



## Children in England urge for vaccination in new measles campaign

### Description

A new multimedia campaign seeks to remind parents in England about the grave risks of illnesses such as measles if vaccinations are missed. This campaign involves children's voices impressing on parents the importance of ensuring their kids are vaccinated. According to health officials, the aim is to engage busy parents with a message compelling enough to make them pause and pay attention.

The number of measles cases has been growing since the latter part of last year, with London being one of the areas with most cases. This surge in cases has been primarily attributed to a decrease in the uptake of childhood immunizations since the onset of the pandemic. Measles, being one of the most infectious diseases known to humans, can spread rapidly if immunization rates drop.

Even though it typically clears up within 10 days, measles can lead to severe complications such as blindness, seizures and meningitis. In certain cases, it can even prove fatal. The UK Health Security Agency (UKHSA) is urging parents to ensure their children have received two doses of the MMR vaccine, which defends against measles, mumps and rubella.

The campaign includes a video which will be aired on television, radio and social media platforms, featuring children saying: "If we're not vaccinated, we're not protected." The campaign will also be bolstered by trusted community leaders engaging in discussions with parents in inner-city areas, identified as areas of concern. Information leaflets in multiple languages have also been prepared for distribution.

Despite the MMR vaccine being extremely effective against measles, only 85% of children starting primary school in the UK have received both doses. This is far below the targeted 95% required to prevent the disease from spreading. Other vaccines, including those for whooping cough, polio, meningitis and diphtheria, have also seen a drop in uptake, diminishing population immunity levels and paving the way for potential outbreaks.

Prof Dame Jenny Harries, head of UKHSA, emphasised that while most of the country is protected, there are still high numbers of unvaccinated children in certain areas, which pose a risk. Unless this improves, diseases that we can prevent with vaccines could re-emerge and cause more serious illness.

Since the onset of October, 650 confirmed measles cases have been reported in England, almost twice the total for the whole previous year. Most infections have occurred amongst children and young people. In the absence of vaccination, anyone can contract measles at any age. Thus, it is crucial to ensure that children receive the MMR vaccine, given in two doses - the first when the child turns one and the second during early pre-school years.

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## Vocabulary List:

1. **Campaign** // (noun): An organized effort to achieve a specific goal usually involving advertising or promotion.
2. **Immunizations** // (noun): The action of making a person or animal immune to infection typically by administration of a vaccine.
3. **Compelling** // (adjective): Evoking interest attention or admiration in a powerfully irresistible way.
4. **Uptake** // (noun): The absorption or use of something.
5. **Infectious** // (adjective): Likely to spread or influence others in a rapid and unstoppable manner.
6. **Immunity** // (noun): Protection from or resistance to a particular disease or infection.

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What term is used to describe a sudden occurrence of a disease in a specific geographic area?

Option: Elderly

Option: Outbreak

Option: Gastrointestinal

Option: Endeavor

2. What is a substance used to stimulate the production of antibodies and provide immunity against one or several diseases?



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- Option: Hygiene  
Option: Vaccine  
Option: Immunizations  
Option: Directive
3. Which term refers to extreme tiredness resulting from mental or physical exertion?  
Option: Campaign  
Option: Fatigue  
Option: Uptake  
Option: Compelling
4. What is the process by which a person becomes protected against a disease through vaccination?  
Option: Precautionary  
Option: Immunizations  
Option: Directive  
Option: Boosters
5. Which term relates to the colon and rectum in the human body?  
Option: Colorectal  
Option: Indispensable  
Option: Insidious  
Option: Alarming
6. What is the body's response to an injury or infection causing redness swelling pain and heat?  
Option: Inflammation  
Option: Gastrointestinal  
Option: Indispensable  
Option: Compelling
7. Which term refers to the business of providing food service at a remote site or a site such as a hotel pub or other locations?  
Option: Catering  
Option: Upheavals  
Option: Endeavor  
Option: Tolerable
8. What term describes an official or authoritative instruction regulation or command?  
Option: Directive  
Option: Alarming  
Option: Fatigue  
Option: Campaign
9. Which term describes a sudden and powerful forward or upward movement especially by a crowd or by a



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natural force like waves or tides?

- Option: Tolerable
- Option: Booster
- Option: Contagious
- Option: Surge

10. What is the act or practice of introducing a vaccine into the body to produce immunity against a specific disease?

- Option: Inoculation
- Option: Indispensable
- Option: Immunity
- Option: Exacerbated

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. COVID-19 is highly \_\_\_\_\_ spreading easily from person to person.

12. Regular exercise is \_\_\_\_\_ for maintaining good health.

13. Embarking on a new \_\_\_\_\_ can be both exciting and challenging.

14. The sudden increase in crime rates is quite \_\_\_\_\_ for the local community.

15. After receiving the initial vaccine dose a \_\_\_\_\_ shot may be required to enhance immunity.

16. The speaker delivered a \_\_\_\_\_ argument that convinced the audience to support the cause.

17. The successful \_\_\_\_\_ of new safety measures helped reduce workplace accidents.

18. A diet rich in fiber can promote healthy \_\_\_\_\_ function.

19. Measles is a highly \_\_\_\_\_ disease that spreads quickly among unvaccinated individuals.

20. Practicing good personal \_\_\_\_\_ can help prevent the spread of infections.



**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Taking measures such as wearing masks and washing hands can help reduce the risk of infection.
22. The disease had an onset making it difficult to detect in the early stages.
23. Vaccination helps build against specific diseases enhancing the body's ability to fight infections.
24. The public health aimed to increase awareness about the importance of regular screenings for early detection of cancer.
25. The virus was highly resulting in rapid transmission within the community.
26. Political in the region led to instability and uncertainty among the population.
27. The side effects of the medication were mild and for most patients.
28. The lack of access to clean water the spread of waterborne diseases in the affected communities.
29. Healthcare facilities often provide specialized services for the population to address their unique needs.
30. Maintaining good personal is essential in preventing foodborne illnesses.

**Answer**

**Multiple Choice:** 1. Outbreak 2. Vaccine 3. Fatigue 4. Immunizations 5. Colorectal 6. Inflammation 7. Catering 8. Directive 9. Surge 10. Inoculation

**Gap-Fill:** 11. Contagious 12. Indispensable 13. Endeavor 14. Alarming 15. Booster 16. Compelling 17. Uptake 18. Gastrointestinal 19. Communicable 20. Hygiene

**Matching sentence:** 1. Precautionary 2. Insidious 3. Immunity 4. Campaign 5. Infectious 6. Upheavals 7. Tolerable 8. Exacerbated 9. Elderly 10. Hygiene

**CATEGORY**

- 1. Health - LEVEL4

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