



Measles Initiative

A Service-Learning Project
American Red Cross of Central Maryland*

Students, community groups, and organizations are INVITED to participate in an exciting service-learning project that benefits children at serious risk of contracting measles. By donating much-needed money and spreading awareness about this problem, you will help children overseas fight off the dreaded disease of measles, giving them the precious gift of life.

Each year measles, a disease that all Americans are protected against, annihilates one million children across the world. One-half of those children who die from this preventable disease live in Africa. The Measles Initiative is a long-term commitment to control measles deaths in Africa. With the donation of one dollar, a child may be vaccinated, and a life may be saved. Just think, with the amount of money you could use to buy a soda, you could save a life.

- **WHO? You! Students, community members – anyone can help!**
- **WHAT? Raising funds to give measles vaccines for kids overseas.**
- **WHEN? Applicable throughout entire year**
- **WHERE? In area schools, community groups, and organizations.**
- **WHY? Raise awareness to fight measles.**
- **HOW? Start reading this packet to learn more.**



Why participate in the measles initiative?

The measles initiative main goal is to raise awareness and help fight measles. There is a large educational component about measles and how the Red Cross and its partner organizations are fighting the disease. This initiative also provides the opportunity to affect change on a worldwide level to save lives. Raising awareness is crucial because measles is the number one leading cause of preventable death in Africa.

Basic steps STUDENTS can take to initiate this project in schools or groups:

- 1) Delegate 2-3 leaders for the measles project.
- 2) Recruit students who would be interested in presenting this information to your school/group.
- 3) Brainstorm ideas for running the Measles Initiative in your school/group
- 4) Make Red Cross aware of your plans and start preparing.
- 5) Send funds and success stories to American Red Cross at 4800 Mt. Hope Drive Baltimore, MD 21215 ATTN: Youth Services.
- 6) Pat yourself on the back, thank everyone who participated, and tell the Red Cross about your accomplishments.

* The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disasters and help people prevent, prepare for, and respond to emergencies. This project is in support of the Fundamental Principles of the International Red Cross and Red Crescent Movement—humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Basic Steps TEACHERS can take to educate their students about global issues:

You can make a difference in the lives of the children overseas by teaching your students about the impact of disease in third-world countries as well as educating them about the specific countries where most of the money raised will be sent, such as Liberia, Ethiopia, Chad and Mali. Measles Initiative creates a perfect opportunity for teachers to incorporate "international affairs" into daily lesson plans.

- 1) Read this packet and look for the *Guiding Questions* and activities for different subject areas that connect the Measles Initiative to Maryland's content standards.
- 2) Log yourself and your students onto the National webpage of the American Red Cross: www.redcross.org to find up-to-date information about international crises and ARC international response and involvement.



**Always remember to send information to your local Red Cross
about your plans and accomplishments!**

youth@arc-cmc.org

Measles Projects for Schools/ Student Groups

(Sample Activities for one-day events)

“Race to Eradicate”

Organize a race involving groups, schools, and community members. Involve local sponsors, advertise within the community, and recruit friends and families to participate in a race.

Sporting Events

Use sporting events to raise awareness, focus on school spirit, and make use of competitions between schools. Use scoreboards to increase awareness, use catch phrases like “How can you say no? Save a kid for a dollar.” If an event charges admission prices, you may want to raise the price as your fundraiser.

Love Match

Charge kids a dollar for personality sheets that will tell them with whom they are compatible in their school. Go to data-match.com for more information.

Poetry Night

Host a poetry evening when students will read their own poetry. Sell tickets to the event. You may also want to consider selling art as a fundraiser during the evening.

Lotteries and Prizes

Contact local businesses who will donate prizes. Sell tickets for a dollar a piece for each entry. Whoever wins, gets the prize(s).

Host a flea market

Ask students and parents to donate items they no longer want, or sell table space in a parking lot or large indoor area.

Have a Penny War

A great way to foster class spirit! Come up with a reward for the class who has the most positive points at the end of the Penny War. Designate one jar for each class to collect coins. Pennies equal 1 positive point. Nickels equal 5 negative points. Classes try to put as many nickels (negative points) in the other class' jars. Whichever class has the most positive points at the end of the designated time, wins the reward.

