

MEASLES: AN URGENT CALL TO ACTION FOR CHILD HEALTH PROVIDERS

Live Webcast presented by the Alabama Chapter – American Academy of Pediatrics

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12:15 – 1:30 p.m. Central Time

Alabama Chapter

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American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



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Target Audience:

Physicians, immunization program managers, emergency preparedness directors, nurses, social workers, academia, immunization providers (pediatricians, family doctors, obstetricians, pharmacists)

Vaccine hesitancy and measles are both on the rise. Federal policies have mirrored increasing public distrust of vaccinations and have created confusion among families of small children. More and more parents are refusing vaccinations at the point of care, creating threats to herd immunity and public health in general. As of February 21, the CDC has reported 982 confirmed cases of measles in the U.S., with states around Alabama reporting rising cases. The measles resurgence across the country is a prime example of this downward trend in rates of immunization. Many pediatricians have never seen measles cases in their practices and must be prepared to address this disease as well as take steps to prevent it in their patient populations.

Objectives

1. Describe the key epidemiologic drivers behind recent measles outbreaks, including declining vaccination rates, misinformation, global travel patterns, and gaps in community immunity.
2. Explain the clinical presentation and complications of measles in children.
3. Assess the broader public health consequences of measles outbreaks, including strain on health systems, school and childcare disruptions, and risks to vulnerable populations.
4. Identify evidence-based prevention strategies, including MMR vaccination, community engagement, and effective communication approaches to address vaccine hesitancy.

Conference Details

CME Accreditation: Children's of Alabama designates this live activity for a maximum of 1.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Association of the State of Alabama through the joint providership of Children's of Alabama and the Alabama Chapter of the AAP. Children's of Alabama is accredited by the Medical Association of the State of Alabama to provide accredited continuing education for physicians.

Registration: Available at www.alabamapublichealth.gov/alphtn

Technical Information: To receive complete technical information, you must register at www.alabamapublichealth.gov/alphtn. Webcast - Watch with RealPlayer or Windows Media Player.

Test your computer with the "test connection link" at www.alabamapublichealth.gov/alphtn

Audio - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference. On Demand - Available on our website two days after live broadcast.

Conference Materials: Available at www.alabamapublichealth.gov/alphtn approximately one week before the program.