



Bridging Policy and Practice: Global Lessons and Field Challenges in Measles Outbreak Response

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BACKGROUND

Measles remains a re-emerging global health challenge, with 10.3 million cases and over 107,000 deaths reported worldwide in 2023. In Indonesia, recurrent outbreaks—such as the 2024 surge in West Nusa Tenggara—reflect ongoing weaknesses in immunization coverage, coordination, and operational readiness.

OBJECTIVE

This study aims to synthesize global experiences and practical field responses to identify effective strategies and implementation barriers in measles outbreak management.

METHOD

A structured literature review was conducted on peer-reviewed articles published between 2015 and 2025, sourced from PubMed, ProQuest, and Google Scholar. Studies documenting empirical field experiences and outbreak interventions were included, while institutional and grey literature were excluded. Data were analyzed thematically to capture cross-country patterns, field innovations, and systemic challenges.

RESULT

Twenty-eight studies met inclusion criteria, representing diverse settings and designs. Six priorities consistently emerged: **strengthening immunization programs, integrating surveillance, enhancing risk communication, improving cross-sector collaboration, focusing on vulnerable groups, and leveraging innovation.**

Persistent barriers included logistical bottlenecks, vaccine hesitancy, limited human resources, and fragmented data systems.

CONCLUSION

This review highlights that successful measles outbreak control depends not only on technical capacity but also on **operational execution and public trust.** Strengthening field implementation and adopting adaptive, context-specific innovations are essential to achieving sustainable measles elimination and resilient health systems.

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