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New Dallas County Report Finds Measles Vaccination Protects Lives and Saves Millions

DALLAS (Aug 5, 2026) – A new report released by Dallas County Health and Human Services (DCHHS) finds that routine measles vaccination is more than a public health measure; it is a smart economic investment that protects families, businesses, healthcare systems, and taxpayers.

Published in the *Dallas Medical Journal*, **The Economic Impact of Measles Vaccination in Dallas County** examines the potential health and financial consequences of declining measles vaccination rates. Using a modeled scenario in which MMR vaccination ceases for infants and kindergarten-aged children, the report estimates Dallas County could face **more than \$450 million in economic costs over five years**, underscoring the value of maintaining high vaccination coverage. Each dollar not spent on vaccination corresponds to roughly \$69 in economic losses, reflecting medical treatment costs, public health response expenses, and productivity disruptions.

Measles is one of the most contagious diseases known. Even small declines in vaccination rates can allow the virus to spread rapidly through communities before outbreaks are detected.

“Vaccination is one of the most effective investments we can make in the health of our community,” said Dr. Philip Huang, Director of DCHHS. “Every vaccine administered helps protect vulnerable residents, reduces strain on our healthcare system, and avoids the significant costs associated with responding to outbreaks.”

The report also found that Dallas County's kindergarten MMR vaccination coverage declined to **90.15% during the 2024–2025 school year**, falling below the **95% vaccination level** recommended to help prevent sustained community transmission. According to the study, administering approximately **80,000 MMR vaccine doses each year** helps maintain community protection while avoiding the significantly higher costs associated with responding to measles outbreaks.

The findings reinforce a simple but important message: investing in routine childhood immunizations is far less costly than managing the medical, public health, and economic consequences of an outbreak.

A Call to Action

As students return to school and families gather for activities throughout the year, now is the time to make sure everyone is protected against measles. Parents and caregivers are encouraged to check their children's immunization records and schedule any needed vaccinations. To learn more or schedule an appointment, visit [DCHHS Immunization Clinics](#).



To read the full published article, visit:

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