Host a bake sale

Have parents and student volunteers bring in homemade baked goods. Have the sale in a public area or during an event like 'Back to School night'.

Hold a car wash

Make large posters and hold the event in an area with a lot of vehicle traffic.

Dance Concerts

Have sponsors, charge admission.

Measles Projects for Community Groups (Sample activities for one-day events)

International Day

Plan a day filled with multicultural activities and food and a kick off for Measles fundraising campaigns in schools.

Spaghetti Dinner

Organize a spaghetti dinner fundraiser with proceeds going to the Measles Initiative.

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“Race to Eradicate”

Organize a race involving groups, schools, and community members. Involve local sponsors, advertise within the community, and recruit friends and families to participate in a race. (Interesting race ideas could include a raft race, a race in high heels, or a 5K run)

Host a flea market

Ask students and parents to donate items they no longer want, or sell table space in a parking lot or large indoor area as a fundraiser.



Guiding Questions & Activities For Teachers

American Red Cross of Central Maryland

In your learning, you may wish to study a particular country or region where the Red Cross will use the money that you raise to help thousands of civilians in danger of contracting measles. The following questions were created with that in mind. The Red Cross will save lives all over the world through vaccinations with your help, but the following countries are the ones that will be especially targeted through this mission:

- | | | | |
|---------------|-------------|--------------|-----------------------------------|
| ●Nigeria | ●Liberia | ●Ethiopia | ●Cote d’Ivoire |
| ●Chad | ●Mali | ●Zambia | ●Democratic Republic of the Congo |
| ●Burkina Faso | ●Madagascar | ●West Africa | ●Angola |

Art

- ◆ What forms of art are most common (pictures, sculpture, woodcarving etc.) in the country? Why these?
- ◆ What are the most popular themes of artwork?
- ◆ How do the art works reflect the culture and traditions of the country?
- ◆ Bring a sample (or show a picture) of artwork from the country. Discuss the artwork in terms of elements of art and principles of design.
- ◆ What are the emblems of the Red Cross? What do they mean?

Biology/ Ecology/Geography

- ◆ Where is the country located?
- ◆ What is the climate in the region? How does it affect the ability of people to grow crops and/or raise animals?
- ◆ What kinds of plants grow there? What kinds of animals are found there? Why are these plants and animals there?
- ◆ Compare the country to your community. How are the natural environments of these two places similar and different?
- ◆ What major waterways (rivers, lakes, seas, etc.) are in the country’s region?
- ◆ What are the different types of ecosystems found there?
- ◆ How does the natural environment impact the people in these areas?
- ◆ What are the concerns or environmental issues in this area? Why are these issues of concern?
- ◆ How have natural disasters impacted the ecology of the region?
- ◆ What are the symptoms of measles and what are the ways that it can be prevented?
- ◆ Where are measles most common?
- ◆ Can measles spread? How? What systems of the body do they attack?
- ◆ What is a vaccine and how can it help fight measles and other infectious diseases? (polio, hepatitis, meningitis)
- ◆ In how many countries does the Red Cross (American or International) assist people?

Cultural Studies

- ◆ What holidays are celebrated in the country?
- ◆ Is there a dominant religion? Are there other religions present? If so, what are they?

- ◆ What special customs observed for marriages, births, funerals, and other important occasions? Why are these rituals observed?
- ◆ What are the effects of measles on families and community relationships?
- ◆ What is the size of an average family?
- ◆ What is the average population in these countries? Why?
- ◆ What are the big cities in the country? How did this area become urbanized?
- ◆ Do the majority of people live in the cities, suburbs, or rural areas? Why did they congregate in these areas?
- ◆ Do you think Red Cross societies are identical in all countries of the world? Why do some differences occur?

Foreign Language

- ◆ What language(s) do people speak in this country? How did this language become the dominant one?
- ◆ What kinds and how many dialects are spoken in this region?
- ◆ What foreign languages do people from the country learn?
- ◆ Write a letter in French to children in Burkina Faso.

