

Immunize Kansas Coalition Expands ‘Protect Against Measles’ Campaign with Spanish Resources and New Graphics on SSPE and Immune Amnesia

The Immunize Kansas Coalition (IKC) has expanded their [“Protect Against Measles” campaign](#) with newly released Spanish-language graphics and flyers, building on the previously available English resources. The updated campaign now features a social media toolkit with graphics and captions in both English and Spanish, as well as flyers designed to help partners and community members emphasize that MMR vaccination is our best defense against measles.

In response to ongoing measles misinformation, the coalition also addresses key topics such as [Subacute Sclerosing Panencephalitis \(SSPE\)](#), a rare but fatal complication of measles, and [immune amnesia](#), which weakens the body’s ability to remember how to fight off infections. These two new graphics explain the conditions, highlight compelling facts, and emphasize the serious health risks they pose. Both resources will also be available in English and Spanish.

These resources can be found on [IKC’s Measles/MMR webpage](#).

Measles Can Knock You OFF TRACK!



Measles can cause “**immune amnesia**” — erasing a body’s memory of how to fight off infections it previously knew how to handle.

A child can lose protection against diseases they once were *exposed to or vaccinated against* — like chickenpox, pneumonia, or meningitis.

University of Colorado Anschutz Medical Campus
<https://news.uanhschutz.edu/department-of-medicine/immune-amnesia-measles>

Measles can wipe out up to 73% of a person’s existing immune memory

—American Academy of Pediatrics (AAP)

It can take 2–3 years to build back immune memory. Don’t leave your child at risk.

American Society for Microbiology
<https://asm.org/articles/2019/may/measles-and-immune-amnesia>

Stay on track by staying up-to-date with MMR vaccination.



Información básica sobre el sarampión:

Qué es y cómo mantenerse protegido



El sarampión es una enfermedad altamente contagiosa que se está propagando en todo EE. UU.

Si una persona tiene sarampión, hasta **9 de cada 10 personas** en su entorno también se infectarán si no están protegidas.



Para prevenir el sarampión, los niños deben recibir la vacuna combinada contra el sarampión, las paperas y la rubéola (MMR).

La vacunación contra el sarampión es 97% efectiva en la prevención de las complicaciones derivadas del sarampión.

