

FLORIDA MEASLES CRISIS

From 8 Cases in 2025 to Active Outbreaks in 2026

What Healthcare Leaders Need to Know & Do NOW

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THE NUMBERS DON'T LIE

2,267

U.S. Measles Cases
in 2025
↑ 696%

16+

Active Florida
Cases (2026)
Multiple Counties

89%

FL Kindergarten
Vaccination Rate
↓ from 94% in 2019

CURRENT FLORIDA OUTBREAKS (February 2026)

- 📍 Collier County (Ave Maria University): 12 confirmed cases, 3 hospitalized
- 📍 Duval County (Jacksonville): 4 confirmed cases - OUTBREAK DECLARED
- 📍 Hillsborough & Manatee Counties: Cases under investigation

WHY IS THIS HAPPENING?

1

POLICY CHANGES

SB 1756 proposes adding 'conscience exemption' to school vaccine requirements.

Passed Senate Health Committee 6-4.

Expands beyond religious/medical exemptions.

2

DECLINING RATES

FL kindergarten vaccination dropped from 94% (2019) to 89% (2025).

Herd immunity threshold: 95%

We're below the safety line.

3

NATIONAL CRISIS

U.S. may lose measles-free status (held since 2000).

Texas, South Carolina: Major outbreaks.

Travelers bringing cases.

WHO'S MOST AT RISK?



INFANTS & YOUNG CHILDREN

Too young for MMR vaccine (<12 months)
Most severe complications
1 in 5 unvaccinated get hospitalized



IMMUNOCOMPROMISED

Cancer patients undergoing treatment
Organ transplant recipients
Cannot receive live vaccines



SENIORS

Weakened immune systems
Higher risk of complications
Florida has 4.5M residents 65+



PREGNANT WOMEN

Risk of miscarriage or premature birth
Cannot receive MMR during pregnancy
Babies born without protection



MEASLES FACTS: 90% contagious to unvaccinated | Lives in air 2 hours after infected person leaves | No treatment available

CALL TO ACTION

What Healthcare Leaders Must Do NOW

1. CONTACT YOUR STATE SENATORS & REPRESENTATIVES

 Florida Senate Switchboard: (850) 487-5229

 Florida House Switchboard: (850) 717-5000

 Find Your Legislator: www.myfloridahouse.gov | www.flsenate.gov

 MESSAGE: Oppose SB 1756/HB 917 - Conscience exemptions threaten public health

2. REPORT TO FLORIDA DEPARTMENT OF HEALTH

 Measles Reporting Hotline: Contact your county health department

 Find Your County: www.floridahealth.gov (search "county health departments")

HEALTHCARE PROVIDERS: Report suspected measles immediately

3. EDUCATE & ADVOCATE IN YOUR COMMUNITY

 Share facts about measles transmission & vaccination 

Join Florida Public Health Association: fpha.wildapricot.org 

Engage professional networks (FHCA, FMA, NAPH)

RESOURCES & WHO TO ASK

TRUSTED INFORMATION SOURCES

CDC Measles Information

www.cdc.gov/measles

Florida Department of Health

www.floridahealth.gov

(850) 245-4444

Your County Health Department

Search: [County Name] Health Dept Florida

Florida Chapter - American Academy of Pediatrics

www.fcaap.org

LEGISLATIVE ACTION

Track SB 1756 / HB 917

www.flsenate.gov/Session/Bill/2026/1756

Florida Senate Health Policy Committee

Chair: Sen. Colleen Burton

(850) 487-5013

House Healthcare Subcommittee

(850) 717-5000

Florida Policy Institute (Analysis)

www.floridapolicy.org

NAACP Florida Healthcare Advocacy



URGENT: The best time to act was yesterday. The next best time is NOW.

WE CAN PREVENT THIS

Measles is 97% preventable with two doses of MMR vaccine.
Every healthcare leader has a role to play.

Share this information.

Contact your legislators.

Protect vulnerable populations.

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Co-Chair, APHA Human Rights Forum | Florida Registered Lobbyist

#FloridaHealth #MeaslesOutbreak #PublicHealth #HealthcareLeadership #VaccinesSaveLives