

# Measles ‘misinformation campaigns’ through social media, fuel rising toll | UN News

By UN News

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In a warning over dangerously low vaccination levels and large outbreaks in several countries – spurred on by social media “misinformation campaigns” – the UN health agency insisted that anything less than 95 per cent coverage risked sparking an outbreak.

## **Samoa epidemic**

In the Pacific island nation of Samoa, just 31 per cent of the island’s people have immunity against measles, the [WHO](#) said, highlighting the impact there of a single anti-vaccine group’s social media messaging.

The situation has resulted in a [major health crisis](#), with hospitals and clinics reportedly overwhelmed and struggling to treat the most vulnerable – children under the age of five – and other patients with chronic illnesses including diabetes.

[...]

Source: [Measles ‘misinformation campaigns’ through social media, fuel rising toll | UN News](#)