Health/Physical Education

- ◆ What are some major health concerns in the country?
- ◆ What are some of the major causes of disease in the region? Why?
- ◆ How is measles spread through a community? What are the correlations between disease and economy?
- ◆ What assistance can residents of the country get when they are ill? Compare this to medical assistance in the United States.
- ◆ How have natural disasters affected the health of people in this region?
- ◆ Is physical education compulsory in schools? Do you think it should be compulsory? Why or why not?
- ◆ What kinds of sports are commonly played in schools? Compare this to the sports played in American schools.
- ◆ What sports are not popular among the people of the country? Explain your answer.
- ◆ How is the American Red Cross involved in health awareness? Why is this important?
- ◆ What is the role of the American Red Cross in responding to the health concerns of the most vulnerable people in the country (local/international)?
- ◆ What are the common symptoms of measles? How can measles be prevented? How do measles effect the body?
- ◆ What are the chances of dying for a person contracted with measles?
- ◆ What are some possible results after contracting measles?

Language Arts

- ◆ What types of stories are told in the country? How do they reflect beliefs of the people? What were the main themes of the stories/songs?
- ◆ Discuss the oral traditions of the country.
- ◆ How did the modern culture and media affect oral traditions of this region?
- ◆ Who are the premier authors in this country? What genre is most popular?
- ◆ How do the stories told or written reflect the culture/politics of the nation?

Mathematics

- ◆ Is math education available to all people in this part of the world? Why or why not?
- ◆ How does the inability to get math education limit one's opportunities?
- ◆ Do math tasks (calculations, charts, graphs, etc.) related to the size of the country, it's population, literacy rates, or other demographic information.
- ◆ Conduct a research on the statistics of measles. Do pie graphs to see how many can afford to be vaccinated? How many citizens are vaccinated?
- ◆ Analyze how many children can be saved by the money you raised through measles awareness?

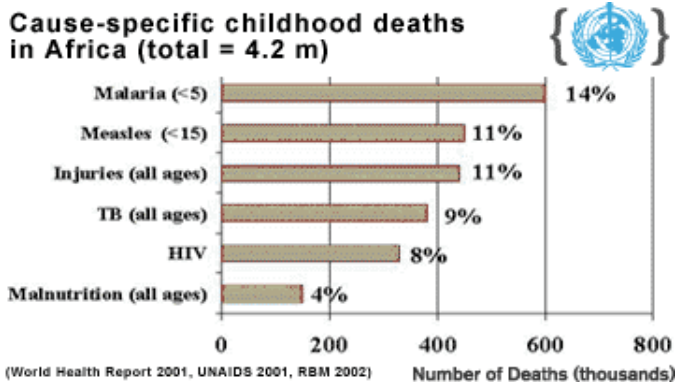
Music

- ◆ What style of music is popular in the country? What are their most common instruments?
- ◆ What is the main style of music younger people listen to? What do older people listen to?
- ◆ Who are the famous musicians from this region?
- ◆ Play a sample of music for the class.

Social Studies

- ◆ Where is the country located?
- ◆ What type/form of government do they have? What system?
- ◆ What are the major employment areas?
- ◆ What is the name of their currency? How stable is its value? Why?
- ◆ What kinds of trade are found inside and outside the country? With which countries do they trade?
- ◆ Is the economy of the country prosperous? Explain your answer.

- ◆ Discuss economic trends there. How is economy affected by disaster?
- ◆ What natural resources significantly affect the development of economy in this part of the world? How?
- ◆ Were there any important political uprisings? What were the outcomes? Are political uprisings frequent in this area?
- ◆ Are there a lot of freedoms and opportunities in the country? Does the government protect freedoms? Is the government able to establish and preserve the order?
- ◆ Is there poverty in this region? Why do you think so? What causes it?
- ◆ Is the country affected by war or armed conflict? What is the role of the Red Cross in responding to the needs of the people who were struck by adversity?
- ◆ When was the first case of measles discovered? By whom?
- ◆ When was the vaccine developed? Made legal? First used?
- ◆ Who developed this vaccine?
- ◆ Who are the most vulnerable groups of the country? How do the basic principles of International Humanitarian Law (humanity, impartiality, neutrality, etc.) help to provide protection to these groups?



