

Topic Question:

The NHS has reported a large increase in measles and mumps cases in England in recent years even though it explains that the MMR (Measles, Mumps & Rubella) vaccine can stop people getting these diseases.¹

Measles and mumps cases in England		
Year	Measles	Mumps
2016	530	573
2018	970	1061

Source: NHS website: <https://www.nhs.uk/conditions/vaccinations/why-vaccination-is-safe-and-important/> last accessed; April 2020.

Write about:

1. Why do you think people may be hesitant about having vaccinations? Why do you think vaccination rates for some diseases might be falling?
2. What do you think people might need to know to help increase uptake of vaccinations?

Write a pitch for your idea to answer the challenge:

- How could people be made aware of the benefits of vaccination or the risks of not taking up vaccines?
- What would it take to increase uptake of vaccines offered in the UK vaccination schedule?

Useful links:

- **World Health Organisation infographics**
<https://www.who.int/mediacentre/infographic/immunization/en/>
- **Vaccines Save Lives** – a video by the Bill and Melinda Gates Foundation
<https://www.youtube.com/watch?v=JZvpF6gaGH4>
- **Public Health England blog covering the history of the measles in the UK**
<https://publichealthengland.exposure.co/50-years-of-measles-vaccination-in-the-uk>
- **News story about fall in vaccination numbers**
<https://www.bbc.com/news/uk-england-45565674>
- **NHS information about the importance of vaccination**
<https://www.nhs.uk/conditions/vaccinations/why-vaccination-is-safe-and-important/>
- **The Association of the British Pharmaceutical Industry links to facts and infographics about the benefits and future of vaccines**
<https://abpi.org.uk/what-we-do/supporting-medicines-and-vaccines-development/vaccines/>
- **What is herd immunity?** – a video by the Microbiology Society, explaining herd protection
<https://www.youtube.com/watch?v=cEn1PKyBUNc>

1. <https://www.nhs.uk/conditions/vaccinations/why-vaccination-is-safe-and-important/> last accessed: April 2020