not going to stop the measles outbreak. We need vaccinations. That is what is going to stop the outbreak that we are seeing, not just in west Texas, but all over in these pockets we're seeing in the United States right now." (:18)

The Kaiser Family Foundation says measles vaccination rates in most U.S. states [have fallen](#) below the 95% threshold scientists consider necessary for so called 'herd immunity' to control the disease, and those rates have continued to drop.