Service-Learning Best Practices Project Guide Measles Initiative American Red Cross of Central Maryland



This project can be a great service-learning experience for your group. Service-learning is a method of experiential education that links academic learning with student service that benefits the community. The Maryland Student Service Alliance, in partnership with the American Red Cross and Governor’s Office on Service and Volunteerism, offers the following project guide to help you prepare for, carry out, and reflect on this project. This project guide follows Maryland’s Seven Best Practices for Service-Learning in an effort to help you craft a meaningful, academically and globally relevant, and engaging project.

1. Meet a recognized community need

Explore with students what educational need(s) the project will meet. For more information on measles, visit www.redcross-cmd.org and <http://www.measlesinitiative.org/>

2. Achieve curricular objectives through service-learning

Examine your course or team goals, outcomes, and indicators to identify ways to integrate the project into classroom lessons. The Guiding Questions and Activities handout can get you started.

- ◆ Does this connect to geography or science outcomes?
- ◆ Could you connect the collection activity to math indicators?

- ◆ Could you have students engage in reading, writing or researching about the project in language arts or social studies?

3. *Reflect throughout service-learning experience*

Assist students to engage in creative and meaningful reflection strategies by creating a video or photo documentary of the project, creating artwork or poetry to express what they have learned through the project and how they felt about it, or reading articles and stories related to the topic and discussing them. Hold classroom discussions on the project periodically to reflect. Reflection questions could include:

- ◆ How will this project impact the lives of the victims of measles?
 - ◆ Do we have an obligation to help others who are in need?
 - ◆ What are you learning through this project?
 - ◆ Imagine that you have survived a human disaster and someone from far away tried to help you...
- Refer to the Reflection Ideas for additional possibilities.

4. *Develop student responsibility*

As an adult sponsor of this project, your role should be to help students discover how to organize and execute the project. Encourage students to be creative and take leadership and ownership of the project. You might consider having students' form various committees to work on different parts of the project. For example, they could conduct outreach to the community to collect donations from citizens and businesses.

5. *Establish community partnerships*

Work with students to identify partners, in addition to the American Red Cross, who could provide information or resources for the project. Maybe a missionary from a hospital would be willing to act as a guest speaker. Students could also solicit local businesses for donations.

6. *Plan ahead for service-learning*

Review your curriculum to look for possible links to this project. Peruse the Guiding Questions and Activities resource to stimulate your thinking of how to link the project to your curriculum.

Visit our website <http://www.redcross-cmd.org/> for more details on the project.

7. *Equip students with knowledge and skills*

Students need to be prepared to engage in the project in two ways:

- ◆ Students should spend time exploring the concepts of citizenship, civic duty, and responsibility. Students should be aware that the project they are about to engage in is a service-learning project that will address a very real global-community need while helping students develop academic and personal knowledge and skills at the same time.
- ◆ Students should develop an understanding and appreciation of the country they are studying (refer to Guiding Questions and Activities for assistance), disaster, international relief, as well as teamwork and project execution skills.

Reflection Ideas

Measles Initiative

American Red Cross of Central Maryland

The following questions can be used for reflecting on the project. You can also adapt them to fit other service-learning projects.

- ◆ Why do the measles victims need vaccines? Why do some people and countries have less than others do?
- ◆ What are my fears, doubts, or judgments about the measles and victim of measles? What are my judgments about people who have less – and more than – I have?
- ◆ How are the measles victims helping us/me by placing that money into good use? How does helping them help me?
- ◆ Under what conditions am I willing to receive? How might it feel to receive a vaccine for a disease prevalent at that period?
- ◆ Do I believe that one form of service is superior to another? Are there better ways to help victims of measles? Do I think it is worthwhile to help others?
- ◆ What are my/our motivations for helping African children through this project?
- ◆ What would I change to make measles initiative a better service-learning experience? Would I be involved in this kind of a service-learning project again in the future? Why or why not?

Frequently Asked Questions

Q: Why is American Red Cross concerned about measles?

A: The American Red Cross charter (1905) says:

"The purpose of this corporation shall be to carry on a system of national and international relief in mitigating the suffering caused by pestilence, famine, fire, flood and other great national calamities, and to devise and carry on measures for preventing the same."

