



# MEASLES & RUBELLA VACCINATION CAMPAIGN



Ministry of Health and Family Welfare  
Government of India

## Making India Measles-Rubella free is in your hands



### Private Practitioner key

Measles – Rubella (MR) Vaccine prevents Measles and Rubella diseases. MR vaccine is being introduced in form of a special campaign targeting all children in state in age group of 9 months to 15 years. This campaign will be conducted in all schools, outreach centres and health facilities. All children should be vaccinated even if they have already been vaccinated with MR/MMR vaccine or had either of the diseases

Measles is a deadly disease and one of major causes of disability and death in children. Measles can make child vulnerable to life threatening complications like pneumonia and diarrhoea. Measles spreads through coughing and sneezing of infected person and commonly presents with visible red rash, high fever, cough, running nose and red eyes.

Rubella infection during pregnancy can result in congenital rubella syndrome (CRS) that can cause congenital anomalies affecting eyes (glaucoma, cataract), ears (hearing loss), brain (microcephaly, mental retardation) and heart defects. Rubella can also lead to abortions, miscarriages and still births in pregnant women.

7<sup>th</sup> to 28<sup>th</sup> February 2017 Campaign will be held  
for 9 months to 15 Years Children



## Measles Elimination & Rubella control by 2020



**Be Wise!**  
Get your child  
fully immunized



# MR vaccination-campaign

- Government of India is conducting the MR campaign as part of the national strategy to eliminate Measles and control Rubella / CRS in the country by 2020
- National routine MCV1 vaccination coverage is 83% (RSOC) and even less for MCV2 coverage (70% as per HMIS). Although measles vaccination confers immunity in 85% of children when given at 9–12 months of age and in 95% of children when they get immunized at 16–24 months of age, a substantial number of children remain unprotected even if they are vaccinated. Hence an MR campaign offers an opportunity to the susceptible group of children to get vaccinated and overall boost population immunity against measles and rubella across the country, through sustaining high MR vaccination coverage in all the states
- All children aged 9 months to under 15 years will be vaccinated regardless of previous vaccination status or history of Measles and Rubella like illness
- Malnourished children should be vaccinated on a priority basis, as they are more likely to have complications like diarrhea and pneumonia.
- The MR campaign will be conducted in all schools, all anganwadi centres, outreach centres and health facilities

## For the success of the campaign, your support is critical

- Inform/ educate all parents regarding benefits of additional MR vaccine dose during campaign
- Support setting up MR vaccination booth at your hospital/ clinic wherever requested
- Support district health authorities in management of AEFIs (if any)
- Support training of the vaccinators and supervisors (if requested)
- Spread messages in academic/professional body meetings regarding MR vaccination campaign



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**Measles Elimination & Rubella control by 2020**

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