

MEASLES OUTBREAK – RADIO PSA (:60)

MORE THAN 100 YEARS AGO, A HIGHLY CONTAGIOUS VIRUS MADE ITS WAY TO AMERICA. AT THE HEIGHT OF THE DISEASE, IT INFECTED 3 TO 4 MILLION AMERICANS EACH YEAR. BUT IN THE YEAR 2000, THE U.S. DECLARED THAT THE VIRUS HAD BEEN ELIMINATED.

NOW, IT'S BACK.

I'M TALKING ABOUT THE MEASLES. HUNDREDS OF AMERICANS HAVE ALREADY CONTRACTED MEASLES THIS YEAR, AND SOME OF THESE PEOPLE LIVE RIGHT HERE IN TEXAS.

FORTUNATELY, MEASLES IS PREVENTABLE – THANKS IN LARGE PART TO A VACCINE THAT IS 97 PERCENT EFFECTIVE.

FAMILIES HAVE DIFFERENT MOTIVES FOR DECLINING VACCINATIONS. IT COULD BE BASED ON A RELIGIOUS BELIEF OR A PERSONAL CONVICTION.

A LACK OF MONEY SHOULD NEVER BE THE REASON.

THAT'S WHY BLUE CROSS AND BLUE SHIELD OF TEXAS SPONSORS THE CARING FOUNDATION OF TEXAS CARE VANS, WHICH DELIVERED NEARLY 28,000 VACCINATIONS TO TEXANS IN 2018.

I'M DR. DAN MCCOY, PRESIDENT OF BLUE CROSS AND BLUE SHIELD OF TEXAS. FOR MORE INFORMATION ON THESE EFFORTS, VISIT STANDING-WITH-TEXAS.COM.