The World Disaster Report for 2000, published by the International Federation of the Red Cross, reported that while 100,000 people in Africa died of disasters and 200,000 die of famine, 13 million died of infectious diseases. Measles is the single leading cause of death due to infectious disease in Africa and is the leading vaccine-preventable cause of children's death in the world. Before introduction of the measles vaccine in 1962, essentially all children acquired measles and about 5% died from it. Measles can be particularly devastating during famines and to refugees and other displaced persons. With effective routine and mass vaccination programs, the Western Hemisphere has essentially eliminated measles cases and deaths. In Africa, there are 200 million children at risk for measles and only about half of these have access to routine vaccination services. Annually, Africa has an estimated 12 million cases and 450,000 measles deaths. African children are particularly susceptible due to poor health conditions and difficult living situations. In the 36 measles endemic African countries, one in every 100 susceptible children dies from measles.

Q: What is the Measles Initiative?

A: The Measles Initiative is a long-term commitment to control measles deaths in Africa by vaccinating 200 million children through both mass and follow-up campaigns in up to 36 Sub-Saharan African countries. By the year 2005, it is estimated that 1.2 million deaths will have been prevented, bringing measles deaths in Africa to near zero. This goal is achievable but will require sustained effort to increase awareness, build capacity, and raise the necessary funds. The Measles Initiative includes

partners from domestic and international organizations committed to reducing measles mortality. To harness this interest, the American Red Cross hosted the "Meeting for Measles Advocacy" in Washington, D.C. in January 2001 to bring the partners together, and to formulate a strategy to turn their commitment into action. Most leading international public health agencies attended. One of the most significant results of the meeting was the formation of the US-based Measles Partnership, a group that pledged to work together in partnership to significantly reduce measles mortality, and to advocate for sufficient funding and human resources to achieve that goal.

The partnership has three main funding partners - the American Red Cross, the United Nations Foundation (UNF) and the Centers for Disease Control and Prevention (CDC). Other partners include the United Nations Children's Fund (UNICEF), the World Health Organization (WHO), and the International Federation of Red Cross/Red Crescent Societies. The partners coordinate regularly on strategies, planning and field operations. The list of partners is expected to grow.

Initially, the Measles Partnership is focusing its efforts on controlling measles deaths in Africa, but hopes to take its mission worldwide in the future.

Q: What does measles look like?

A: Children usually do not die directly of measles, but from the complications which attack their already weak immune systems in the days following. Measles attacks the body, inside and out. It is similar to HIV in the sense that when it knocks down the immune system, the child becomes susceptible to the myriad of diseases festering in poor living conditions. While the typical red spots of a measles rash in America may signal a mild disease, that same rash becomes a severe attack on all of an African child's skin surfaces including the gut, cornea and lungs. The direct damage caused by measles can be high fever, peeling of the skin, and encephalitis leading to brain damage. The complications from measles are even more severe and can include blindness, severe diarrhea, malnutrition, and pneumonia. Measles is just one more assault on already unhealthy bodies.

Q: How will eliminating measles from Africa help children suffering from other diseases?

A: Since health resources for children are typically quite poor in Africa, diseases 'compete' for these limited resources. So, when there are measles campaigns, measles wards empty and don't fill up again, and beds open up for children suffering from other diseases including HIV and AIDS. The Initiative effectively increases hospital capacity to treat more kids. Statistics show that after measles campaigns, within three weeks, hospital bed capacity increases 10-15%, due to the decrease in measles cases. Also, since thousands of volunteers are recruited during measles campaigns, these same volunteers help provide education and social mobilization for other diseases. After measles campaigns are complete, the same successful process and strategies can be instituted for other diseases.

Q: How do you know how many lives were saved/deaths averted based on the number of children vaccinated?

A: The World Health Organization makes estimates about the number of deaths present in any country for most causes, including measles. After measles campaigns, disease surveillance in the country provides an estimate of the decrease in deaths due to measles. Usually, this is a 100% decrease. Thus, the deaths prevented in the year following the campaign are equal to the number of deaths that WHO estimated to have occurred in the year of the campaign. Also, the impact of a particular campaign lasts for three or four years (until the next campaign). Thus, each year following the campaign, as long as in-country surveillance shows there to be a low level of cases, the 'lives saved/deaths prevented' number is equal to the WHO estimates of deaths in the absence of campaigns.

Q: What are the roles of the five core Measles Initiative partners?

A: Each partner has several specific interests and competencies. For example, WHO develops programmatic policies, and provides field staff and operational support. UNICEF handles logistics such as vaccine purchase and delivery, as well as field staff. The CDC supports operations research, disease surveillance, and program evaluation, and also funds professional staff in Africa. The Canadian government has a longstanding commitment for measles funding to UNICEF and WHO, and also provides vitamin A wherever it is needed. African Ministries of Health implement in-country activities and will provide in-kind contributions in the first year.

The American Red Cross' contributions include coordination, advocacy, and fundraising. A particular contribution of the Red Cross International Movement is social mobilization. Social mobilization is led by local Red Cross volunteers and is a grass roots community effort to educate and motivate African mothers and caretakers to bring their children to be vaccinated.

Partners recognize that the American Red Cross involvement is required to: 1) create and sustain a coalition of leading public health agencies 2) attract substantial financial and technical resources to the coalition 3) assure involvement of national Red Cross/Red Crescent societies and 4) integrate measles with other initiatives. Without American Red Cross, the partnership would have the difficult task of identifying a prestigious private-sector partner that also has community-level operations in Africa.

Q: What are American Red Cross' funding priorities?

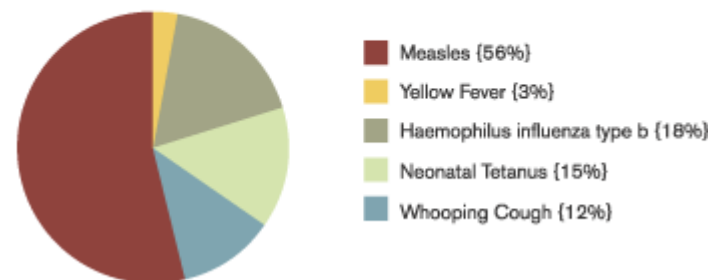
A: We have four priorities: 1) Assuring safety, quality and respect for persons consistent with our fundamental principles 2) Coordinating measles activities with the International Federation of the Red Cross and other African Red Cross Society health initiatives, such as the African Women's Initiative 3) Involving National Red Cross/Red Crescent Societies to participate in social mobilization for measles campaigns and 4) Conducting high quality assessments to guide program planning. Partners have enthusiastically supported these priorities.

Interesting Facts about Measles

The bad news:

- Of the 1.7 million vaccine-preventable deaths among children in 2000, nearly 50% died from measles (777,000 deaths)
- An estimated 30-40 million children suffer from measles every year
- More than half of measles deaths every year happen in Africa (about 450,000) which translates to:
 - 1,200 children die every day of measles in Africa
 - 51 children die every hour of measles in Africa
 - one child dies every minute of measles in Africa
- In the 36 endemic African countries, one in 100 children dies of measles
- In Africa, there are 200 million children at risk for measles and only about half of these have received any measles vaccine through existing services

Causes of Vaccine-Preventable Child Deaths in Africa {AFRO 2000}



- Measles, spread through the air, is one of the most contagious diseases known
- Measles is one of the leading killers of children in Africa and is the leading cause of death among unvaccinated children
- Virtually every community in Africa is affected by measles
- Measles attacks skin surfaces (gut, cornea, lungs) and attacks the immune system so children die of complications from measles including diarrhea, pneumonia, blindness
- Visible signs of measles include fever, rash, running nose, cough, red eyes, red lips, peeling of the skin, and difficulty breathing
- Measles can also cause blindness, brain damage, and make a child susceptible to secondary infections such as pneumonia and diarrhea

The good news:

- Measles vaccination is the most cost-effective public health intervention available for preventing deaths
- It costs less than a dollar to vaccinate a child against measles
- Over five years, 1.2 million deaths will be prevented
- During the first year of the Initiative (July 2001-Jun 2002), mass measles campaigns have been carried out in eight African countries, vaccinating more than 20 million children and preventing more than 140,000 deaths
- The goal of the Initiative is to prevent 1.6 million child deaths in Africa over five years and to reduce to zero the number of measles deaths in Africa by 2005
- The success of the Measles Initiative and partnership strengthens other health initiatives in Africa
- Many times, coverage exceeds 100% during a campaign because children from neighboring areas or outside the age range come to receive the vaccine